

**IMPACT OF MARKET ORIENTATION
ON CORPORATE SOCIAL
RESPONSIBILITY WITH SPECIAL
REFERENCE TO HOTEL INDUSTRY
IN SRI LANKA**

by

R.W.D. Nirmala Rajapaksha

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Hotel Industry.

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R.W.D.Nirmala Rajapaksha

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“The work described in this project was carried out by me under the supervision of Prof. B. N. F Warnakulasooriya and a report on this have not been submitted in whole or in part to any university or any other institution for another Degree/Diploma”.

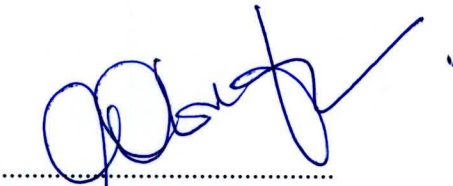
Rajapakse

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



Signature of the Supervisor

07-06-2013

Date

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ABSTRACT

It is the role of the marketers to add value to the customers by identifying and fulfilling the needs and expectations of their customers. This process is known as market orientation. Meanwhile awareness of the social issues has increased among the society and customers in the past few decades. Therefore, society and customers expect marketers to be involved in socially responsible measures. Thus, it becomes necessary for the market oriented businesses to move towards corporate social responsibility to fulfill the social expectations of their customers and society. But so far no research has been carried out to analyze the relationship between market orientation and corporate social responsibility. Therefore, main purpose of this study is to investigate relationship between market orientation and corporate social responsibility. Hence findings of this study would be useful to the Sri Lankan hotel industry to develop policies to foster socially responsible business behavior by improving their market orientation practices. This research was limited to the Sri Lankan Hotel Industry. Ethical and social commitments, Connection with partner in Value network and Consistency behavior are considered as the measurement variables of CSR and it was derived from John Meehan et al (2006). Researcher adopted quantitative methodology and used structured questionnaires for data collection. 40 star category hotels were selected that comprised of five, four and three star category hotels. T-test, ANOVA, Correlation and Regression analysis were used for data analysis. Results confirmed that there is a positive relationship between market orientation and CSR.

From the findings it can be concluded that an organization can improve its socially responsible business behavior by adopting market orientation practices.

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