

REFERENCES

- 15th Annual Convocation of IBSL. (2010). Retrieved from <http://www.sundaytimes.lk/101031/Education/ed17.html>
- About Us*. (2018). Retrieved from Jayasekera Management Centre: <https://www.jmc.lk/about/>
- Anderson, J. C., Narus, J. A., & Rossum, W. V. (2006). Customer Value Propositions in Business Markets. *Harvard Business Review*, 84(3), 1-8.
- Anderson, R. C., & Reeb, D. M. (2003). Founding-family ownership and firm performance: Evidence from the S&P 500. *Journal of Finance*, 58(3), 1301-1328.
- Aron, D. (2013). *The Difference Between IT Strategy and Digital Strategy*. Retrieved from Gartner Blog Network: <https://blogs.gartner.com/dave-aron/2013/11/12/the-difference-between-it-strategy-and-digital-strategy/>
- Association of Accounting Technicians of Sri Lanka. (2014). *Leading from the front - Annual Report (2013/14)*.
- Association of Accounting Technicians of Sri Lanka. (2017). *Our Promise Your Trust - Annual Report (2016/17)*.
- Ballantyne, D., Frow, P., Varey, R. J., & Payne, A. (2011). Value propositions as communication practice: taking a wider view. *Industrial Marketing Management*, 40(2), 202-210.
- Barach, J. A., & Ganitsky, J. B. (1995). Successful succession in family business. *Family Business Review*, 8(2), 131-155.
- Barret, M., & Moores, K. (2009). Spotlights and shadows: Preliminary findings about the experiences of women in family business leadership roles. *Journal of Management & Organization*, 15(3), 363-377.
- Bierly, P., & Chakrabarti, A. (1996). Generic knowledge strategies in the U.S. pharmaceutical industry. *Strategic Management Journal*, 17(S2), 123-136.
- Bitner, M. J., Faranda, W. T., Hubbert, A. R., & Zeithaml, V. A. (1997). Customer contributions and roles in service delivery. *International Journal of Service Industry Management*, 8(3), 193-205.

- Bonazzi, L., & Islam, S. M. (2007). Agency theory and corporate governance: A study of the effectiveness of board in their monitoring of the CEO. *Journal of Modelling in Management*, 2(1), 7-23.
- Booms, B. H., & Bitner, M. J. (1981). *Marketing Strategies and Organization Structures for Service Firms*. Marketing of Services. American Marketing Association.
- Cabrera-Suárez, K., & De Saá Pérez, P. (1996). La empresa familiar desde la perspectiva de la teoría de recursos y capacidades. La Empresa en una Economía Globalizada: Retos y Cambios. *Proceedings of the Xth National Congress of AEDEM*. Granada, Spain.
- Cabrera-Suárez, K., De Saá-Pérez, P., & García-Almeida, D. (2001). The Succession Process from a Resource and Knowledge-Based View of the Family firm. *Family Business Review*, 14(1), 37-46.
- Carr, N. G. (2003). IT Doesn't Matter. *Harvard Business Review*, 81(5), 41-49.
- Casillas, J. C., Moreo, A. M., & Barbero, J. L. (2010). A Configurational Approach of the Relationship Between Entrepreneurial Orientation and Growth of Family Firms. *Family Business Review*, 23(1), 27-44.
- Chairman's Message*. (2018). Retrieved from Jayasekera Management Centre: <https://www.jmc.lk/about/chairmans-message/>
- Dancing Peacocks Annual Concert* . (2017). Retrieved from Jayasekera Management Centre: <https://www.jmc.lk/gallery/2017/11/163-dancing-peacocks-annual-concert-2017/>
- Davidsson, P., & Wiklund, J. (2000). Conceptual and empirical challenges in the study of firm growth. In D. Sexton, & H. Landstrom, *Handbook of Entrepreneurship* (pp. 26-44). Malden, MA: Blackwell Business.
- Delmar, F., Davidsson, P., & Gartner, W. (2003). Arriving at the High Growth Firm. *Journal of Business Venturing*, 18(2), 189-216.
- Dunne, P., & Hughes, A. (1996). Age, size, growth and survival: UK companies in the 1980s. *Journal of Industrial Economics*., XLII(2), 115-140.
- Dyer, W. G. (1986). *Cultural change in family firms*. San Francisco, CA: Jossey-Bass.

- Dyer, W. G. (2006). Examining the “Family Effect” on Firm Performance. *Family Business Review*, 19(4), 253-273.
- Family Business Leadership*. (n.d.). Retrieved from The Family Business Consulting Group: <https://www.thefbcg.com/Family-Business-Leadership/>
- Family Business Leadership - Facing the complex challenges of leading a family company*. (2016). Retrieved from IEDP: <https://www.iedp.com/articles/family-business-leadership/>
- Foster, A. (1995). Developing leadership in the successor generation. *Family Business Review*, 8(3), 201-209.
- Gordon, I. (1999). *Relationship Marketing: New Strategies, Techniques and Technologies to Win the Customers You Want and Keep Them Forever*. New York: John Wiley & Sons Publishers.
- Governing Council*. (2018). Retrieved from Jayasekera Management Centre: <https://www.jmc.lk/about/governing-council/>
- Grönroos, C., & Voima, P. (2013). Critical service logic: making sense of value. *Journal of the Academy of Marketing Science*, 41(2), 133-150.
- Gunathilake, L., Weerasiri, S., & Bandara, N. S. (2011). *පෙනෙරයක් නොවී කුලලක් වෙයන් පුනේ: දේශමානය, දේශකීර්ති, වරලත් ගණකාධිකාරී ජේ. එම්. යූ. බී. ජයසේකර වර්තාපදානය*. Maharagama: JMC Udara Advertising.
- Hoffman, L. D., & Fodor, M. (2010). Can You Measure the ROI of Your Social Media Marketing? *Sloan Management Review*, 52(1), 41-49.
- Jayasekera Management Centre. (2018). Retrieved from <https://www.jmc.lk/>
- Jayasekera Management Centre. (2018a). *Year Plan 2018*. Colombo.
- Jayasekera, J. M. (2018). *පලමුවැන්නා ඔබයි*. Colombo: JMC Udara Advertising.
- Jensen, M., & Meckling, O. (1976). Theory of the firm Managerial behavior, agency costs and ownership structure. *Journal of Financial Economics*, 3(4), 305-360.
- JMC College International. (2018). In *Facebook*. Retrieved from <https://www.facebook.com/JMCCollegeInternational/>

- JMC Jayasekera Management Centre. (2018). In *Facebook*. Retrieved from <https://www.facebook.com/jmclconnect/>
- JMC School of Computing. (2018). In *Facebook*. Retrieved from <https://www.facebook.com/socjmc/>
- Kaplan, R., & Norton, D. (1992). The Balanced Scorecard - Measures that Drive Performance. *Harvard Business Review*, 70(1), 71-79.
- Kim, C., & Mauborgne. (2005). *Blue Ocean Strategy*. Boston: Harvard Business School Press.
- Kotler, P., & Keller, K. L. (2009). *Marketing management*. Upper Saddle River, New Jersey : Pearson Prentice Hall.
- Kruger, M. E. (2004). *Entrepreneurial theory and creativity*. Pretoria: University of Pretoria.
- Lanning, M. J., & Michaels, E. G. (1988). *A business is a value delivery system*. Retrieved from Delivering value to customers: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/delivering-value-to-customers>
- Lansberg, I. S. (1988). The succession conspiracy: Resistance to succession planning in first generation family firms. *Family Business Review*, 1(2), 119-143.
- Lansberg, I. S., & Astrachan, J. H. (1994). Influence of family relationships on succession planning and training: The importance of mediating factors. *Family Business Review*, 7(1), 35-59.
- Lee, J. (2004). The effects of family ownership and management on firm performance. *Advanced Management Journal*, 69(4), 46-53.
- Lee, J. (2006). Family Firm Performance: Further Evidence. *Family Business Review*, 19(2), 103-114.
- Lindic, J., & Silva, C. M. (2011). Value proposition as a catalyst for a customer focused innovation. *Management Decision*, 49(10), 1694–1708.
- Liyanage. (2008). Differentiation: The Quintessence of Strategy. *Sri Lanka Journal of Management*, 13(3&4), 23-29.

- Liyanage, U. (2003). A Customer Value Typology: Beyond the functional – emotional dichotomy. *Sri Lankan Journal of Management*, 8(3&4).
- Liyanage, U. (2012). Bank marketing: From 1P to 6Ps. Retrieved from <http://www.ft.lk/columns/bank-marketing-from-1p-to-6ps/4-110013>
- Lumpkin, G. T., & Dess, G. G. (1996). Clarifying the entrepreneurial orientation construct and linking it to performance. *Academy of Management Review*, 21(1), 135-172.
- Lusch, R. F., Vargo, S. L., & O'Brien, M. (2007). Competing through service: insights from service-dominant logic. *Journal of Retailing*, 83(1), 5-18.
- McCann, J. (1991). Patterns of growth, competitive technology, and financial strategies in young ventures. *Journal of Business Venturing*, 6(3), 189-208.
- McCarthy, J. E. (1964). *Basic Marketing. A Managerial Approach*. Homewood, IL: Irwin.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis* (3rd ed.). London: Sage Publications Ltd.
- Miller, R. L., & Lewis, W. F. (1991). A stakeholder approach to marketing management using the value exchange models. *European Journal of Marketing*, 25(8), 55-68.
- Ministry of Education. (2017). School Census Report
- Ministry of Higher Education - Overview*. (2018). Retrieved from <http://www.mohe.gov.lk/index.php/about-ministry/overview>
- Myers, M., & Newman, M. (2007). The qualitative interview in IS research: Examining the craft. *Information and Organization*, 17(1), 2-26. Retrieved from Information and Organization.
- Nonaka, I., & Takeuchi, H. (1995). *The knowledge-creating company*. New York: Oxford University Press.
- Parry, M. E. (2002). *Strategic Marketing Management*. New Delhi: Tata McGraw Publishing Co. Ltd.
- Payne, A., & Frow, P. (2014). Deconstructing the value proposition of an innovation exemplar. *European Journal of Marketing*, 48, 237-270.

- Penrose, E. T. (1959). *The theory of the growth of the firm*. New York: Wiley.
- Porter, M. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. New York, NY: The Free Press.
- Porter, M. (1996). What is Strategy? *Harvard Business Review*, 74(6), 61-78.
- Porter, M. (2001). Strategy and the Internet. *Harvard Business Review*, 79(3), 62-78.
- Ross, J. W., Beath, C. M., & Goodhue, D. L. (1996). Develop Long-Term Competitiveness through IT Assets. *Sloan Management Review*, 38(1), 31-42.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research*, 22(2), 159-170.
- Sirmon, D. G., & Hitt, M. (2003). Managing resources Linking unique resources, management, and wealth creation in family firms. *Entrepreneurship Theory and Practice*, 27(4), 339-358.
- Skalen, P., Gummerus, J., Koskull, C. V., & Magnusson, P. R. (2014). Exploring value propositions and service innovation: a service-dominant logic study. *Journal of the Academy of Marketing Science*, 43(2), 137-158.
- Stax Inc. (2017). *Taking Over the Mantle: Sri Lankan Family Businesses Today*. Colombo. Retrieved from <http://www.stax.com/wp-content/uploads/2017/10/Taking-Over-the-Mantle-A-STAX-Report-with-SLID.pdf>
- Szulanski, G. (1996). Exploring internal stickiness: Impediments to the transfer of best practice within the firm. *Strategic Management Journal*, 17(S2), 27-43.
- Tagiuri, R., & Davis, J. (1996). Bivalent Attributes of the Family Firm. *Family Business Review*, 9(2), 199-208.
- Terho, H., Haas, A., Eggert, A., & Ulaga, W. (2012). It's almost like taking the sales out of selling - towards a conceptualization of value-based selling in business markets. *Industrial Marketing Management*, 41(1), 174-185.
- The Institute of Certified Management Accountants of Sri Lanka. (2014). *Annual Report*.
- The Institute of Certified Management Accountants of Sri Lanka. (2016). *Annual Report*.

- The Institute of Chartered Accountants of Sri Lanka. (2015). *Remaining Relevant - Annual Report*.
- The Institute of Chartered Accountants of Sri Lanka. (2017). *In the vanguard - Annual Report*.
- Thompson, A., Peteraf, M., Gamble, J., Strickland, A. J., & Jain, A. K. (2015). *Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases* (19th ed.). New York: McGraw-Hill Education.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1-17.
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1-10.
- Ward, F. L. (1997). Growing the Family Business: Special Challenges and Best Practices. *Family Business Review*, 10(4), 322-337.
- Wernerfelt, B. (1984). Resource-based view of the firm. *Strategic Management Journal*, 5(2), 171-180.
- Westhead, P., & Cowling, M. (1998). Family firm research: The need for a methodological rethink. *Entrepreneurship Theory and Practice*, 23(1), 31-56.