

## **Impact of Corporate Social Responsibility on Affective commitment: Study of Life Insurance Agents of ABC Life Insurance Company in Anuradhapura District**

Perera, H. M. P. A.<sup>1</sup> and Thisera, T. J. R.<sup>2</sup>

The purpose of this research is to identify the impact of corporate social responsibility on affective Commitment among life insurance agents in ABC Life Insurance Company in the Anuradhapura district. This research is quantitative research which is followed deductive approach. The study used survey research strategy. Data collection was done using a self-administered standard questionnaire from 265 life insurance agents. Statistical Package for Social Science (SPSS), version 23.0 was used as the tool for data analysis and regression analysis was used to test hypotheses. The results revealed that the corporate social responsibility has significant impact on affective commitment. This finding is in line with and supported by many previous research studies. Perception of all the dimensions of CSR has a significant impact on affective commitment. These dimensions are economical dimension, ethical dimension, legal dimension, and philanthropic dimension. CSR is a factor that strengthens the emotional ties of employees to organization and can say that affective commitment is one of the best retention tactics in the difficult work environment. Moreover, this study has different practical and theoretical implications.

**Keywords:** *Corporate Social Responsibility, Perception of CSR, Economical dimension, Legal dimension, Ethical dimension, Philanthropic dimension, Affective Commitment*

---

<sup>1</sup> Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [panchaliama94@gmail.com]

<sup>2</sup> Senior Lecturer, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [jeewanthi@kln.ac.lk]