

Title:

**EFFECTS OF WORKING CAPITAL MANAGEMENT ON PROFITABILITY OF MEDIA
INDUSTRY IN SOUTH KOREA AND THE COMPARISON WITH MALAYSIA**

By:

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DECLARATION OF ORIGINAL WORK



UNIVERSITI TEKNOLOGI MARA (UiTM)

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE

I, Nabilah Binti Abd Ghani, hereby declare that this paper:

- (a) Represent my own work
- (b) Has not previously been submitted at this or any other University:
- (c) Does not incorporate any published work or material from another dissertation
- (d) I am responsible for any mistakes in this paper.

Sign:

Date:

LETTER OF SUBMISSION

December 2016

Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
University Teknologi MARA (UiTM) Segamat

Dear Mr/Madam,

SUBMISSION OF INDUSTRIAL TRAINING REPORT (FIN672)

Attached is the project paper titled “**EFFECTS OF WORKING CAPITAL MANAGEMENT ON PROFITABILITY OF MEDIA INDUSTRY IN SOUTH KOREA AND THE COMPARISON WITH MALAYSIA**”. This study is conducted in order to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM). I hereby submit my project paper and hope you will find everything in satisfactory.

Thank you.

Yours sincerely,

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NABILAH BINTI ABD GHANI
(2013128509)

Bachelor of Business Administration (Hons) Finance

ACKNOWLEDGEMENT

Alhamdulillah first of all I am grateful to Allah SWT for giving me a chance to complete this research report on time. I would like to give a million appreciations for those who were involves on this project paper to be successful project paper.

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Sincerely,

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(NABILAH BINTI ABD GHANI)

UiTM Segamat

ABSTRACT

As for South Korea, nobody in the world had imagined that their economy would grow so quickly after being destroyed by the Korean War (1950-1953). Even though at that time South Korea has no natural resources or infrastructure, but still their economics is rapidly growth and one of the reasons is due to their entertainment. According to (Hyejung, 2007) the South Korea wave reached an active penetration stage. This shows that their entertainment becomes globalized. The objectives are to identify the effect of working capital management on the profitability of media industry in South Korea and Malaysia and also to identify the comparison between the company's profitability of the media industry in South Korea and Malaysia. By using Panel Data, multiple regression analysis is used where more than one independent variable to explain variance in the dependent variable. Not only that, T-test will be used to compare the profitability of the companies of Media Industry in South Korea and Malaysia. There are six total companies include three companies in South Korea and three companies in Malaysia. In this research, the independent variables include account receivable turnover, account payable turnover and current ratio, whereas the dependent variable is return on asset. As a result, both countries used Fixed Effect Model. However, for comparing the profitability, it shows in t-test that the profitability in Malaysia is better than South Korea