References

Chandraprema C. A, Ruhuna, A study of history, society, & ideology of Southern Sri Lanka, Bharat Publishers, Colombo, 1989.

Brown T., Assessing Corporate Social Responsibility, Harvard Management Update: Harvard Business School Publishing, 2000.

Friedman Milton, "The Social Responsibility of Business is to increase its profits", New York Times, 1970 Sep.

Kumar R., Corporate Responsibility: The Emerging South Asia Agenda, Working Paper, 2000.

Kumar R., Murphy D. F., Balsari V., Altered Images- the 2001 state of CSR in India Poll, India, Tata Energy Research Institute, 2001.

Kumar R., Slimline Case Study, 2003 (unpublished case study).

Rirchard, B., **Doing Well by Doing Good**, Harvard Management Update: Harvard Business School Publishing, 1999.