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**IMPACT OF ORGANIZATIONAL CORPORATE
SOCIAL RESPONSIBILITY ON EMPLOYEE
MOTIVATION IN PUBLIC QUOTED COMPANIES
IN SRI LANKA**

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ABSTRACT

It is an acceptable fact that the human resource is the greatest asset in the world. The importance of human resources is more in Sri Lanka since the service sector is growing rapidly. In order to get the maximum output from this valuable resource, HR professionals of organizations execute different strategies to motivate their employees. Research is focused to analyze the concept of corporate social responsibility and how it affects on employee motivation. The research was carried out with executive level employees in public quoted companies in Sri Lanka. Outcome reveals that the organizational corporate social responsibility has positive and significant impact on employee motivation. Also found that well being and human rights CSR is more influential on employee motivation. So suggests Human Resource Management to take a leading role in encouraging CSR activities. The combined impact of CSR and human resource activities, which reinforce desirable behavior, can make a major contribution in creating long term success in organizations.