

## **From Colonization to Neo-Colonization: The Diffusion of Socio- Cultural and Economic Aspects in Sri Lanka**

Manjaree, H. M. S.<sup>1</sup> and Divassini, P.<sup>2</sup>

Changes in society, culture and economy can be traced from colonial era to post-colonial era. However, the problem lies with the people as they cannot identify the post-colonial myth and hidden agenda of the change agent. The main objective of this study is to explain how Sri Lanka's socio-cultural and economic landscape have changed in the post-colonial era with reference to the three scopes in globalization: Americanization, Orientalism and Hybridization. This review employs a systematic literature review methodology which is on a multiplicity of voices and origins of past studies of related concepts. It was founded that the Americans wanted to spread their power after the British colonial period and the Orient elites attempted to spread their power over the Americans. Eventually, both the parties understood the importance of hybridization with local culture for their survival. Furthermore, there is close tie between Colonialism and Post-colonialism. Therefore, Post-colonialism can be identified as Neocolonialism where the old devils came with different masks.

**Keywords:** *Colonialism, Economy, Hybridization, Socio-Cultural, Neocolonialism, Post-colonialism*

---

<sup>1</sup> Faculty of Management and Finance, University of Colombo, Sri Lanka  
(saradhikamanjaree@yahoo.com)

<sup>2</sup> Department of Accountancy, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka (pdivassini@gmail.com)