COVID-19 PANDEMIC SITUATION AND CORPORATE SOCIAL RESPONSIBILITY: EVIDENCE FROM LISTED COMPANIES IN SRI LANKA

Nisansala Hansamali, A.W., Weligamage, S.S

University of Kelaniya, Sri Lanka.

Corporate Social Responsibility (CSR) is a business model of self-regulation that allows a business to be socially accountable to itself and its stakeholders. During the Covid -19 period, most of organizations contributed lots of CSR practices to their stakeholders. This study attempts to examine the CSR in listed companies in Sri Lanka during the COVID -19 pandemic situation. Secondary data were collected using company annual reports, industrial websites, news websites and company websites and two hundred seventy-six listed companies were included in the initial observation. Data was analyzed using content analysis, frequency distribution method and descriptive analysis method. The findings revealed that the engagement differ from sector wise and engaged various types of CSR practices in Covid -19 period to fulfil their different types of stakeholders. The study fulfills the existing research gap in the area of Corporate Social Responsibility in COVID -19 pandemic situation evidence from Listed Companies in Sri Lanka.

Keywords: Colombo Stock Exchange; Core competence; Corporate Social Responsibility; COVID - 19