

How Corporate Social Responsibility (CSR) Concept is Practiced by Sri Lankan Universities? Comparison Study between 2008 and 2017

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Researcher has identified in 2008 corporate social responsibility (CSR) activities in universities in Sri Lanka. Accordingly, he concludes that lecturers, students and non-academics in universities do CSR activities to some extent. At that time CSR concept was a newly introduced concept and few research studies were done relating to Asia, Africa and Latin America. Specifically, Sri Lankan CSR studies were very few; not the government organisations many private companies and public limited companies about 50% implemented the CSR activities as a voluntary activity. However, still this concept has engendered considerable interest in Sri Lanka and other countries in recent years. However, many research articles have been performed in the education sector.

Aim of this study was when comparing the period of 2008, how far the concept being accepted by the universities in Sri Lanka. If they were accepted those, what limitations could be identified for the sustainability purposes. Also, if not what are the reasons for not applying this valuable concept. Using criteria based on international and national research this paper explores the understanding in CSR in Sri Lankan universities and highlights the CSR activities currently undertaken. Initial findings support the view that CSR in developing countries primarily focus on economic and philanthropic dimensions. The study gathered information from 8 national universities out of 15. Students and lecturers engaging in the CSR activities are considered for the study. As the sample of the study that was taken 50 university lecturers. Out of 50, twenty-five lecturers selected from the senior treasurers of the student's associations, and other twenty-five lecturers from various academic departments who have engaged in CSR activities based on the IRQUE project which already granted departments in the universities since 2006. Content analysis research techniques were used for analysing preliminary data. The students' CSR activities and lecturers' CSR activities considered for identifying the qualitative coding schemes. The paper concludes with suggestions for further research. It identifies the social responsibility activities conducted by Sri Lankan universities at present and draws conclusions. The study brings to a close that the students are interested to implement CSR activities as a team and contribution with lecturers and the society. Furthermore, lecturers now reluctant to do those CSR activities because of non- supporting activities from UGC, less financial ability, overtaxed from teaching staff, country political instability and their work load. In conclusion, comparing with 2008 CSR activities and present scenario of universities, students work with CSR activities have been increased in many ways of student's organizations. Lecturers engage in CSR activities are considerably decreased than the period of 2008.

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