

**THE RELATIONSHIP BETWEEN CSR PRACTICES AND WORK
ENGAGEMENT: THE MEDIATING ROLE OF
ORGANIZATIONAL TRUST**



BY

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ABSTRACT

In Sri Lankan context, there seems to be a positive trend in the CSR activities in the bank, finance and insurance sector. Sri Lankan banks are moving towards partnering with certain organization to support CSR initiatives. This research was carried out by the researcher in order to identify the effect of CSR practices on work engagement while taking organizational trust as mediator in five selected banks.

The quantitative study conducted based on primary data which were collected among 174 employees by using self-administrated questionnaire and five point Likert scale was assigned to measure the variables. The collected data were analysed by using univariate, bivariate and multivariate technique in a computer based Statistical Package for the Social Science 22.0 version software.

The objectives of this paper are to assess the levels of CSR practices, organizational trust and work engagement and to examine the relationships among these concepts. In addition to that, identify the mediation effect of organizational trust in the relationship between CSR practices and work engagement.

Based on the findings of the study, this research concludes that CSR practices, organizational trust and work engagement are very high level. As well, there are strong positive and significant relationship between CSR practices and organizational trust, CSR practices and work engagement and organizational trust and work engagement. Further, mediating analysis concludes that organizational trust partially mediates the relationship between CSR practices and work engagement. Therefore, in order to retain talented human resource, organizations should have to take initiatives for the welfare of employees by introducing CSR initiatives which impacts on employees' perceptions, this ultimately enhance the employees' level of work engagement.

Keywords: *CSR practices, Organizational Trust, Work Engagement*

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