

**Motives of Managers' for Corporate Social  
Responsibility: Evidence from Sri Lanka**

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**Motives of Managers' for Corporate Social  
Responsibility: Evidence from Sri Lanka**

By

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“The work described in this thesis was carried out by me under the supervision of Dr. A. A. J. Fernando and a report on this has not been submitted in whole or in part to any University or any other institution for another Degree/Diploma”.

A handwritten signature in blue ink, appearing to read 'Rajapakse', with a horizontal line underneath it.

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08/07/2014

“I certify that the above statement made by the candidate is true and that this thesis is suitable for submission to the University for the purpose of evaluation”.

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## **List of Abbreviations**

CSR	Corporate Social Responsibility
CC	Corporate citizenship
SLSSD	Sri Lanka Strategy for Sustainable Development
CCC	Ceylon Chamber of Commerce
PPPs	Public-Private Partnerships
FDI	Foreign Direct Investments
CSE	Colombo Stock Exchange
CSP	Corporate Social Responsiveness
GRI	Global Reporting Initiatives
BFI	Banking Finance and Insurance
BFT	Beverage Food and Tobacco



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**ABSTRACT**

This research is attempted to identify relative importance of motives of managers in Sri Lankan business organizations regarding the Corporate Social Responsibility (CSR). Research is considered the managers of both companies listed in Colombo Stock Exchange (CSE) and the registered private limited companies in Ceylon Chamber of Commerce (CCC). Hence the present study is selected only four sectors in CSE namely manufacturing, banking finance and insurance, plantation and beverage food and tobacco companies and manufacturing companies registered in the CCC. Study was based on the primary data. Primary data was collected through questionnaire and it was constructed to reflect key motives of CSR suggested in the literature and to examine whether it has been changed according to the business and personal profile of the manager. Descriptive analysis, t-test and One-way ANOVA occupied for the analysis. According to the results in descriptive analysis CSR is more intrinsically driven concept in Sri Lanka. But managers are not rejected the extrinsic motive as well. Further managers are more focus on the sustainability perspective of the society when engage in the CSR activities. That is the major concern about the CSR in the global arena in today's context. Analysis of the data revealed that managers perceived that long term sustainability must be the focus of CSR activities of the company and it should be

should link with the national development policies of the country. This implies that readiness of corporate world for the engaged in national development activities. Therefore this study pave the path for government and all the other responsible authorizes to stimulate the CSR in Sri Lanka. Policy makers should initiate social and environmental projects that could easily be implemented by the private sector to assist in sustainable development of the country.

**Keywords:** *Corporate Social Responsibility, Motives, Sustainable Development*