

The Relationship Between Corporate Social Responsibility and firm Performance in Listed Companies in CSE

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Abstract

CSR is a board concept that may take several forms depending on the company and business. The benefit of CSR are many, companies create good reputations, minimize environmental impacts, attract prime talent and encourage innovation. The purpose of this study is examine whether CSR activities influence firm performance based on a longitudinal survey for listed companies in CSE. Research Question of this research is what is the relationship between CSR and firm Performance in listed companies and what are CSR activities in listed companies in CSE. And aim to fill a gap in the field of CSR exploring performance relationships of firms with the potential to find new insights for governments and entrepreneurs within developing countries.

This study Give an opinion about relationship between corporate social responsibility activities and firm performance of listed companies in CSE in Sri Lanka. Data was collected from secondary sources such as annual reports, Sustainability report and other related publication. Sample size of the study is 100 listed companies in CSE. And period covered from this study is from 2017 to 2020. Independent variable was CSR (Social Economic environments) dependent Variable is firm performance. To Measure the CSR used GRI Guidelines and to measure the firm performance used to Tobin s Q and ROA used to Measure the firm financial performance. And control variable is firm size. Generation of final outcome of this research is quantitative research data is using descriptive method. In describing the company CSR and firm performance descriptive analysis, Correlation and regression analysis are employed as statistical tools to analyze the data. The results show that there is a significant positive relationship between CSR activities and firm performance of listed companies in CSE.

Key words: *Corporate Social Responsibility, Firm Performance, ROA.*