

## **CSR website reporting in Sri Lanka: a study of top fifty listed companies**

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The purpose of this paper is to investigate CSR reporting in Sri Lanka. It presents analysis of the website reports of CSR in the top fifty listed companies in Sri Lanka. The websites of each company were examined for any CSR activities. Where such activity was found the companies were labeled "CSR companies" and CSR web entries were subjected to further analysis. The CSR of these companies was classified in various ways, its extent, its institutionalization (in terms of dedicated CSR organization and report) its waves (i.e. community involvement, socially responsible products and processes, socially responsible employee relations), and the combination of issues addressed and modes deployed. More specifically the objectives of the paper were, to investigate significance of levels of CSR penetration in Sri Lanka, to investigate the degree of homogeneity in terms of national penetration of CSR; the extent of CSR reporting that CSR companies engage in and the national balance of three 'waves' of CSR, to investigate national profiles in terms of the CSR issues targeted and the modes deployed to this end, to investigate explanations of patterns identified and, to investigate impact of globalization. The first finding is that there are proportionately fewer CSR companies in Sri Lanka than in the UK and Japan. It can be seen that the CSR in Sri Lanka is dependent on national factors should be accepted. Accordingly it can be concluded that the patterns of CSR are explained by nationally distinctive features. If a firm trades principally with westernized nations we might expect Sri Lanka organizations raise their level of CSR activity to coincide with those of their trading partners. As the evidence suggests CSR seems to be enhanced by international exposure at the firm and national levels. Therefore it can be concluded that CSR in Sri Lanka is enhanced by globalization.

**Key words:** CSR, Website reporting, Listed companies, Sri Lanka

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