

**IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON  
FINANCIAL PERFORMANCE OF SMALL AND MEDIUM  
SCALE INDUSTRY IN MATALE DISTRICT**

by

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## ABSTRACT

The objective of this study is to find the corporate social responsibility practices among small and medium scale industry in Matale district. Further, it finding out the impact of corporate social responsibility on financial performance of small and medium scale organization in Matale district. This research aims to explore corporate social responsibility practices in Matale district and evaluate whether corporate social responsibility have an impact to the financial performance of the business.

Corporate social responsibility was looked at from the perspective of workplace policy, environment policy, market policy, local community and company value. Primary data was collected from owners of SMEs in Matale district. There, one hundred owners were selected as sample and questionnaire were issued to them to collect the primary data. Collected data for the study was presented in the form of tables and chart and analyzed using the software Statistical Package of Social Science, version 21.0. The data analysis included the Univariate analysis (descriptive) and Bivariate analysis.

According to the analysis, the finding showed corporate social responsibility of SMS is at moderate level (2.95) and also financial performance is at moderate level. However, majority of respondent have lower level of corporate social responsibility practice and financial performance in Matale district. There is moderate positive but significant relationship between corporate social responsibility and financial performance. As well as the dimensions of corporate social responsibility are at moderate level while workplace policy are major among them. There are moderate but significant relationship between each dimension of corporate social responsibility and financial performance.

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