



**THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON
RELATIONSHIP QUALITY IN PERSPECTIVE OF EMPLOYEES :
A CASE STUDY OF ENCORP BERHAD**

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JULY 2016

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**Submitted in Partial Fulfilment of the Requirement for the
Bachelor of Business Administration with Honours
(International Business)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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JULY 2016

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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MELAKA
“DECLARATION OF ORIGINAL WORK”**

I, Farah Najwa Binti Asnan (2013287866)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

(FARAH NAJWA BINTI ASNAN)

Date : _____

LETTER OF SUBMISSION

13th July 2016

The Head of Program

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

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75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached in the project paper titled: "The Impact of Corporate Social Responsibility (CSR) to Relationship Quality in Perspective of Employees: A Case Study of Encorp Berhad" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

Thank you.

Yours sincerely,

FARAH NAJWA BINTI ASNAN 2013287866

Bachelor of Business Administration (Hons) International Business

CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

In this emerging market economy with rapid advances of information and communication technology also includes globalization and liberalization, businesses in Malaysia are facing stiff challenges to maintain and survive in this competitive environment. One of the biggest challenges faced by most business is to fulfil the expectation of society of being responsible corporate citizens that will eventually have effect on long run profitability. Many company believes that corporate social responsibility (CSR) is the best action to be taken in order to be socially responsible towards society.

The citizens and public nowadays have greater awareness and demand for more information and have shown a growing interest in the social dimension of business activities. With the increase of awareness among citizens, companies have responded to the demand of their stakeholders by engaging in corporate social responsibility (CSR) actions and go beyond their traditional activities of focusing on profit and generating value for their shareholders.

Nevertheless there are many studies conducted particularly about corporate social responsibility (CSR), most of the previous research on CSR focusing on Western and European context. (Mehran Nejati, 2012) Even though there are growing numbers of empirical studies on social responsibility in developing countries, but there are still not sufficient research to explain the concept of CSR in emerging economies particularly from the perspective of employees. To add to the growing number of knowledge on social responsibility in developing countries, this current study