PETRONAS EMPLOYEES' PERCEPTION ON CORPORATE SOCIAL RESPONSIBILITY (CSR) FUNCTIONS IN VALUE CREATION

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ABSTRACT

This research was conducted to study the PETRONAS employees' perception on Corporate Social Responsibility (CSR) functions in creating the value of the firm. The main objective of this research is to identify either Corporate Social Responsibility (CSR) can perform as one of the sources in adding or creating the value towards the firms. This objective is established because CSR was known as the new element that firms take into their consideration in creating the profit and value for their firms. This study investigated the relationship between CSR functions and the value creation through four (4) main functions that were identified during literature review (LR). The CSR functions were environmental, societal, legal compliance and business ethics. The research distributed questionnaires among 100 staffs of several departments of PETRONAS Chemicals Group Berhad (PetChem); Corporate Affairs, Human Resources and Legal. The methods used to analyze the data for this research were Multiple Linear Regression (MLR) which mainly focused on stepwise approach. After the analysis part, the result shown only two (2) out of four (4) CSR functions were significant; Employees' Perception on Legal Compliance and Employees' Perception on Environmental.

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