CORPORATE SOCIAL RESPONSIBILITY: ‘THE IMPACT OF CORPORATE COMMUNITY INVESTMENT ON STANDARD CHARTERED BANK (SCB)’

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15 NOVEMBER 2010
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Hereby, declare that,

• This work has not previously been accepted in substance for any degree, locally or overseas and 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.
LETTER OF SUBMISSION

15 November 2010

The Head of Program
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Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “CORPORATE SOCIAL RESPONSIBILITY: THE IMPACT OF CORPORATE COMMUNITY INVESTMENT ON STANDARD CHARTERED BANK (SCB)” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely

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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>DECLARATION OF ORIGINAL WORK</th>
<th>ii</th>
</tr>
</thead>
<tbody>
<tr>
<td>LETTER OF SUBMISSION</td>
<td>iii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>iv</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>v</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>vii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>viii</td>
</tr>
</tbody>
</table>

## CHAPTERS

1.0 **INTRODUCTION**

1.1 Background

1.2 Issue

1.3 Purpose of Study

1.4 Significance of Study

1.5 Scope of Study

1.6 Definitions of Terms

2.0 **LITERATURE REVIEW**

2.1 Introduction: Corporate Social Responsibility

2.2 CSR impact on SCB performance

2.2.1 Financial Performance

2.2.2 Brands and Reputations

2.2.3 Management Cost

2.2.4 Employee Volunteer
Abstract

Corporate social responsibility (CSR) initiatives have experienced unprecedented growth in the last few years. In developing country like Malaysia, the importance of CSR has been recognized by most corporations to ensure long-term business success. CSR can be adopted within company’s policies, strategies, program and commitments toward social and environment. By having social responsibilities, suppliers, business associates and customers would have more confidence in the organization and therefore, increased in sales and lead to profit maximization. The main objectives of this report are to understand the reason and the impact from the implementation of Corporate Social Responsibility activities in Standard Chartered Bank. The research methodology used to gather the information is by using primary data and secondary data.