

Corporate Social Responsibility Practices of Sri Lankan Private Sector: An Exploratory Study

H. C. Rathnasiri

Abstract: The aim of this exploratory study is to capture the current status of Corporate Social Responsibility (CSR) understanding, commitment and practices of Sri Lankan private sector firms. The study provides an overview of company practices as well as of employee and civil society experiences and perceptions of CSR. It attempts to register factors that influence the opinion of companies as well as those that shape expectations of corporate responsibility. The study included fifty private sector firms covering industry sectors in tea and other plantations, garments, ceramics and tiles, shoes, financial services, food, telecommunications, pharmaceuticals, fertilizer, tobacco, energy, leather, construction, travel and tourism. Three perspectives- management, employee and civil activists- were used in exploring the CSR level.