



BACHELOR OF ADMINISTRATIVE SCIENCE (HONS)  
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
UNIVERSITI TEKNOLOGI MARA

PERCEPTION ON WOMEN EMPOWERMENT IN ADMINISTRATION:  
A STUDY AT RUBBER INDUSTRY SMALLHOLDERS DEVELOPMENT AUTHORITY  
(RISDA), KUALA LUMPUR

MUHAMMAD AMIR ASRAF BIN HASAGAYA  
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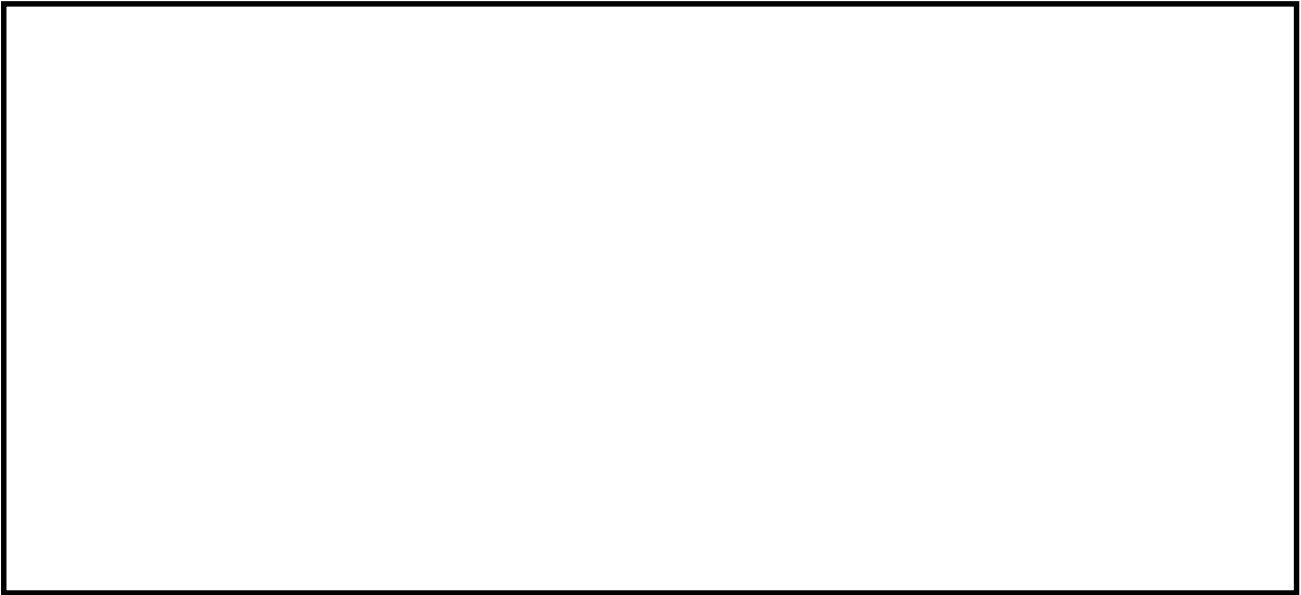
LIYANA BINTI JAMALUDDIN  
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NAME OF SUPERVISOR

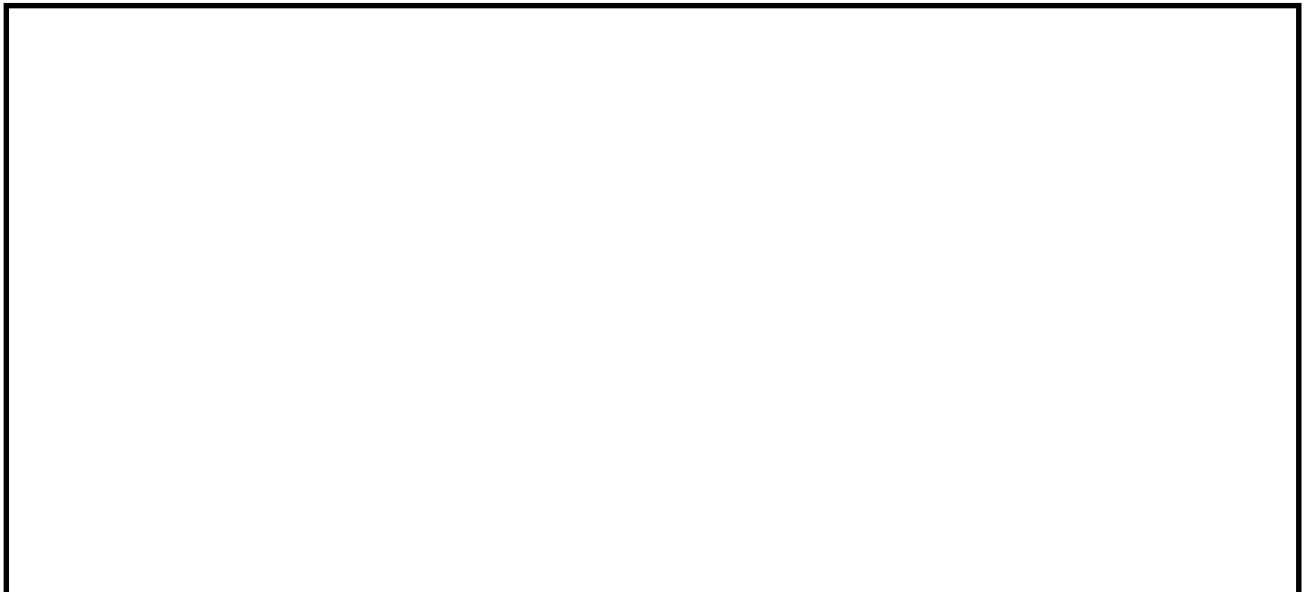
MADAM NURLIYANA BINTI MOHD SHAZALI

JULY 2013

Supervisor's Comments

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Moderator's Comments

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## **LETTER OF TRANSMITTAL**

Muhammad Amir Asraf Bin Hasagaya  
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Dear Madam,

### **SUBMISSION OF APPLIED RESEARCH REPORT**

Regarding to the above matter, we hereby submit our research report entitled “Perception on Women Empowerment in Administration: A Study at Rubber Industry Smallholders Development Authority (RISDA), Kuala Lumpur. This final report is a requirement for the completion of Applied Research (ADS 555) subject, which is required by the faculty.

We have done through studies and analysis for preparing this final report. We believe that through this analysis and the findings that we obtained, it can contribute to the Faculty, UiTM itself and also for the students and society out there.

Therefore, we hope this report will fulfil the requirement of the Applied Research (ADS 555).

We also would like to apologize for any mistakes in doing this report.

Thank you.

Yours faithfully,

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(MUHAMMAD AMIR ASRAF BIN HASAGAYA)

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(LIYANA BINTI JAMALUDDIN)

## **ABSTRACT**

This paper analyzes multiple factors on the perception of employees on women empowerment in administration. Empowerment can be defined on various dimensions such as on economic empowerment, human and social empowerment, political empowerment and also cultural empowerment. Women empowerment can be defined as the idea to focus on the feminine and manifestation of womanhood with a main goal to bring perfect balance between the men and the women in the nature of forces irrespective of gender. It can also be understood as the concept of women to have the capacity to act, to organise and change existing hierarchies. It also mean that women in an organisation to have increased role in decision making and bargaining power. The study focuses on the factors that may influence employees' perception regarding women empowerment in administration. Some of the factors are demographic factors, culture, and also policies. It is important to understand the psychology of perceptions and perspectives so that top managers can better manage their employees inside the administration environment.