

**DYNAMICS OF CORPORATE SOCIAL RESPONSIBILITY
ACTIVITIES AND REPORTING PRACTICES IN THE
MANUFACTURING COMPANIES IN SRI LANKA.**



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Abstract

Corporate social responsibility (CSR) is becoming prominent not only in developed countries but also in developing countries. Companies in Sri Lanka undertaking CSR activities in society. The study examined the level and variations of corporate social responsibility activities and reporting practices of the companies which belong to manufacturing sector in Sri Lanka. Manufacturing sector play a vital role to the Sri Lankan economy and because of their manufacturing process, negative effects can be occurred to the society. Therefore nowadays manufacturing companies engaging corporate social responsibility activities increased. It can be caused to improve their business image. Corporate social responsibility is not mandatory in Sri Lanka and all the companies that have made the disclosure of social responsibility have done it voluntary basis. Most of the companies in Srilanka disclosed the information under the corporate social responsibility regarding the Environment related CSR activity, community related CSR activity, Employee related CSR activity, customer related CSR activity, education related CSR activity and health related CSR activity . For the purpose of the study, Data is collected from 19 companies and for the selection of this sample purposive sampling technique is utilized. Source of data are secondary source and primary source. Data were collected from CSR activities through the structured questionnaires and data were collected from CSR reporting practices based on annual reports from 2011-2016 of listed manufacturing companies. The study finds out the gap between the corporate social responsibility activities and reporting practices of selected manufacturing companies. The main conclusion emerged from this study is that the gap between the CSR activities ("actually what they done") and reporting practices ("actually what they reported"). The study found that the level of corporate social responsibility activity is at low level and level of corporate social responsibility reporting is at moderate level. Finally concluded that companies have reported more information their annual report, than they actually done.

Key words: Corporate social responsibility

TABLE OF CONTENTS

Content	Page No
Acknowledgement	I
Abstract	II
Abbreviations	III
Table of Contents	IV
List of Tables	X
List of Figures	XIII
CHAPTER ONE	1
INTRODUCTION	
1.1 Background of the study	1
1.2 Problem Statement	5
1.3 Research Questions	5
1.4 Objectives of the study	6
1.5 Significance of the study	6
1.6 Summary	7
CHAPTER TWO	7
LITERATURE REVIEW	
2.1 Introduction	7
2.2 Origin of Concept of CSR	8
2.3 Theoretical Perspectives of CSR	9
2.4 Definitions of CSR	15
2.5 CSR in Sri Lanka	17
2.5.1 Evidence of CSR in Sri Lanka	18
2.6 Current Status of CSR activities among Firms Local & Global trend	20
2.7 Why Firms invest for CSR?	22
2.8 Benefits of CSR	26

2.9 Global Reporting Initiatives.....	27
2.10 The role of Manufacturing companies in Sri Lanka.....	28
2.11 Manufacturing Companies in Sri Lanka.....	29
2.12 Reviews on issues studied on CSR by other Researchers.....	30
2.13 Summary.....	31
 CHAPTER THREE.....	 32
CONCEPTUALIZATION AND OPERATIONALIZATION	
3.1 Introduction.....	32
3.2 Conceptualization.....	32
3.2.1 Conceptualization of CSR activities.....	33
3.2.2 Conceptualization of CSR reporting practices.....	34
3.3 Define the Dimension.....	35
3.3.1 Environment related CSR.....	35
3.3.2 Community related CSR.....	35
3.3.3 Employee related CSR.....	35
3.3.4 Customer related CSR.....	36
3.3.5 Education related CSR.....	36
3.3.6 Health related.....	36
3.4 Operationalization.....	37
3.5 Summary.....	40
 CHAPTER FOUR.....	 41
METHODOLOGY	
4.1 Introduction.....	41
4.2 Study setting, Design & method of Survey.....	41
4.3 Population and Sample.....	42
4.4 Data Collection.....	42
4.5 Methods of Measurements.....	42
4.6 Methods of Data Presentation and Analysis.....	43

4.6.1 Univariate analysis.....	43
4.6.2 Cross Tabulation Analysis	43
4.7 Evaluation Method.....	44
4.8. Summary.....	46
CHAPTER FIVE	47
DATA PRESENTATION AND ANALYSIS	
5.1 Introduction.....	47
5.2 Reliability test	47
5.3 Data Presentation	48
5.3.1 Data Presentation for personal factors	48
5.3.1.1. Gender Distribution of the Sample	48
5.3.1.2 Age Distribution of the Sample	49
5.3.1.3 Education Level distribution of the Sample.....	50
5.3.1.4 Respondeen’s experience distribution of the Sample.....	50
5.3.2 Data Presentation for Business details.....	51
5.3.2.1 Level of the employers of the business.....	51
5.3.2.2 Turnover Level of the business.....	52
5.3.3 Data presentation for CSR Activities and CSR Reporting practices.....	53
5.3.3.1 Environment relation CSR activity and reporting practices	53
5.3.3.2 Community relation CSR activity and Reporting Practices.....	55
5.3.3.3 Employee relation CSR activity and Reporting Practices	57
5.3.3.4 Education relation CSR activity and reporting practices.....	60
5.3.3.5 Customer relation CSR activity and reporting practices.....	62
5.3.3.6 Health relation CSR activity and reporting practices	64
5.4 Data Analysis.....	66
5.4.1 Univariate Analysis.....	66
5.4.1.1 Mean and Standard deviation of Environment CSR Activity and reporting practices and its indicators.	66

5.4.1.2 Mean and Standard deviation for Community relation CSR Activity and reporting practices and its indicators.	67
5.4.1.3 Mean and Standard deviation for Employee relation CSR Activity and reporting practices and its indicators.	68
5.4.1.4 Mean and Standard deviation for Education relation CSR Activity and reporting practices and its indicators.	70
5.4.1.5 Mean and Standard deviation for Customer relation CSR Activity and reporting practices and its indicators	71
5.4.1.6 Mean and Standard deviation for Health relation CSR Activity and reporting practices and its indicators	72
5.4.1.7 Mean and Standard deviation for overall variables	73
5.4.1.8 Mean and Standard deviation of CSR activity and reporting practices .	74
5.4.2 Cross Tabulation Analysis	74
5.4.2.1. Mean comparison between firm information and corporate social responsibility.....	74
5.4.2.1.1 Mean comparison between employee level and level of corporate social responsibility activities.....	74
5.4.2.1.2 Mean comparison between level of the turnover of the firm and level of corporate social responsibility activities.....	75
5.4.2.2 Mean comparison between year and corporate social responsibility reporting.....	77
5.5 Summary	82
CHAPTER SIX.....	83
DISCUSSION	
6.1. Introduction.....	83
6.2 Discussion on Personal factors	83
6.2.1. Gender of business owners/managers.....	83
6.2.2 Age level of Business owners/managers.....	83
6.2.3 Educational level of owners/managers	84
6.2.4 Experience level of current position of the owners/managers	85
6.3 Discussion on business characteristics.....	84
6.3.1 Number of Employees of the business.....	84
6.3.2 Turnover level of the business	84

6.4 Discussions on research variables	84
6.4.1 Level of CSR activities and variations among them.....	85
6.4.1.1 Level of Environment related CSR activity.....	85
6.4.1.2 Level of Community related CSR activity	86
6.4.1.3 Level of Employee related CSR activity	87
6.4.1.4 Level of Education related CSR activity	88
6.4.1.5 Level of Customer related CSR activity	89
6.4.1.6 Level of Health related CSR activity.....	90
6.4.2. Level of CSR reporting practices and variations among them	91
6.4.2.1 Level of Environment related CSR activity.....	91
6.4.2.2 Level of Community related CSR activity	92
6.4.2.3 Level of Employee related CSR activity	94
6.4.2.4 Level of Education related CSR activity	95
6.4.2.5 Level of Customer related CSR activity	96
6.4.2.6 Level of Health related CSR activity	97
6.5 variations of Level of Corporate Social Responsibility activities and Level of Corporate Social Responsibility reporting practices.....	98
6.4 Summary	100
CHAPTER SEVEN.....	101
CONCLUSION AND RECOMMENDATION	
7.1. Introduction.....	101
7.2. Conclusion.....	101
7.3 Recmmendatins.....	103
7.4 Suggestion for future researchers.....	104
7.6 Summary.....	105