



**THE EFFECTIVENESS OF SOCIAL RESPONSIBILITY
IMPLEMENTATION IN WISMA TM MAHKOTA, KUANTAN**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
HUMAN RESOURCE MANAGEMENT**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

JANUARY 2012

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TM MAHKOTA, KUANTAN**

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Human Resource Management**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2012

LETTER OF DECLARATION



BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE
MANAGEMENT

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

“DECLARATION OF ORIGINAL WORK”

I, WAN NUR IZNI BINTI WAN AB. MAJID (I/C Number: 881015-06-5126)

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.

Signature:

Date: January 2012

LETTER OF SUBMISSION

Faculty of Business Management
Universiti Teknologi MARA Melaka
75300 Melaka
Melaka Bandaraya Bersejarah

January 2012

The Head of Program
Bachelor of Business Administration (Hons) Human Resource Management
Faculty of Business Management
Universiti Teknologi MARA Melaka
75300 Melaka
Melaka Bandaraya Bersejarah

Dear Sir/Madam,

Attached is the project title **“THE EFFECTIVENESS OF SOCIAL RESPONSIBILITY IMPLEMENTATION IN WISMA TM MAHKOTA”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

WAN NUR IZNI BINTI WAN AB. MAJID

2009584977

Bachelor of Business Administration (Hons) Human Resource Management

ABSTRACT

Purpose – The purpose of this paper is to study on the effectiveness of social responsibility implementation in Wisma TM Mahkota, Kuantan.

Design/Methodology/Approach – A total of about 30 respondents is selected to be participate in answering the questionnaires, an interview will be made with Manager of Human Capital Business Operation State Pahang.

Findings – The findings of this research will indicate whether there is a significant correlation between factors in independent variable with the dependent variable. It also measure which factor would give better impact to corporate social responsibility.

Practical implications – The findings of this research will be giving a great impact to TM performance and improvement in certain area.

Originality/Value – This paper draws attention towards the effectiveness of corporate social responsibility implementation in Telekom Malaysia Kuantan.

Keywords – Corporate social responsibility.

Paper type – Research Paper.