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SOCIAL RESPONSIBILITY AND SUCCESS OF ORGANIZATIONS : *An empirical analysis*

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ABSTRACT

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This research study attempts to find out the impact and relationship of social responsibility on the success of the listed manufacturing companies in Sri Lanka. It also considers the most sensitive and influential factors of the pressing social issues on social responsibility. In this process six pressing social issues of economic, personal, product, environment, discrimination and community involvement were considered. Required data were gathered through questionnaire and hand Book of 24 listed manufacturing companies. Success of each organization was measured by the return on investment (ROI) of the company. Statistical techniques such as, simple and multiple regression analyses; principle component analysis and cluster analysis were used to identify the relationship between the success of organizations and social responsibility. The analysis shows a significant positive relationship between the success of the listed manufacturing companies in Sri Lanka and social responsibility. The economic issue and the personal issue were the most prominent factors of the social responsibility with regard to this sample.