

**EXPLORE CSR PRACTICES AND IDENTIFY EMPLOYEE
PERCEPTION TOWARDS CSR PRACTICES IN BANKS IN
BATTICALOA**



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ABSTRACT

With the advent of globalization and the development of international trade, the concept of corporate social responsibility has been receiving an increasing acclaim. People want to work for companies that are responsible citizens in their communities. Employees who have a favorable view of an organization's corporate social responsibility tend to have positive view about organization. An ethical work climate leads to more trust in the company, strong attachment from the employees, lower absenteeism and turnover rate, higher productivity, a more positive attitude towards work and good conduct from employees. Employee perception of CSR activities play an important role in both increasing loyalty and decreasing turnover rate internally.

There have been very few studies of CSR in Sri Lanka investigated the perception of employee towards CSR practices within the banking sector. Hence, this study focusses on "What are the status of CSR practices of selected Banks in Sri Lank and what sort of perception employees have towards CSR practices of their Banks in Batticaloa".

Conceptual model is developed based on the existing literature. Primary and secondary data that have been used for the study. For the primary data, data were collected from 150 bank employees who are working in Batticaloa. For secondary data, data were collected from annual reports of Bank of Ceylon, People's Bank, Commercial Bank, HNB, Sampath Bank and Seylan Bank from 2015, 2016 and 2017.

Corporate social responsibility mainly divided into five main variables such as economic, legal ethical, philanthropic, environment practices.

The collected data has been analyzed by using descriptive statistics and content analysis. According to the descriptive analysis results, mean values of study variables, indicates there are high levels of corporate social responsibility practices of bank branches in Batticaloa. Employee perception towards economic, legal, ethical, philanthropic, environment practices are relatively high (positive) in banks in Batticaloa.

Keywords: Corporate social responsibility, Employee perception, Economic responsibility, Legal responsibility, Ethical responsibility, Philanthropic responsibility, Environment responsibility.

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