

CULTURAL HERITAGE MEETS RESPONSIBILITY: THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN SHAPING SUSTAINABLE PRACTICES AMONG SRI LANKAN BATIK ENTREPRENEURS

Amarasooriya, S.R.^{1*} and Rathnayake, H.D.²

^{1,2}*School of Business, ESOF Metro Campus, Colombo, Sri Lanka*
*[*dilinihir@gmail.com](mailto:dilinihir@gmail.com)*

1. Introduction

The Sri Lankan batik industry, renowned for its artistic heritage, is a burgeoning sector. Despite its growth, the effect of Corporate Social Responsibility (CSR) on fostering social and environmental responsibility among batik entrepreneurs remains largely unexplored. CSR, involving a business's commitment to society and the environment, can strengthen brand reputation and foster positive relationships. This study seeks to find the effect of CSR initiatives on social and environmental practices of batik entrepreneurs in Sri Lanka.

2. Research Methodology

This research employed positivism philosophy and a deductive approach, with a quantitative method to conduct the research. A survey questionnaire was used to gather data from 35 NVQ qualified Batik entrepreneurs and 69 Batik business owners registered at the Ministry of Industries and functioning through case study-based strategy during the year 2024. Data analysis utilized Pearson correlation and chi-square tests.

3. Findings and Discussion

This study reveals that Sri Lankan batik entrepreneurs' CSR initiatives, such as sustainable production, charitable donations, and community empowerment, significantly contribute to social and environmental responsibility. The findings, supported by chi-square tests indicate that these practices have a positive impact on brand reputation, customer loyalty, and community relations. These results align with global trends in sustainable business and highlight the potential for Batik entrepreneurs to drive positive change.

4. Conclusion and Implications

This study underscores the importance of sustainable practices, charitable donations, and community engagement in the Batik industry. The findings suggest that by prioritizing these factors, entrepreneurs can enhance their brand reputation, strengthen community relations, and achieve long-term success. Additionally, the study highlights the need for a nuanced understanding of the cultural and economic contexts that shape CSR practices.

Keywords: Batik industry, Sustainable production, Social responsibility, Environmental responsibility, Charitable donations