

LIST OF REFERENCES

- Ansoff, H. I. (1957). Strategies for Diversification. *Harvard Business Review*, 113-124.
- Central Bank of Sri Lanka, (2006-2013). *Annual Report*, Colombo.
- Chorn, N. H. (1991). The Alignment Theory: Creating Strategic Fit. *Management Decision*, 29(1), 20-24.
- Heuskel, D., Fechtcl, A. & Beckmann, P. (2006). Managing for Value; How the World's Top Diversified Companies Produce Superior Shareholder Returns. *Boston Consultant Group Report*, 1-36
- ICRA Lanka (Private) Limited and ICRA Management Consulting Services Limited, (2011). *Construction Industry Report on Sri Lanka*, Colombo.
- Kannan, P. & Saravanan, R. (2012). Diversification, Strategies for Managing a Business. *International Journal of Multidisciplinary Management Studies*, 2(5), 64-73.
- Kranenburg, H. L. (2004). Diversification Strategy, Diversity and Performance among Publishing Companies. *Journal of Media Economics*, 1-14.
- MTD Walkers PLC, (2005-2014). *Annual Reports*, Colombo.
- MTD Walkers PLC, (2014). *Corporate Profile*, Colombo.
- Nayyar, P. R. (1992). On the Measurement of Corporate Diversification Strategy; Evidence from Large U.S. Service Firms. *Strategic Management Journal*, 13(1), 219-235.
- Porter, M. E. (1985). *Competitive Advantage, Creating and Sustaining Superior Performance*. New York: The Free Press.
- National Construction Association of Sri Lanka, (2006). *Corporate Strategic Plan*, Colombo.

Ramanujam, V., & Varadarajan, P. (1989). Research on Corporate Diversification: A Synthesis. *Strategic Management Journal*, 10(6), 523-551.

Rumelt, R. P. (2003). What in the World is Competitive Advantage. *Policy Working Paper*, 1-5.

Thompson, A., Peteraf, M. A., Gamble, J. E., Strickland, A. J., & Jain, A. K. (2013). *Crafting and Executing Strategy, The Quest for Competitive Advantage, Concepts and Cases*. New Delhi: McGraw Hill.

Truch, E., & Bridger, D. (2002). The Importance of Strategic Fit. *Strategy and Organization*, 9-22

About Us. (2014). Retrieved from <http://www.mtdwalkers.com>