

EXECUTIVE SUMMARY

In the modern context of business an organization is valued by the organization's behavior toward the society that it operates. Organizations are presumed to behave as socially responsible corporate companies, however in various instances some of these said organization not only look into good governance but going that extra mile to giving more to the society we live in. The following case study attempts to study the CSR initiatives carried out by the JKH through the John Keells Foundation throughout the years, the aim of the case study is to observe the social impact and the business impact it has achieved through having a dedicated unit such as the Foundation.

The John Keells Foundation facilitates John Keells to act as a good corporate citizen which enables empowerment in the environment they operate through these CSR initiatives. As a result John Keells Foundation has won many awards and recognitions for their CSR initiatives and this has indeed led the company to enhance their brand image guiding them to gain better business prospects as well.

The following paper discusses the case of John Keells Foundation through the CSR initiatives it has undertaken. The paper looks into leadership, strategy and stake holder engagement of the foundation. It furthermore discusses the role played by the organizations initiative, resources and capabilities which makes the CSR initiatives undertaken by the Foundation a success. Finally the authors look in to how the organization achieves the objective through CSR initiatives that facilitate improvement in the social and corporate performance of the company. Thus the case study attempts to highlight the role of leadership, strategy and stakeholder engagement which has enabled the organization to conduct CSR initiatives which are both sustainable and beneficial to society and the organization.