

core seven sectors, the respondents have given more importance on the area 'Education'. Finally, the study attempted to find out the selected ten private commercial bank's performances of CSR in some selected important areas. In this case Dutch Bangla Bank (DBBL) is on the top most position and The FSIBL, Trust bank and EXIM bank have also a good contribution to CSR and deal with different areas of CSR. Therefore the most of the private commercial banks fall under the average rate. They consider only a few areas. The banks should diversify their CSR practices and considered the other important areas of the society, such as women empowerment, health care, rural development activities related to the poverty alleviation. This can ensure the overall development of the country. For this reason, the Bangladesh Bank can monitor the CSR adoption and performance of banks and also give some directions to the banks and provide some priority areas for CSR practice.

References

- [1] Almona, C. P. 2005, 'A Review of The Business Case for Corporate Social Responsibility in the UK Financial Services Sector, A dissertation presented in part consideration for the degree of MBA in Corporate Social Responsibility'.
- [2] Sarker, M.F.H 2012, 'Corporate Social Responsibility of Private Banks in Bangladesh: Expectations, Achievements and Challenges', Journal of Public Administration and Governance, Vol. 2, on. 1.
- [3] Islam, Sazzadul, 2012, 'Banking Sector of Bangladesh & Corporate Social Responsibility (CSR) Practice', Available: <http://www.google.com>.
- [4] Azim, MI, Ahmed S & Islam, MS 2009, 'Corporate social reporting practice: evidence from listed companies in Bangladesh', Journal of Asia-Pacific Business, Vol. 10, on. 2, pp. 130-145
- [5] A. A. Abbaas, & A.I. Ibrahim. 2012, 'International Journal of Business and Management, Corporate Social Responsibility and Employee Engagement in Jordan', Vol. 7, on.16, ISSN 1833-3850 E-ISSN 1833-8119
- [6] World Business Council for Sustainable Business Development (WBCSD). 2002. Corporate Social Responsibility. WBCSD, Geneva. Retrieved from <http://www.wbcsd.org/templates/TemplateWBCSD2/layout.asp?type=p&MenuId=Mzcx&CurPage=1&SortOrder=pubdate%20ASC>
- [7] Baker, M.2003, 'Corporate Social Responsibility – What does it mean?' Retrieved from <http://www.mallenbaker.net/csr/CSRfiles/definition.html>
- [8] Kok, P., VanDer, T., McKenna, R., & Brown, A2001, 'A corporate social responsibility audit within a quality management framework', Journal of Business Ethics, 31(4), pp285-97.
- [9] Wood, D. J. 1991, 'Corporate social performance revisited', The Academy of Management Review, 16(4), pp.691-71. Retrieved from <http://www.jstor.org/stable/258977>
- [10] Alam S.M.S, Hoque, S.M.S and Hosen M.Z 2010, 'Corporate Social Responsibility of Multi National Corporations in Bangladesh: A Case study on Grameenphone', Journal of Patuakhali Science and Technology University, Vol. 02, on.01, June, pp. 51-61

- [11] Edi., I.I. and I.I., Etu 2011, 'CSR activities of banking industry in Bangladesh'. Financial Express, Bangladesh.
- [12] Azad, M.A.K, M.Z., Raihan & M.Z.H., Bhuiyan, 'Assessment of CSR Performances in Some Selected Commercial Banks in Bangladesh'.
- [13] Trotta, A., A., Iannuzzi, G., Cavallaro & S., Dell'atti, 'Banking reputation and CSR: a stakeholder value approach'. Available: <http://www.google.com>
- [14] World bank. 2002, 'Corporate social responsibility and sustainable competitiveness'. Retrieved from <http://www.worldbank.org/wbi/copgov/csr/index.htm>
- [15] Sarker, M.F.H 2012, 'Corporate Social Responsibility of Private Banks in Bangladesh: Expectations, Achievements and Challenges', Journal of Public Administration and Governance, Vol. 2, on. 1.
- [16] Azim, M., E., Ahmed and B. D"Netto 2011, 'Corporate Social Disclosure in Bangladesh: A Study of the Financial Sector', 'International Review of Business Research Papers Vol. 7, On.2,pp. 37-55

Author Profile



Md. Mizanur Rahman has been received Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) degree from Rajshahi University, Rajshahi. Currently he is a Senior Lecturer of the Department of Business Administration, Metropolitan University, Sylhet. His research interest fields are General Education at private university, Human Resources Management, Strategic Management.



Md. Feroz Iqbal has been received Bachelor of Business Administration (BBA) degree from Rajshahi University, Rajshahi. Currently he is permanently living in United State of America (USA) and being involved himself as a student of Community College of Florida. His research interest fields are Management and Human Resources Management.