

**EFFECTS OF SOCIALLY RESPONSIBLE HUMAN RESOURCE
MANAGEMENT PRACTICES ON SOCIALLY RESPONSIBLE
BEHAVIOUR OF EMPLOYEE AT BANKING SECTOR IN
BADULLA DISTRICT**

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ABSTRACT

Human resource management (HRM) and corporate social responsibility (CSR) are two concepts that are becoming increasingly important to organizations. There are two aspects of CSR that are linked to HRM. First is implementation of socially responsible HRM practices (SR-HRM practices) and second is the socially responsible behavior of employee (SRBE). According to literature review, SR-HRM practices have three major dimensions, such as labour law-related legal compliance HRM (LCHRM), employee-oriented HRM (EOHRM), and general CSR facilitation HRM (GFHRM). Similarly, SRBE also has three dimensions, such as cognitions, values, and emotions.

In accordance with literature review and observation there are literature and empirical knowledge gaps regarding the relationship and impact between SR-HRM practices and SRBE. This study was conducted to fill these gaps with five objectives of the banking sector in Badulla District.

The sample was drawn from public and private selected banks permanent staff in Badulla District and it consists of 148 respondents out of 185 permanent banking staff. Structured questionnaire was used to collect the primary data from the sample. SPSS 19.0 version was used to analysis the primary data, and data were analyzed by using univariate, bivariate analyses.

The major findings of the study revealed that SR-HRM practices affect significantly and positively SRBE at banking sector in Badulla District and the level of SR-HRM practices and SRBE are in high levels at banking sector in Badulla District. The findings of this study are useful in further enlarging and enriching applications of these concepts in practice.

Keywords: SR-HRM Practices, SR Behaviour of Employee, Legal Compliance HRM, Employee-oriented HRM, General facilitation HRM, Cognitions, Values, Emotions

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