# CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE LEVEL IN SRI LANKAN FIRMS



By

Dilani Lakmali Gunawardhana Reg No: EU/IS/2008/COM/22 Index No: COM 882

#### A Project Report

Submitted to the faculty of Commerce and Management, EasternUniversity,

Sri Lanka as a partial fulfillment of the requirements of Bachelor of Commerce

(B.Com) in Accounting and Finance, Degree Programme.



Faculty of Commerce and Management Eastern University, Sri Lanka

#### Abstract

Corporate Social Responsibility (CSR) has become great importance in recent years. Most of entities perform CSR activities for its stakeholders than shareholders. This has led to the emergence of new dimension in financial reporting known as social responsibility reporting. It is not mandatory in Sri Lanka as in many other countries. Hence CSR disclosures are provided in the voluntary disclosures.

Today, every stake holders show a keen interest on enhanced disclosure by companies. The concept of corporate social responsibility (CSR) is a growing concept in the world and CSR reporting has become position in the bundle of general-purpose financial statements. The purpose of the study is to identify corporate responsibility disclosure level in Sri Lankan firms. This study was based on secondary data gathered through the annual reports of 50 listed companies in Colombo Stock Exchange (CSE) over the last two years (2011, 2012). The selected sample represents the all the firms and CSR disclosure is measured by using Global Reporting Initiatives (GRI guidelines). Here 24 GRI indicators are used to measure CSR disclosure level.

Findings of the study revealed that the Corporate Social Responsibility disclosure level in Sri Lankan firms is at a Low level As well as CSR subcategories (economic activities related CSR, environmental activities related CSR, and Social activities related CSR) also become in a low disclosure level as individually. Then there is a need of much improvement in governance economical, social & environmental disclosures which are the major component of sustainability. It is resulted a significant positive relationship between disclosure of CSR with the company financial performance.

Key Words: Corporate Social Responsibility, Disclosure level

### TABLE OF CONTENTS

Contents:	Page No.
Acknowledgement	I
Abstract	
Table of contents	
List of Tables	
List of Figures	
1. Chapter One: Introduction	
1.1 Background of the Study	1
1.2 Problem Statement	3
1.3 Research Questions	3
1.4 Objectives of the Study	3
1.5 Significance of the Study	4
1.6 Scope of the Study	4
1.7 Summary	5
2. Chapter Two: Literature Review	
2.1 Introduction	6
2.2 Evolution of Corporate Social Responsibility	6
2.3 Definitions of Corporate Social Responsibility	8
2.4 Three Dimensional Aspects of Corporate	13
Social Responsibility	
2.4.1 Economic aspects of CSR	i : 13
2.4.2 Social Aspects of CSR	16
2.4.2.1 Responsibility towards Customers	16
2.4.2.2 Responsibility towards Employees	17
2.4.2.3 Responsibility towards the	17
Community	
<ul> <li>2.4.3 Environmental aspects of CSR</li> </ul>	19
2.4.3.1 Environmental Impact	20
2.4.3.2 The Win-Win of Environmental	20

## Responsibility

2.5 Different approaches to CSR	24
2.6 Socio-Economic impacts of CSR	25
2.7 Four Models of Corporate Responsibility	28
2.7.1 Ethical model (Religious Model)	28
2.7.2 Statist model	29
2.7.3 Neo-Liberal model	29
2.7.4 Stakeholder mode	29
2.8 CSR activities in Sri Lanka	30
2.9 Global Reporting Initiatives	32
2.10 Summary	34
Chapter Three: Conceptualization and Operationalization	
3.1 Introduction	35
3.2 Conceptualization of Variables	35
3.2.1 Corporate Social Responsibility	36
3.2.2 Economic activities related CSR	37
3.2.3 Environmental activities related CSR	38
3.2.4 Social activities related CSR	39
3.3 Operationalization \	40
3.4 Summary *	43
Chapter Four: Methodology	,
4.1 Introduction	44
4.2 Study setting, Design, and Method of Survey	· 44
4.3 Population and Sample	44
4.4 Method of Data Collection	45
4.5 Methods of Measurements	46
4.6 Method of Data Presentation and Analysis	49
4.6.1 Univariate Analysis	49
4.7 Evaluation Method	50
4.8 Summary	51

3

	5.4 Introduction	52
	5.2 Companies by Sector wise	52
	5.3 Disclosure level of Economic activities	53
	related CSR	
	5.3.1 Disclosure level of Economic	56
	activities related CSR by Sector wise	
	5.4 Disclosure level of Environmental activities	58
	related CSR	
	5.4.1 Disclosure level of Environmental	61
	activities related CSR by Sector wise	
	5.5 Disclosure level of Social activities related CSR	63
	5.5.1 Disclosure level of Social activities	66
	related CSR by Sector wise	
	5.6 Corporate Social Responsibility Disclosure	68
	Level in Sri Lankan firms	
	5.7 Summary	69
6	Chapter Six: Discussion	
	6.1 Introduction	70
	6.2 Disclosure level of Economic	70
	activities related CSR in Sri Lankan Companies	
	6.2.1 Disclosure level of Economic	71
	activities related CSR by Sector wise_	(C. 5)
	6.3 Disclosure level of Environmental activities	73
	related CSR in Sri Lankan Companies	00.50
	6.3.1 Disclosure level of Environmental	75
	activities related CSR by Sector wise	
	6.4 Disclosure level of Social activities related	76
	CSR in Sri Lankan Companies	
	6.4.1 Disclosure level of Social activities	78
	related CSR by Sector wise	

6.5 Corporate Social Perpansibility

	Level in Sri Lankan Firms	
	6.6 Summary	80
7	Chapter Seven: Conclusions and Recommendations	
	7.1 Introduction	81
	7.2 Conclusions	81
	7.3 Recommendations	83
	7.4 Suggestions for future Research	83
	7.5 Summary	83
8	References	
9	Appendices	
	Appendix - 1: GRI guidelines	

Appendix - 2: The Output of the Analysis