

The Impact of corporate social responsibility on firm performance: Evidence from listed companies in Colombo Stock Exchange

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Abstract

The concept of Corporate Social responsibility is an important area to discuss in Sri Lankan corporate sector. Therefore, this study is mainly focused to examine the impact of the Corporate Social Responsibility activities on organizational performance while considering the six type of CSR activities. Therefore, to study the relationship between these interrelated activities will be beneficial in today's business environment. The purpose of this study is to investigate the relationship between corporate social responsibility activities on company performance. Six type of CSR activities considered in this study by using discloser index. The population of the study is all manufacturing listed companies in Colombo Stock Exchange. Information about the last 8 years of these 39 companies will be analyzed by using panel data analysis methods from 2012 to 2019. This analysis is used to reflect the gradual changes in firms' performance. The finding of the study will provide the useful information to the company's management to evaluate their objective of CSR activities accomplishment. Findings of the study will mainly important to the company's management, investors, employees, suppliers, customers and other stakeholders.

Keywords: Corporate Social Responsibility, financial performance