

ASSESSING THE FACTORS AFFECTING THE CORPORATE SOCIAL RESPONSIBILITY

Thirunavukkarasu Baskar

Department of Business and Management Studies, Faculty of Communication and Business Studies, Trincomalee Campus, Eastern University

ABSTRACT

This study was on assessing the factors affecting the Corporate Social Responsibility Sethsevana Hospital Kurunegala. This study was carried out to find how the activities of said institution is on the impact on corporate social responsibility and helps to the management and owners to improve in its future. For the purpose of easy and effective analysis, two types of variables were selected. There were dependent variable and independent variable. Here the dependent variable was “Corporate Social Responsibility Disclosure” and independent variables were Company Size, Company Age, REO and Leverage. This study was intended to find out the relationship between independent variables and dependent variable related to this project, data and information were mainly collected through annual reports that were issued by Sethsevana Hospital. The obtained data and information were transformed in to descriptive analysis. Correlation and P values relevant to those variables were computed and then those values were evaluated and findings were identified.

These findings were explained individually further at the end of the study. The appropriate solution and recommendations provided to recognize about relationship between Corporate Social Responsibility Company Age, Company Size, Profitability and Leverage.

Keywords: Corporate Social Responsibility