

The Effect of CSR Initiatives on Employee Engagement: A Case of a Leading Tyre Manufacturing Company in Sri Lanka

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This study aims to assess the impact of organizational Corporate Social Responsibility (CSR) initiatives on employee engagement at work. The study sample consisted of 57 business professionals of XYZ International Sri Lanka (Pvt) Ltd., a multinational tyre manufacturing company. This was quantitative and cross-sectional research study. The data were collected using self-administered questionnaires which was personally distributed and emailed to the respondents in the selected sample. Simple regression analysis was used to test the study hypotheses. Analyzed results showed a significant impact of CSR initiatives on employee engagement. The study results clearly underlined the potential of firm's involvement in CSR activities in influencing the employee attitude and behavior which means the level of engagement at work. Furthermore, this study raises the need for companies to look at their CSR strategies in a more serious and a holistic approach. Especially, this study represents a contribution to understand CSR strategic status and highlights that social responsible practices can have a strong positive impact on employees' engagement.

Keywords: *Corporate Social Responsibility (CSR), Employee Engagement (EE)*

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