

EMPLOYEE PERCEPTIONS OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AND ORGANISATIONAL CITIZENSHIP BEHAVIOURS (OCB): A CASE STUDY ON COMMERCIAL BANK OF CEYLON PLC BATTICALOA BRANCHES

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This study attempted to assess Employee perceptions of CSR, and the relationship between the employee perceptions of CSR with OCB of employees in the banking sector in Batticaloa. There were 108 employees selected as a sample with the use of a quantitative research approach through a cross-sectional survey design from the commercial bank of Ceylon plc, Batticaloa branches. The survey is done through a validated questionnaire survey and with the help of both primary and secondary data sources. To explore the objectives of the research and set down the hypothesis, the study used Correlation and regression analysis as well. The most common preference focused areas of the sampled organization concerning the nature of CSR Practices include education and health; further, provision of support to underprivileged individuals, groups and organizations, employment generation was made by the commercial bank of Ceylon Plc were found by this study. The study showed that employee perceptions regarding CSR towards government and employees were more robust than towards customers and society. The positive effects of employee perceptions of CSR activities on OCB in the sampled organization with all the benchmarks (employees, customers, environment, and government) except for the environment was found by this study at the end.

Keywords: *Conscientiousness; Organizational citizenship behavior; Civic virtue; Corporate social responsibilities; Sportsmanship and courtesy*
