

**BUILDING CORPORATE REPUTATION THROUGH
CORPORATE SOCIAL RESPONSIBILITY: THE MEDIATING
ROLE OF EMPLOYER BRANDING-SPECIAL REFERENCE TO
BANKING EMPLOYEES IN BATTICALOA DISTRICT**

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REG NO: EU/IS/2017/MS/029

INDEX NO: MS 1989



A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfilment of the requirement for the Degree of Bachelor of Business Administration Honours (BBA Hons).



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**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2023

ABSTRACT

This study investigates the relationship between CSR, employer branding (EB), and corporate reputation (CR). And the research investigates the role of EB as a mediator using organizational signaling theory. So, the study makes a contribution by integrating organizations' CSR with their EB process for creating CR. Based on signaling theory, it adds scholarly value by providing a deeper understanding of the mediation effect of EB. So, the study's main goal was to contribute to a better understanding of the role of employer brands in mediating the relationship between corporate social responsibility and corporate reputation.

Structured questionnaires were used to collect data from 212 banking employees of selected four banks in the Batticaloa district. Correlation, simple regression, and multiple regression analysis were used to test research objectives and hypotheses.

The results show that CSR initiatives have a significant influence on an organization's CR/image, that CSR activities result in a strong employer brand, that EB provides a competitive advantage by enhancing the CR, and that EB mediates the relationship between CSR and CR. So, the findings indicate that EB mediates the relationship between CSR and CR.

Hence, this research will help managers/employers in investing in CSR activities and develop strong employer brands to attract a variety of stakeholders. It will also assist businesses in focusing on an appealing value proposition in order to attract various stakeholders, primarily job seekers. This study adds to the literature on CSR and EB by proposing a statistically tested model of EB mediation for the creation of CR. Furthermore, using signaling theory, the research examines the relationships between CSR, CR, and EB from the perspective of the employee.

Key words: *Corporate social Responsibility, Corporate Reputation, Employer Branding*

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