

SOCIAL RESPONSIBILITY AND EMPLOYEE COMMITMENT IN BANKING INDUSTRY IN SRI LANKA

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Nowadays Corporate Social Responsibility (CSR) is the most significant and debatable topic among corporate citizens and it is associated with organizations' survival and success. CSR is about ethical behavior towards organization's stakeholders, and employees are the crucial internal stakeholder group of organizations. Their commitment leads organizations to their success and CSR is one of the strategic tools to enhance the commitment level of employees. The key objective of organizations is to maximize the profit and in the case of CSR, organizations avoid that key objective and try to minimize the gap between organization expectations and stakeholders' expectations. This study implements to recognize the real context of CSR and employee commitment of banking industry in Sri Lanka and thereby objectives are set to identify the effect of CSR on employee commitment to banking industry in Sri Lanka. In order to achieve objectives of the study, quantitative approach has been used to analyse the data and data collected through a questionnaire. Employees of banking sector participated as respondents of the study and the selected sample was 100. However, only 77 employees made responses and response rate is 77%. The correlation analysis is adopted to achieve the first objective of the study and to achieve the second objective, implemented the coefficient analysis. Results are indicated that there is a positive relationship between CSR and employee commitment of banking industry in Sri Lanka and that CSR has a positive impact on employee commitment to banking industry in Sri Lanka.

Keywords: Corporate social responsibility, Employee commitment, Banking industry of Sri Lanka