



**“Corporate Social Responsibility (CSR)
initiatives in retention of employees in Apparel
industry in Sri Lanka”**

**“Comparative Study on Executives and Non-
Executives”**

By

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ABSTRACT

Corporate social responsibility (CSR) is regarded as voluntary behaviors that contribute to the society welfare. Corporations are expected to engage in the improvement of their employees' quality of life, as well as the well-being of employees' families, local communities, and the overall society. This study explores the impact of employees' job satisfaction and retention on Moral and Immoral Management style and perception of internal CSR. A conceptual framework is proposed based on the literature.

Human resources are very significant resources for Apparel industry when compared with the other industries in Sri Lanka. Now a day, Apparel industry in Sri Lanka faces human problem such as migration of employees and labor turnover. The problem of the study is "How Corporate Social Responsibility initiatives affect to the retention of employees in Apparel sector in Sri Lanka". Concerning the problem of the study, main objective of the study is to identify the reasons for why employees leave, is it due to lack of CSR practices in apparel industries in Sri Lanka.

This study empirically investigated three variables, which could influence on employee retention in the Apparel industry. The impact of CSR strategies implemented through Moral and Immoral Management on job satisfaction and retention of employees in this sector. Methodological choice was survey method and case analysis. This study was conducted using 900 of executive and non-executive employees in the garment industry. The data were collected through a questionnaire and analyzed using the software SPSS 16.0. The type of the study is correlations and nature of the study is analytical.

The result of correlation analysis indicate independent variables (CSR, Moral management/Immoral management, Job satisfaction) were positively correlated with employee retention of group X and the result of correlation analysis indicate independent variables negatively correlated with employee retention of group Y. The findings of this study indicate that CSR has a significant effect on employees retention and job satisfaction, if there is an internal CSR initiatives and practice on moral management, the employees are willing to stay with existing employer. There is a high level of Existing and Expected sources of CSR through organization management, all employees in all factories are high level of retention, except immoral management practices.

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