

REFERENCES

- Abbasi, R., Martinez, P., & Ahmad, R. (2022). The digitization of agricultural industry – a systematic literature review on agriculture 4.0. In *Smart Agricultural Technology* (Vol. 2). Elsevier B.V. <https://doi.org/10.1016/j.atech.2022.100042>
- Abdulai, A. R., Gibson, R., & Fraser, E. D. G. (2023). Beyond transformations: Zooming in on agricultural digitalization and the changing social practices of rural farming in Northern Ghana, West Africa. *Journal of Rural Studies*, 100. <https://doi.org/10.1016/j.jrurstud.2023.103019>
- Abiad, M., & Meho, L. (2018). Food loss and food waste research in the Arab world: a systematic review. *Food Security*, 10. <https://doi.org/10.1007/s12571-018-0782-7>
- Aker, J. C., Ksoll, C., Abdoulaye, A., Bety, A., Boukari, S., Moussa, L., Sountalma, O., & Washington, L. (2015). *Can Mobile Phones Improve Agricultural Outcomes? Evidence from a Randomized Experiment in Niger*.
- Alimo, P. K. (2021). Reducing postharvest losses of fruits and vegetables through supply chain performance evaluation: an illustration of the application of SCOR model. In *Int. J. Logistics Systems and Management* (Vol. 38, Issue 3).
- Ardra, S., & Barua, M. K. (2022). Inclusion of circular economy practices in the food supply chain: Challenges and possibilities for reducing food wastage in emerging economies like India. *Environment, Development and Sustainability*. <https://doi.org/10.1007/s10668-022-02630-x>
- Ashraf, M. H., Yalcin, M. G., & Hos, R. (2024). Reconceptualizing supply chain flows (SCFLOWS). *International Journal of Logistics Management*. <https://doi.org/10.1108/IJLM-03-2024-0180>
- Azizsafaei, M., Hosseini-Far, A., Khandan, R., Sarwar, D., & Daneshkhah, A. (2022). Assessing Risks in Dairy Supply Chain Systems: A System Dynamics Approach. *Systems*, 10(4). <https://doi.org/10.3390/systems10040114>
- Bello Pintado, A., Danese, P., & Reiner, G. (2024). Guest editorial: The 6th world conference on production and operations management. In *International Journal of Operations and Production Management* (Vol. 44, Issue 8, pp. 1413–1419). Emerald Publishing. <https://doi.org/10.1108/IJOPM-08-2024-991>
- Bhanot, D., Kathuria, V., & Das, D. (2021). Can institutional innovations in agri-marketing channels alleviate distress selling? Evidence from India. *World Development*, 137. <https://doi.org/10.1016/j.worlddev.2020.105202>
- Blackburn, J., & Scudder, G. (2009). Supply Chain Strategies for Perishable Products: The Case of Fresh Produce. *Production and Operations Management*, 18(2), 129–137. <https://doi.org/10.3401/poms.1080.01016>

- Boiral, O., Brotherton, M. C., Talbot, D., & Guillaumie, L. (2024). Assessing and managing environmental, social, and governance risks in agri-food companies. *Corporate Social Responsibility and Environmental Management*. <https://doi.org/10.1002/csr.2884>
- Braa, K., & Vidgen, R. (1999). *Interpretation, intervention, and reduction in the organizational laboratory: a framework for in-context information system research*.
- Cattaneo, A., Sánchez, M. V., Torero, M., & Vos, R. (2021). Reducing food loss and waste: Five challenges for policy and research. *Food Policy*, 98. <https://doi.org/10.1016/j.foodpol.2020.101974>
- Central Bank of Sri Lanka. (2018). *Central Bank of Sri Lanka, Annual Report 2018*. Chapter 6.
- Ciccullo, F., Cagliano, R., Bartezzaghi, G., & Perego, A. (2021). Implementing the circular economy paradigm in the agri-food supply chain: The role of food waste prevention technologies. *Resources, Conservation and Recycling*, 164. <https://doi.org/10.1016/j.resconrec.2020.105114>
- Dixit, S., Dhulipala, R., Sylvester, G., Mothkoo, V., & Koganti, D. K. (2022). Digital agriculture in action - Selected case studies from India. In *Digital agriculture in action*. FAO. <https://doi.org/10.4060/cc0017en>
- Fernando, W. M., Perera, H. N., Ratnayake, R. M. C., & Thibbotuwawa, A. (2024). Storm in a teacup: implications of mobile phone literacy on sustainable smallholder agri-food supply chains in developing economies. *International Journal of Logistics Management*. <https://doi.org/10.1108/IJLM-09-2023-0413>
- Food and Agriculture Organization of the United Nations. (2014). Food Wastage Footprint: Food cost-accounting. In *Food and Agriculture Organization of the United Nations (FAO)*.
- Fu, X., & Akter, S. (2016). The Impact of Mobile Phone Technology on Agricultural Extension Services Delivery: Evidence from India. *Journal of Development Studies*, 52(11), 1561–1576. <https://doi.org/10.1080/00220388.2016.1146700>
- Gardas, B. B., Raut, R. D., & Narkhede, B. (2017). Modeling causal factors of post-harvesting losses in vegetable and fruit supply chain: An Indian perspective. *Renewable and Sustainable Energy Reviews*, 80, 1355–1371. <https://doi.org/https://doi.org/10.1016/j.rser.2017.05.259>
- Goossens, Y., Wegner, A., & Schmidt, T. (2019). Sustainability Assessment of Food Waste Prevention Measures: Review of Existing Evaluation Practices. *Frontiers in Sustainable Food Systems*, 3(October). <https://doi.org/10.3389/fsufs.2019.00090>
- Gustavsson, J., Cederberg, C., & Sonesson, U. (2019). Food loss and food waste: Causes and solutions. In *Food Loss and Food Waste: Causes and Solutions*. <https://doi.org/10.4337/9781788975391>

- Jarman, A., Thompson, J., McGuire, E., Reid, M., Rubsam, S., Becker, K., & Mitcham, E. (2023). Postharvest technologies for small-scale farmers in low- and middle-income countries: A call to action. *Postharvest Biology and Technology*, 206. <https://doi.org/10.1016/j.postharvbio.2023.112491>
- Jayalath, M. M., & Perera, H. N. (2021). Mapping Post-Harvest Waste in Perishable Supply Chains through System Dynamics: A Sri Lankan Case Study. *The Journal of Agricultural Sciences - Sri Lanka*, 16(3), 144–161. <https://doi.org/10.4038/jas.v16i03.9476>
- Jayalath, M. M., Perera, H. N., Ratnayake, R. M. C., & Thibbotuwawa, A. (2025). Harvesting sustainability: Transforming traditional agri-food supply chains with circular economy in developing economies. *Cleaner Waste Systems*, 11. <https://doi.org/10.1016/j.clwas.2025.100264>
- Kaplan, R. S., & Norton, D. P. (1992). *The Balanced Scorecard-Measures that Drive Performance* Harvard Business Review.
- Khanal, U., Wilson, C., Rahman, S., Lee, B. L., & Hoang, V. N. (2021). Smallholder farmers' adaptation to climate change and its potential contribution to UN's sustainable development goals of zero hunger and no poverty. *Journal of Cleaner Production*, 281. <https://doi.org/10.1016/j.jclepro.2020.124999>
- Kodithuwakku, Sarath. S., & Weerahewa, J. (2014). Supermarkets and their Effects on Small holder Vegetable Farmers in Sri Lanka: An Exploratory Case Study. *Journal of Agriculture Economics and Rural Development*, 2(2), 62. <https://doi.org/10.12966/jaerd.05.06.2014>
- Komarek, A. M., De Pinto, A., & Smith, V. H. (2020). A review of types of risks in agriculture: What we know and what we need to know. In *Agricultural Systems* (Vol. 178). Elsevier Ltd. <https://doi.org/10.1016/j.agsy.2019.102738>
- Kraus, S., Durst, S., Ferreira, J. J., Veiga, P., Kailer, N., & Weinmann, A. (2022). Digital transformation in business and management research: An overview of the current status quo. *International Journal of Information Management*, 63, 102466. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2021.102466>
- Kumari, S., Venkatesh, V. G., & Shi, Y. (2023). Assessment of Risks and Risk Management for Agriculture Supply Chain. In S. K. Paul, R. Agarwal, R. A. Sarker, & T. Rahman (Eds.), *Supply Chain Risk and Disruption Management: Latest Tools, Techniques and Management Approaches* (pp. 155–172). Springer Nature Singapore. https://doi.org/10.1007/978-981-99-2629-9_8
- Leloup, H., Bulten, E., Elzen, B., Prazan, J., & Zarokosta, E. (2022). Socio-Technical Scenarios as a Tool to Improve Farm Advisory Services. *EuroChoices*, 21(1), 32–39. <https://doi.org/10.1111/1746-692X.12351>
- Lidder, P., Cattaneo, A., & Chaya, M. (2025). Innovation and technology for achieving resilient and inclusive rural transformation. In *Global Food Security* (Vol. 44). Elsevier B.V. <https://doi.org/10.1016/j.gfs.2025.100827>

- Lloyd, T. (2017). Forty Years of Price Transmission Research in the Food Industry: Insights, Challenges and Prospects. *Journal of Agricultural Economics*, 68(1), 3–21. <https://doi.org/10.1111/1477-9552.12205>
- Martínez-Moreno, M. M., Buitrago, E. M., Yñiguez, R., & Puig-Cabrera, M. (2024). Circular economy and agriculture: Mapping circular practices, drivers, and barriers for traditional table-olive groves. *Sustainable Production and Consumption*, 46, 430–441. <https://doi.org/https://doi.org/10.1016/j.spc.2024.02.036>
- Muñoz, S., Hosseini, M. R., & Crawford, R. H. (2024). Towards a holistic assessment of circular economy strategies: The 9R circularity index. *Sustainable Production and Consumption*, 47, 400–412. <https://doi.org/https://doi.org/10.1016/j.spc.2024.04.015>
- Mustafa, M. F. M. S., Navaranjan, N., & Demirovic, A. (2024). Food cold chain logistics and management: A review of current development and emerging trends. In *Journal of Agriculture and Food Research* (Vol. 18). Elsevier B.V. <https://doi.org/10.1016/j.jafr.2024.101343>
- Neely, A. D. ., Adams, Chris., & Kennerley, Mike. (2002). *The performance prism : the scorecard for measuring and managing business success*. Financial Times/Prentice Hall.
- Negi, S., & Anand, N. (2015). Supply Chain of Fruits & Vegetables Agribusiness in Uttarakhand (India): Major Issues and Challenges. *Journal of Supply Chain Management Systems*, 4(1–2), 43–57.
- Negi, S., & Anand, N. (2017). Post-Harvest Losses and Wastage in Indian Fresh Agro Supply Chain Industry: A Challenge. *IUP Journal of Supply Chain Management*, , 14(2).
- Neven, David. (2014). *Developing sustainable food value chains : guiding principles*. FAO.
- Niehoff, S. (2022). Aligning digitalisation and sustainable development? Evidence from the analysis of worldviews in sustainability reports. *Business Strategy and the Environment*, 31(5), 2546–2567. <https://doi.org/10.1002/bse.3043>
- Oliveira, M. M. de, Lago, A., & Dal' Magro, G. P. (2021). Food loss and waste in the context of the circular economy: a systematic review. *Journal of Cleaner Production*, 294, 126284. <https://doi.org/https://doi.org/10.1016/j.jclepro.2021.126284>
- Perera, M., Kodithuwakku, S. S., & Weerahewa, J. (2011). Analysis of Vegetable Supply Chains of Supermarkets in Sri Lanka. *Sri Lankan Journal of Agricultural Economics*, 6(1), 67. <https://doi.org/10.4038/sjae.v6i1.3471>
- Peters, T., & Sayin, L. (2022). Sustainable food cold chains: Opportunities, challenges and the way forward. In *Sustainable food cold chains: Opportunities, challenges and the way forward*. UNEP; FAO; <https://doi.org/10.4060/cc0923en>

- Potting, J., Hekkert, M., Worrell, E., & Hanemaaijer, A. (2017). *CIRCULAR ECONOMY: MEASURING INNOVATION IN THE PRODUCT CHAIN Policy Report*.
- Raut, R. D., Gardas, B. B., Narwane, V. S., & Narkhede, B. E. (2019). Improvement in the food losses in fruits and vegetable supply chain - a perspective of cold third-party logistics approach. *Operations Research Perspectives*, 6(June), 100117. <https://doi.org/10.1016/j.orp.2019.100117>
- Raza, G., Jan, K., & Kazmi, S. Z. A. (2024). Agri-entrepreneurship in developing countries – a systematic review of smallholders’ constraints. In *Journal of Agribusiness in Developing and Emerging Economies*. Emerald Publishing. <https://doi.org/10.1108/JADEE-06-2024-0185>
- Regmi, A. and A. J. (2013). POST-HARVEST FOOD LOSSES ESTIMATION-DEVELOPMENT OF CONSISTENT METHODOLOGY. *FAO*, 84, 487–492.
- Rijswijk, K., Klerkx, L., Bacco, M., Bartolini, F., Bulten, E., Debruynne, L., Dessein, J., Scotti, I., & Brunori, G. (2021). Digital transformation of agriculture and rural areas: A socio-cyber-physical system framework to support responsabilisation. *Journal of Rural Studies*, 85, 79–90. <https://doi.org/10.1016/j.jrurstud.2021.05.003>
- Robertson, M. (2018). A Brief History of Sustainability. In *Sustainability Principles and Practice*. https://doi.org/10.9774/gleaf.9781315625478_3
- Samarasinghe, Y. M. P., Kumara, B. A. M. S., & Kulatunga, A. K. (2021). Traceability of Fruits and Vegetables Supply Chain towards Efficient Management: A Case Study from Sri Lanka. *International Journal of Industrial Engineering and Operations Management*, 03(02), 89–106. <https://doi.org/10.46254/j.ieom.20210203>
- Samarawickrama, C. P. (2025, May 14). *Vegetable prices skyrocket again*. Daily Mirror Online.
- Sengupta, S., Choudhary, S., Obayi, R., & Nayak, R. (2024). Reducing food loss through sustainable business models and agricultural innovation systems. *Supply Chain Management*. <https://doi.org/10.1108/SCM-01-2023-0059>
- Sharma, R., & Sharma, S. K. (2025). Optimizing agricultural downstream supply chain: addressing information asymmetry and losses. *Business Process Management Journal*. <https://doi.org/10.1108/BPMJ-02-2024-0097>
- Shukla, S., Kapoor, R., Gupta, N., Garza-Reyes, J. A., & Kumar, V. (2023). Role of information and communication technology in mitigating risks in Indian agricultural supply chains. *Supply Chain Management: An International Journal*, 28(3), 544–558. <https://doi.org/10.1108/SCM-08-2021-0386>
- Thorsen, M., Croad, T., Vincent, T., & Miroso, M. (2022). Critical success factors for food waste reduction. *Cleaner Waste Systems*, 3. <https://doi.org/10.1016/j.clwas.2022.100059>

- Tomasiello, S., & Alijani, Z. (2021). Fuzzy-based approaches for agri-food supply chains: a mini-review. *Soft Computing*, 25(11), 7479–7492. <https://doi.org/10.1007/s00500-021-05707-3>
- Tripathi, S., & Gupta, M. (2020). Transforming towards a smarter supply chain. *International Journal of Logistics Systems and Management*, 36(3), 319–342. <https://doi.org/10.1504/IJLSM.2020.108694>
- Weerasinghe, R, Priyadarshan, S. (2017). *Factors influencing on effective handling of wastage of the vegetable marketing system in dambulla dedicated economic centre. December*, 10–19.
- Yin, R. K. (2018). *Case Study Research and Applications. Sixth Edition*.
- Zhang, X., & Fan, D. (2024). Can agricultural digital transformation help farmers increase income? An empirical study based on thousands of farmers in Hubei Province. *Environment, Development and Sustainability*, 26(6), 14405–14431. <https://doi.org/10.1007/s10668-023-03200-5>