

The boundaries of social responsibility in Sri Lankan universities

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The concept of Corporate Social Responsibility (CSR) in the education sector has engendered considerable interest in Sri Lanka in recent years. We can identify the few essential responsibilities but the problem is that they are not implemented well. The research problem is addressed as why the Sri Lankan universities cannot implement the social responsibility activities to their stakeholders even though they have more stakeholders.

The major purpose of this paper is to analyse how Sri Lankan universities actually translate CSR into practice and to identify some of the factors that affect the implementation process. The other purpose of this paper is to investigate the boundaries of the implementation process and develop a clear picture to Sri Lankan universities about its advantages.

The scope of this study is to identify the mismatch of rules and regulations which are developed by the university Grant Commission, Sri Lankan Government, and the identified social responsibilities.

We will explore these barriers with student counsellors, student union members, senior lecturers, non-academic executives and other stakeholders. We then propose a model to overcome the barriers identified.

This paper examines the development of criteria based on international data as well as local data. Our preliminary results suggest no statistically significant criteria relating to the boundaries of social responsibility of the Sri Lankan universities. Further results will be available in the full paper.

Key words: Corporate Social Responsibility, Boundaries, Implementation, University Grants Commissions, Student counsellors.

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