

## **ABSTRACT**

In recent years, globalization and economic trade have sparked a renewed interest in corporate social responsibility (CSR), resulting in increased business complexity and new expectations for greater transparency and corporate citizenship. Furthermore, while governments have claimed full responsibility for improving people's living conditions for a long time, society's needs have surpassed governments' ability to meet them. Event planning is a large industry with a significant impact on organizations and brands in general. The scope and range of an event determine the number of people involved in organizing it. However, there is a lack of empirical evidence that about corporate social responsibility initiatives in the event industry in Sri Lanka. The major objective of the study is to identify the existing corporate social responsibility initiatives in event industry in Sri Lanka. The purposive sample methodology was used to collect primary data from 15 event managers who are members of the Sri Lanka Association of Professional Conference, Exhibition, and Event Organizers. In addition, the purpose of the study is to elicit responses through a structured interview, and the collected data were transcribed and analyzed by using content analysis. Findings show that social and corporate initiatives have had a significant impact on raising awareness of CSR in the event industry and that there are no effective CSR initiatives in the event industry in Sri Lanka. Findings show that social and corporate initiatives have had a significant impact on raising awareness of CSR in the event industry. This study helps build a good relationship between the society and the event industry. This will give a better understanding of how the high demand, high return and highly competitive event industry can increase the effectiveness through Corporate Social Responsibility Initiatives.

### **Keywords**

Corporate Social Responsibility, Initiatives, Event Industry, Opportunities, Constraints