

ABSTRACT

The study examines the impact of disclosure of corporate social responsibility on investment decision of the shareholders. The key objectives are to identify the impact of the CSR information on the buying decisions of the shareholders and the impact of demographic factors on the buying decision of the shareholders.

The study uses quantitative approach and data is collected using standard questionnaire from a sample of 180 investors. Structural equation modeling is performed using smart PLS. Accordingly no impact of CSR is found on shareholder buying decision. However there is a significant impact of gender and age towards the investment decision.

Key Words: Investment Decision, Corporate Social Responsibility, Colombo Stock Exchange, Gender, Sri Lanka