

The Corporate Social Responsibilities in Sri Lankan Universities

Kamal Tilakasiri¹ and Grace McCarthy¹

The concept of Corporate Social Responsibility (CSR) in the education sector has engendered considerable interest in Sri Lanka in recent years. CSR is a growing concept in the world. Developing countries also should pay attention to this field. Whether or not we use public funds for tertiary education, it is essential to identify the criteria of this concept in Sri Lanka. Chadamas (2008) shows his recent study that large companies were becoming more aware of the importance and value of CSR but many small firms did not know the benefits of adopting CSR principles.

The purpose of this study is to identify the Social Responsibility activities of Sri Lankan universities. All universities will be given the opportunity to participate in relation to their Social Responsibility activities.

The research problem addressed is the type of social responsibilities which can be served by the university even though they have many stakeholders. Universities' main stakeholder is the srilankan government through the University Grant Commission. The universities are obliged by law to comply with all relevant rules and regulations in order to obtain continued funding.

The universities also have many other stakeholders including schools, trade associations, professional educational institutions, and the general public (community). Although not obliged by law to meet the expectations of these stakeholders the universities must try seriously to satisfy them, in order to have a sustainable future.

This paper examines the development of the criteria based on international data. We use several research articles related to the education sector and government departments and corporations. These can be compared to identify the specific responsibilities relating to the university education sector.

We conclude with suggestions for university responsibility for Social responsibility as well as for further research.

Key Words: Corporate social responsibility, University, Criteria, University Grants Commission, Professional educational institutions

¹ University of Wollongong, Australia