

**THE IMPACT OF EXTERNAL CORPORATE SOCIAL
RESPONSIBILITY ON BANK'S CORPORATE IMAGE IN
MANMUNAI NORTH DIVISIONAL SECRETARIAT AREA IN
BATTICALOA DISTRICT**

BY

MANIKKAVASAGAM VISHNUKA

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ABSTRACT

Constantly changing expectations from external actors are increasingly putting pressure on companies to engage in external CSR. External CSR activities were originally imposed upon the company by external actors. External CSR relates to environmental and social practices that help to strengthen the firm's legitimacy and reputation among its external stakeholders. Companies that have a good reputation in practicing external CSR can strengthen their position in the market.

In this context, the purpose of the study is to study investigates the impact of external corporate social responsibility on bank's corporate image in an attempt to fill the research gap which has been identified by reviewing existing literature related to this topic. Statistical population of this study includes customers of selected commercial banks in Manmunai North Divisional Secretariat in Batticaloa District and stratified random sampling method was employed to select the sample respondents. The researcher has distributed 400 questionnaires, of which 376 valid questionnaires were collected and SPSS 22 was used to present, analyze and evaluate the data through univariate, and bivariate analysis.

Based on the finding of the study, it has been revealed that external CSR and corporate image have very high level among respondents. Further, the findings also revealed that external CSR is strong positive and significant relationship with corporate image. In addition, study found that dimensions of external CSR have the highest impact on corporate image.

Corporate Image have high level among customers that's why banks and managers are advised to plan their budget well in advance to effectively contribute in these activities and look at them as investments rather than costs. Managers are also advised to consider external CSR activities as means to enhance business value and maintain a competitive advantage.

Keywords: *External CSR, Corporate image, Economic, Legal, Ethical and Philanthropic.*

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