

**THE LEVEL OF CORPORATE SOCIAL
RESPONSIBILITY:
A STUDY ABOUT BANK OF CEYLON AND HATTON
NATIONAL BANK LIMITED IN
BATTICALOA DISTRICT**



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ABSTRACT

Generally, corporate social responsibility (CSR) is understood to be the way firms integrate social, environmental and economic concerns into their values, culture, decision making, strategy and operations in a transparent and accountable manner and thereby establish better practices within the firm, create wealth and improve society. But, CSR is an evolving concept that currently does not have a universally accepted definition.

The banking sector has been quite slow in considering the consequences of the issue of sustainability, despite of its high exposure to risks having an intermediary role in the economy. Referring to the relevant literature from 1990 to 2000, banks began addressing the issue of sustainability by firstly considering environmental and then social issues and attempting to incorporate them by establishing policies for the environment and the society.

The aim of research study is measure the level of corporate social responsibility of Bank of Ceylon and Hatton National Bank Limited in Batticaloa district. There are many banks in Batticaloa district. But the researcher selected Bank of Ceylon and Hatton National Bank Limited for the research. Because, the BOC is only owned by government of Sri Lanka and HNB businesses more years than other private banks in Batticaloa.

In order to determine the level of corporate social responsibility of Bank of Ceylon and Hatton National Bank Limited in Batticaloa district, four variables were considered namely education, health, sports, and environment. The annual report of all branches of both banks and some records were used for this research.

This research explains which level the both banks implement the CSR activities in Batticaloa district who earn profit or more money from the people.

According to the research, the level of social responsibility of both banks is very little compare with their income or profit. If the banks increase their goodwill, they should implement social responsibility activities and head offices should give authority to implement activities of social responsibility.

CONTENTS

	Page No
Acknowledgement	i
Abstract	ii
Abbreviation	iii
Table of Contents	iv
List of Tables	vii
List of Figures	viii
CHAPTER – 01: INTRODUCTION	1 - 6
1.1 Background of the study	1
1.2 Problem Statement.	4
1.3 Significance of the research.	4
1.4 The Objective of the Research	5
1.5 Limitation of the Study	5
CHAPTER – 02: LITERATURE REVIEW	7 - 29
2.1.Introduction	7
2.2. Corporate Social Responsibility	7
2.2.1. Definitions of the Corporate Social Responsibility (CSR)	7
2.3 CSR and Banking Society	9
2.3.1 Market Place	9
2.3.2 Environment	10
2.3.3. Work place	11
2.3.4. Community	12
2.4 Corporate Social Responsibility (CSR) and Organization	13
2.4.1 Corporate Social Responsibility on Customer	14
2.4.2 Social Responsibility on Internal Employee	16
2.4.3 Stake Holders' Analysis and Corporate Social Responsibility	17
2.5 Categories of CSR	18

2.6 CSR and Marketing Philosophy	20
2.7 The concept of CSR in the banking industry	21
2.7.1 The positive customer impact of CSR initiatives	23
2.7.2 Do CSR activities lead to customer satisfaction?	24
2.7.3 CSR initiatives versus customer-centric initiatives	25
2.7.4 Customer-centric initiatives improve satisfaction	26

CHAPTER – 03: CONCEPTUAL FRAMEWORK **30-33**

3.1 Introduction	30
3.2 Conceptualization	30
3.2.1. Education	32
3.2.2. Health	32
3.2.3. Sports	32
3.2.4 Environment	32
3.3 Summary	33

CHAPTER – 04: METHODOLOGY **34-37**

4.1 Introduction	34
4.2 Method of Data Collection	34
4.2.1. Type of Data	34
4.2.1.1 Summarizing a Set of Data	35
4.2.2 Data Collection Methods	35
4.3. Data analysis	36
4.3.1. Sample of the study	36
4.3.2 Data analyzing methods	37

CHAPTER – 05: DATA PRESENTATION AND ANALYSIS **38-43**

5.1 Introduction	38
5.2 Bank of Ceylon	38
5.2.1 Environmental Relations	38
5.2.2 Community Relations	38

5.3 Hatton National Bank.	39
5.3.1 Environmental Relations	39
5.3.2 Community Relations	39
5.4 Comparison of CSR programme and CSR expenditure.	42
5.4.1 Analysis of CSR programme.	42
5.4.2 Analysis of CSR expenditure	42
CHAPTER – 06: DISCUSSION	44-49
6.1 Introduction	44
6.2 Discussion about CSR of Bank of Ceylon.	44
6.3 Discussion about CSR of Hatton National Bank.	46
CHAPTER – 07: CONCLUSION AND RECOMMENDATIONS	50-53
7.1 Introduction	50
7.2 Findings	50
7.3 Conclusion	51
7.4 Recommendation	53
References	
Appendix	