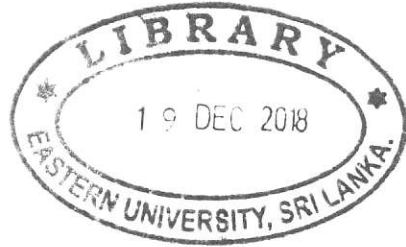


**THE EMPLOYEE PERCEPTION AND SATISFACTION
TOWARDS INTERNAL CORPORATE SOCIAL
RESPONSIBILITY IN PUBLIC SERVICE ORGANIZATION IN
BATTICALOA**



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ABSTRACT

The concept of Corporate Social Responsibilities (CSR) was a popular topic for management discussion. It was widely discussed for over the past 50 years. This research explores the employee perception and satisfaction towards internal CSR. This study focuses on the main five dimensions which include of health and safety provided by the organization, work life balance policy for employees, training and development programmes provided, employee autonomy and also compensation and benefits of employees in the particular organization.

The target population for this research is around 200 respondents. The questionnaire designed distributed to the employees in public service organizations which include of Urban Council, Municipal Council, Water Board and Ceylon Electricity Board in Batticaloa District.

Secondary data would be used for the literature review part of this research and the primary data collected from employees by questionnaire would be used for discussion in the later chapters. Quantitative data was analyzed using both descriptive and inferential analysis. The findings of the study revealed that there is a higher level of employee positive perception & satisfaction towards internal CSR and internal CSR positively impact and correlated with employee overall satisfaction. The recommendation the study is the internal CSR still in the higher level in public service organization, so they should improve the internal CSR to achieve very high level. Through this research would be able to contribute to the organizations as a guideline for them to improve their commitment towards employees. Hence, it is worthwhile for researcher to run this research.

Keywords: Internal Corporate Social Responsibilities, Employee perception, Satisfaction

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