

A Study on Corporate Social Responsibility Relationship with Organisational Culture and Business Ethics: On Mcl

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ABSTRACT

Corporate Social Responsibility (CSR) in India has gone past just philanthropy and gifts, and is drawn closer in a more sorted out mould. It has turned into a basic part of the corporate system. Companies have CSR groups that detail particular approaches, methodologies and objectives for their CSR projects and put aside spending plans to bolster them. The essential target of CSR in nowadays is to expand the company's general effect on the general public and partners. CSR has experienced many stages in India. In this paper we examine the basic changes in model of corporate social obligation and the new imaginative works on being connected for its execution in the most recent decade in India. It minimizes the cost and additionally hazards, subsequently, expanding the brand esteem and notoriety of the company. "CSR alludes to the commitments of specialists to seek after those approaches to settle on those choices or to take after those lines of relations which are attractive as far as the goals and estimations of our general public."

The primary part gives an understanding about the idea of Corporate Social Responsibility (CSR) and its relationship between organisational ethic and culture with its other dimensions and comparability over the period. It characterizes the development of Indian Industrial Sector alongside CSR selection. The second addresses linkages of CSR with Business Ethics, Culture, Economics and its different dimensions. It characterizes objectives, hypotheses and contends a business case for Corporations as being sure towards CSR. The third talked about the Research Methodology took after amid the review. The aim of this research is to examine the relationship between CSR and organisational culture and Business Ethics. Different parts or variables from various questionnaires already used in similar studies were taken and a new questionnaire is designed. A sample of 200 respondents based on purposive sampling technique has been selected and interviews have been conducted to collect the primary data. It was concluded that the MCL has done very good work for the welfare of people and community development. MCL has provided different facilities to their Region such as Education, Water, Health, Development, Green, Clean etc. CSR has become a critical aspect in strategic decision making of a firm primarily due to financial scandals and a boost up in investors' confidence. CSR also help in order to maximise long-term financial returns.

The researcher taken of data from **MAHANADI COALFIELDS LIMITED** regarding CSR. **MAHANADI COALFIELDS LIMITED(MCL)** is one of the major coals producing company of India. It is one eight subsidiaries of Coal India Limited. **MAHANADI COALFIELDS LIMITED** was carved out South Eastern Coalfields Limited in 1992 with its headquarters at Sambalpur.

The last section begins with definite conclusion got from my observation through review of certain journal, books and different website.

KEYWORDS: - Environmental Responsibility, Ethical and Cultural responsibility, Human Right, Economic Responsibility, Philanthropic Responsibility, Customer services, level of diversification,

INTRODUCTION

Corporate Social Responsibility (CSR) has acquired considerable interest among different business organization all over the world. Indian companies are not exception of it. These are well reflected in corporate reports on their respective website as well as other surveys and rankings of CSR conducted by various organizations. In this connection fried man rightly point out that only social responsibility of business is to increase profits. Most business organization now believe investing a part of their profits and efforts in the society and natural environment from which they draw resources has positive implications for their own relationship between CSR activities and firms finance performance, competitive advantage, reputation and legitimacy, employee attitude and synergetic value creation. Corporate social responsibility is a process by which an organisation thinks about and evolves its relationships with stakeholders for the common goals and demonstrates its commitment in this regard by adoption of appropriate business processes and strategies. Thus, CSR is no charity or mere donation. According to company act 2013, schedule VII and section (135), if any company during immediately preceding three financial year having

- Net worth more than 500 cores or
- Turnover more than 1000 crores or
- Net profit more than 5 crores

A company must use at least 2% of its profit on CSR.

At the same time Culture of an organisation plays a very essential role in the initiatives of CSR practices in the business. Corporate social responsibility and organisational culture has a positive relationship because organisations are prone to make or improve their image and it can be easily possible with the initiatives taken by firms and chequered the effect of CSR initiatives on society, stakeholders and other issues.

As far as the concept of business ethics is concerned it is an important factor of any enterprise because ethics expresses positive, negatives, right or wrong in the organisational context. Corporate ethics are essential for implementing CSR in the organisation in a true manner. It tells what is morally right or wrong In favour of every individual and as a whole.

This study intends to critically evaluate the CSR practices being adopted in **MAHANADI COALFIELDS LIMITED**.

MAHANADI COALFIELDS LIMITED is a Union Govt company, incorporated on 03 April, 1992. It's a private unlisted company and is classified as company limited by share. Company's authorised capital stands at Rs 98000.00 lakhs and has 72.05439% paid up capital which is Rs 70613.3 lakhs. **MAHANADI COALFIELDS LIMITED** is majorly in mining and Quarrying business from 31 years and currently, a company operation is active. Current board of member and director are SEEMA SHARMA, JASWINDER SING, ANIL KUMAR JHA, RAJESH KUMAR SINHA, KHIROD KUMAR PARIDA, RAJIB MALL, SHYAM PRASAD NANDAN, LILA NAND and MUKESH CHOUDHARY.

Company is registered in Cuttack (Orissa) Registered office. **MAHANADI COALFIELDS LIMITED registered address is JAGRUTI VIHAR BURLA SAMBALPUR 768020.**

LITERATURE REVIEW

The purpose of this chapter is to present a review of the literature on corporate social responsibility (CSR) disclosures. This includes previous studies relating to theoretical background on CSR disclosures in India and other countries, and the relationship between CSR disclosure and financial performance. CSR disclosure is becoming an important source of competitiveness and communication tools for stakeholders. Many companies have attempted to develop a framework regarding CSR activities. The researcher has tried to scan the all literature available in of various sources to determine the objectives and methodology of the current research work.

Singh and Bala (2014) analysed CSR practices and study them for similarities/differences across Private Indian Companies, MNC's and Public Sector Companies.

Kumar and Kumar (2018) examined the relationship between corporate social responsibility and the firm's financial performance in the Indian context. Data has been collected from annual reports NIFTY 50 firms for the year 2016. Content analysis has been used to coding the data and descriptive statistics is applied to test the relationship between dependent and independent variables. The results of regression analysis show the neutral relationship between corporate social responsibility and firm's financial performance.

Dr. Sanjay J. Bhayani has analysis of financial structure and CSR analysis. He made several suggestions for the strengthening the financial soundness.

Kumar (2014) examined the status of CSR in India; determine the challenges faced by the organisations while executing CSR activities tries to examine CSR initiatives and their impact on businesses and to get the information regarding CSR field and people engaged in the process of policy making, policy research and other stakeholders. This study is based on secondary data which was collected from different sources namely; journals, magazines, articles and media reports. This is an exploratory research. A study conducted by Times of India group in which 250 companies who are involved in the CSR activities were taken as sample size but unfortunately only 33 percent of the respondent organisations responded satisfactorily and unfolded the challenges of CSR which are as follows:

1. Community participation is very less in CSR activities.
2. Transparency issues.
3. Important factors are not visible properly.
4. Narrow outlook for CSR activities.
5. CSR guidelines are not clear.
6. Need for well organised NGO's
7. Requirement capacity building for the local NGO's

Therefore, it was found that need to create awareness amongst public about CSR is mandatory and it will boost up the morale of other companies to play an important part on CSR activities.

Dangwal and Sharma (2014) focused on Indian pharmaceutical companies to recognise the extent of environmental disclosure in their annual and sustainability reports. With the help of Global Report Initiative (GRI), a disclosure index has been prepared for seven large parameters. Research found that the level of environmental disclosure by selected pharmaceutical companies was not very encouraging. The 32 study also found that lot of differences in the disclosure scores between selected pharmaceutical companies.

Ravi M. KISHORE has covers the concept of CSR, application of CSR and generation of Responsibility and its also formats of CSR statement in details.

Garcia-Ayuso and Larrinaga (2003) Empirical research hypothesized that size; profitability and the potential environmental impact of the firm the main factors explaining the amount of information disclosed. The environmental implications of the activities carried out by these companies also seem to receive more attention from print media.

Loan Nou and Serafeim (2018) Explored the impact of corporate social responsibility (CSR) ratings on sell-side analysts' assessments of firms' future financial performance. The researcher used a large sample of 3,580 publicly traded US firms over 15 years. The study unveiled that more practiced analysts and analysts at higher-status brokerage houses were the first to shift the relation between CSR ratings and investment recommendation optimism. The paper also found no significant link between firms' CSR ratings and analysts' forecast errors, indicating that learning is unlikely to account for the observed shifts in recommendations.

Estonia Science Foundation (March 2009) study investigated outcome of organisational culture on CSR in service companies involved in social and environmental activities in their business operations. Empirical study was conducted and data has been collected through 17 service organisations operating in Estonia. Organisation culture characteristics were used as task and relationship orientation. Data was obtained from an organisation culture questionnaire and which was filled up by randomly selected employees. Data on CSR was collected through top managers or similar person in all organisations. Study found that results of the study could not confirm statistically that CSR performers can lead through strong organisation characteristics, no evidence have been found for organisation with higher CSR are more relationship than task oriented but relationship orientation was significantly correlated with elements of CSR.

Milne and Chan (1999) reported the usefulness of typical social disclosures from corporate annual reports for investment decision-making. They tried to examine if narrative social disclosures in the annual report actually impact on the behaviour of how investors allocate their investment funds. Raghu (2006) undertook a study to look at the chairman's message.

Altham (2002) investigated the concept of Corporate Ethics which involves two fields Business Ethics and Corporate social Responsibility. Study presented Business Ethics contrasted with Corporate Social Responsibility. Study pointed out the four areas of dissimilarity in favour of the statement that how Corporate social Responsibility differs from Business Ethics. This research is based on the question that are these approaches competing or complementary? Study unfolds the relationship between these factors on some criteria:

1. relation of any field to regulation
2. Nature of approach that each deploy -responsive or pre-emptive
3. through stakeholders identification
4. discussion on the enlargement of responsibility to stakeholders.

Study concluded that every company should have the sound business policies which can maintain the decorum and synchronization of the business, so to develop strategies and survival in today's competitive world, every organisation should indulge in the process of corporate social responsibility and business ethics to decipher the issue of corporate ethics.

Marcel van Marwick (2003) has narrowed down the concept of corporate social responsibility so that it covers three dimensions of corporate action: economic, social and environmental management.

Birch (2003) examined a new way of thinking in the field of CSR that development of public policy and business practices in the phenomenon of corporate citizenship and this research explored many new terms

which relates to CSR like: sustainable society, capitalism, citizenship, moral and ethical zone and have also explained about post capitalism as social ecology⁶³ Study suggests that some key issues have high lightened through this research such as: Triple bottom line performance, better governance, engagement of stakeholders should increase morality of business, benefits for the sustainable society and concluded that in this new era businesses are taking these issues seriously and so world also.

STATEMENT OF PROBLEM

The purpose of the study is to examine the CSR disclosure level of selected companies and its relation with organisational culture and Business ethics. The corporate sector has been expanded and grown significantly in India despite it is evident that the corporate social aspect is lacking. However, the increasing trend of corporate governance can be observed from the literature. Therefore, the importance of the study lies in understanding the culture and ethics of Business organisation and their relationship on CSR . The study used vital CSR to observe their relationship on corporate ethics and culture of Indian companies. The study also measured the important CSR factors in their annual reports, sustainability reports and their official websites. Given that, as part of the survey method, investors were asked to rate and rank the factors of CSR according to their importance. The study then examined the differences in their rating and rankings of the importance of CSR factors.

RESEARCH OBJECTIVES

There are main following objectives: -

- To investigate the relationship between Corporate Social Responsibility with Organizational Culture and its dimensions and Corporate Social Responsibility with Business Ethics and its dimensions of the **MAHANADI COALFIELDS LIMITED**.
- To critically evaluate the concept of corporate social responsibility (CSR) in India with special reference of **MAHANADI COALFIELDS LIMITED** and significances in the overall operations of the business organization.
- To study various CSR initiatives in **MAHANADI COALFIELDS LIMITED** and their impact on their performance standards.
- To make comparative analysis of CSR initiatives taken in the **MAHANADI COALFIELDS LIMITED** over the period.

HYPOTHESIS

Ho: 1 There is no significant relationship between Corporate Social Responsibility with Organizational Culture and its dimensions and Corporate Social Responsibility with Business Ethics and its dimensions of the **MAHANADI COALFIELDS LIMITED**.

Ho:2 There is no significant relationship among the dimensions of Corporate Social Responsibility, Organizational Culture and Business Ethics variables.

Ho:3 Adoption of global reporting initiative will enhance the performance of **MAHANADI COALFIELDS LIMITED** year by year.

Ho: 4 There is no significant difference between CSR initiatives taken by **MAHANADI COALFIELDS LIMITED** over the period.

RESEARCH METHODOLOGY

This chapter deals with the details of research methodology used in this research. It describes the research design, population, tabulated presentation of the sample data, sampling procedure and design, data sources, collection of data, measurement of variables, reliability of variables and scoring for questionnaire and lastly utmost function analysis of data which will produce the results.

Research Design

The data would be collected from different sources which will be analysis by using Karl Pearson's Correlation Coefficient, Regression Analysis, Chi-square Analysis, One Way Analysis of Variance (ANOVA) using F test, z-test and Preferential ranking. These will be done on each independent and dependent variable wise. The purpose of the study is to find out the relationship between dependent variable Corporate Social Responsibility and its nine dimensions i.e. Stakeholder value, Priority areas, Implementation structure, Organizational benefit, Prompted initiation, Problem emphasis, Decision makers, Review activities and Future plans with independent variable Organizational Culture and its eight dimensions i.e. Ability utilization Growth and Innovation, Helping Behaviour, Low stress, Personalized Relationship, Individual dignity and goal achievement, Bureaucracy and Shared outlook and also to find out the relationship between dependent variable Corporate Social Responsibility and independent variable Business Ethics and its two dimensions i.e, Attitude and Practice in **MAHANADI COALFIELDS LIMITED** in India. It is also the intention of the investigator to find out the difference between the types of companies such as small, large and multinational companies with respect to Corporate Social Responsibility and its dimensions, Organizational Culture and its dimensions and Business Ethics and its dimensions of **MAHANADI COALFIELDS LIMITED** in India. For the purpose of convenience, this chapter has include the following sections.

1. Nature of distribution of the respondents.
2. Correlation analysis between dependent variable (Corporate Social Responsibility) and its dimensions and independent variables (Organizational culture) and its dimensions and (Business ethics) and its dimensions.
3. Regression analysis to know the effect of independent variables on dependent variable.
4. Chi-square analysis between study variables and socio-economic variables of respondents.
5. One Way Analysis of Variance (ANOVA) to know the dimension wise performance of Corporate Social Responsibility, Organizational Culture and Business Ethics over the period. Further, to assess the impact of Socio Economic Variables.
6. Preferential ranking of Stakeholders

SAMPLE SIZE AND SAMPLE TECHNIQUE

Sample Size and Sampling Technique The beneath mentioned standards were followed to determine the sample population and size for the collection of primary and secondary data.

Respondents (employees) must working In MCL.

Sample Size and data Sources for Primary Data

To collect the appropriate data, an organized questionnaire is used to collect data from respondents. A total of 200 employees from different area of company. 20 questionnaires are collected.

Secondary Data sources

Data are collected from National journals of Corporate Social Responsibility and Organizational culture and business ethics

Development of the Questionnaire

Development of questionnaire is very essential for any study which comprises of primary data. The main considerations of questionnaire are: construction and framing of appropriate questions. To get maximum possible view from different internal and external user of company. Investigator has done pilot study with questionnaires from the selected employees of MCL. There is used closed-ended inter-related questions, so that respondents can understand the synchronisation of questions. Statements language is kept simple, understandable, without descriptions and acronyms.

CSR questionnaire is prepared and factors are determined for CSR practices after deep discussions with academicians on the related area. All questionnaire based on CSR, Organisational Culture and Business Ethics.

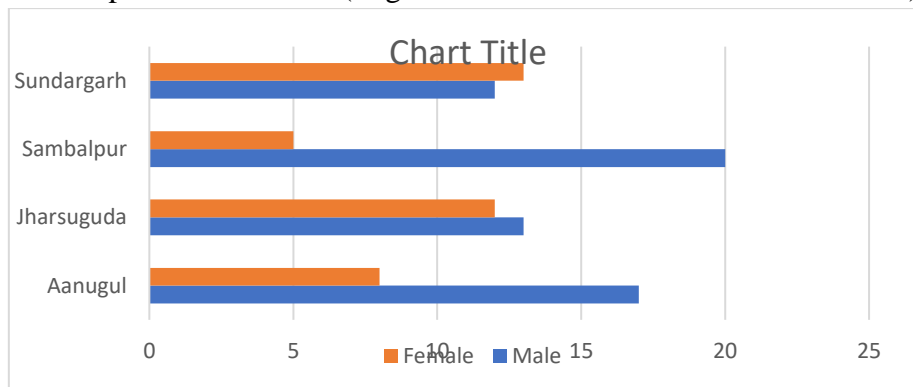
Scale	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Code	5	4	3	2	1

Research Variables and their Factors

Variables of research in this study are Organisational culture, business ethics which are independent by nature and also vary organisation to organisation and CSR practices acknowledged as dependent variable. In every organisation these three variables play a significant role and these are also considered as the core issues in every organisation. Present study emphasised on relationship between them.

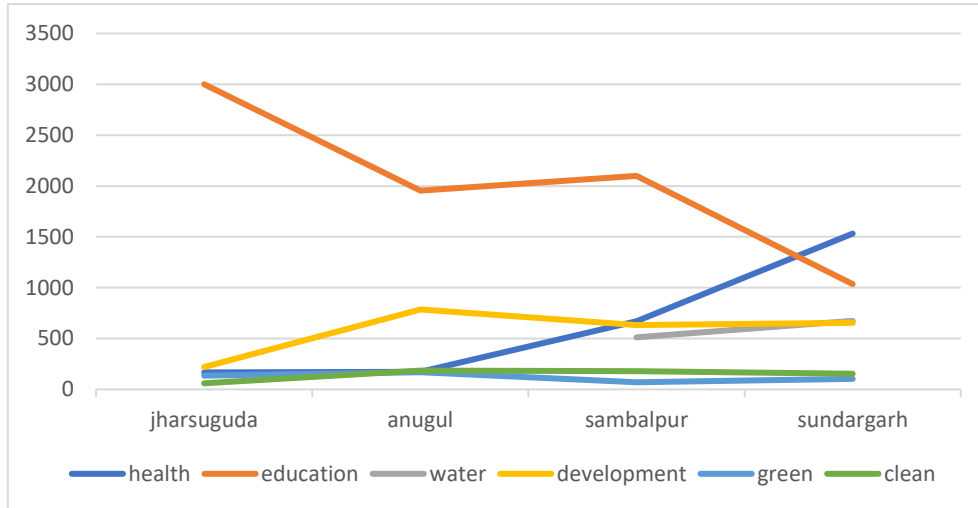
ANALYSIS OF DATA

The present chapter aims at data analysis and interpretation of the results. Data has been collected from the 200 employees of MCL from different region of MCL. Data has been analysed through different statistical tools namely: , Chi Square analysis, Regression analysis, One way analysis of variance (ANOVA) using F-test, T test and these tools have been analysed on each dependent (Corporate Social Responsibility) and independent variables (Organisational Culture and Business Ethics).



From the above data shows the distribution of samples MCL employees according to the gender and region basis. Table shows that out of total 200 respondents, samples are collected 25 each from all region i.e. Sambalpur, Anugul, Jharsuguda and Sundargarh. There is equally number of sample taken from each region in following fraction; - from Sambalpur 20 males and 5 females, Sundargarh 13 females and 12

males, 13 males and 12 females from Jharsuguda and at last researcher taken 17 males and 8 females from Anugul.



From the above chart showing the all details amount that MCL utilised towards CSR to different area (i.e. Health, education, water, development, green and clean) on basis of region(i.e. Jharsuguda, Anugul, Sambalpur, Sundargarh).

Correlation Analysis between Corporate Social Responsibility with Independent Variable (Organisational Culture and Business Ethics)

Variables	Corporate Social Responsibility	Organisational Culture	Business Ethics
Corporate Social Responsibility	+1.000		
Organisational Culture	0.785	+1.000	
Business Ethics	0.733**	0.694	+1.000

Two objectives of the research are to know the relationship between the Independent variables (Organizational Culture and its Factors & Business Ethics and its factors) and Dependent variable (Corporate Social Responsibility and its factors).

To examine the relations between independent variables such as organizational culture and business ethics and their factors with corporate social responsibility and its factors, method is applied and associations between variables is measured. The result reveals that all the variables under the study Corporate Social Responsibility (Dependent) and Organisational Culture and Business Ethics (Independent) have a high degree of positive correlation.

Therefore, the (H0) null hypothesis is rejected and (H1) alternate hypothesis is accepted at P<0.001.

There is a significant positive relationship between Organization Culture and Business Ethics

CONCLUSION AND FINDING

The research will give the level of CSR disclosures of **Mahanadi Coalfield Limited**. It assesses uses of fund and relationship between Organisational culture and Business ethics. The purpose of this chapter is to conclude the results of all the objectives supported by facts presented in the previous chapters and

details the contribution and future scope of the study. Hence the present chapter is divided into four sections:

Section I- Major Research Findings

- Awareness level of investors towards CSR initiatives
- Perception towards the importance of CSR factor
- Responses and the Demographical factors
- Relationship between CSR with organisational culture and Business ethics.
- Utilisation of fund by MCL in different sectors

Section II- Contribution of the Research

This section highlights the practical contribution of the research for the management of Indian companies. In fact the present study makes a significant contribution to the literature on CSR and CSR Disclosure from the context of developing country. The study examines the item-wise and theme-wise level of CSR disclosure of MCL and finds statistically significant. Every item and theme is examined to understand the important aspects of CSR. It provides a valuable contribution to the literature by providing a detailed analysis of CSR factors of MCL .

Section III- Limitations of the study

A study of select MCL has some limitations in terms of the scope of the study.

1. The present study has explored the relationship of CSR practices with organisational culture and business ethics of MCL.
2. Present study investigated only identified factors of corporate social responsibility, organisational culture and business ethics.
3. The sample size of present study was 200 only.

Section IV- Suggestions for Future Research

Though the present study tried to examine broadly the CSR practices in relation to organisational culture and business ethics,

1. Further research may be undertaken with large sample size.
2. Further studies may focus on comparative analysis between study variables and between different Coal and Mining Company's corporate social responsibility practices.
3. Further studies can be done on corporate social responsibility initiatives taking by companies.
4. Studies in future can investigate the factors, which show the more relevance to study variables.
5. A scope for the study on the impact of socio-demographic variables on CSR practices
6. A study which involves other independent variables such as: corporate goodwill, sustainable development, organisation development, corporate performance, etc. to find the relationship and effect on CSR practices.
7. Time period of the study is taken to examine the level of CSR disclosure of MCL.
8. Future research could apply a time series data by using relevant method for analysis of CSR and relationship of a cross-sectional study one company with other company on CSR utilisation.

ANNEXURES

DEMOGRAPHIC PROFILE

Name: _____

Gender: (i) Male (ii)Female

Age-group: (i) Below 30 Yr. (ii) 31-40 Yr. (iii) 41-50 Yr. (iv) Above 50 Yr.

Education: (i) Illiterate (ii) Primary (iii) Up to 12th (iv) Graduate (v) PG & Above

Marital Status: (i) Married (ii) Unmarried (iii) Divorced/Widowed/Separated

Types of employee: (i) high level (ii) middle level (iii) lower level

QUESTIONNAIRE :-

Kindly indicate the extent to which respondents were agree/disagree with the following statements regarding their opinion towards CSR practices. On a scale of 1 to 5 (where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree), please provide response by ticking the box that best matches the response of respondents.

VIEW POINT ABOUT:- CSR

SL.N	PARTICULARS	1	2	3	4	5
1	CSR is a set of charity activities carried out by the enterprise.					
2	CSR is a concept aimed at achieving commercial success in a way that does not compromise the well-being of its employees or the local community.					
3	CSR needs to be made mandatory by law					
4	Socially responsible activities improve the firm's standing with its investors					
5	CSR is the commitment of an enterprise to strictly abide by the labour and environmental laws					
6	CSR is a resource intensive and costly affair.					
7	CSR can lead to increase in profits					
8	Enterprise can commit to CSR only if they get resource assistance from the government.					
9	CSR activities could improve a firm's standing with banks and help them gain access to finance					
10	Enterprise can commit to CSR only if they get resource assistance from the government.					

CSR PRACTICES BY MCL

Kindly indicate the extent to which respondents were agree/disagree with the following statements regarding their opinion towards CSR programme adopted by MCL. On a scale of 1 to 5 (where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree), please provide response by ticking the box that best matches the response of respondents.

SL.N	PARTICULARS	1	2	3	4	5
11	Education					
12	Health					
13	Cleanness					
14	Development					
15	Green					
16	Water facilities					

17. What impact has MCL had on the society?

1) Positive 2) Negative 3) Neutral

18. Additional comments/suggestions-----

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