

## **RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND PROFIT IN MANUFACTURING INDUSTRY**

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### **Abstract**

This paper explores the nature of the relationship between corporate social responsibility (CSR) and profit in manufacturing industry in Sri Lanka. Currently CSR activities are most valuable. CSR projects are contributed by lot of firms. Consumers and investors developed clear choice for socially responsible firms. Most of firms are allocation money for corporate social responsibility. Because through the CSR Activities increase the customer awareness, reputation; acclamation etc. Businesses must reconnect company success with social progress. This research goes into observe the manufacturing industry and in recommended CSR activities.

Corporate social responsibility is profitable and adds value to a company is important to the development community because the private sector has far greater resources than government aid programming. This paper get information through the questionnaire, annual report data related CSR activity and analysis this data and gave a conclusion. The study finds a relationship between corporate social responsibility and profitability. Finally find the relationship between CSR and profit.

**Key word:** corporate social responsibility, profitability.