



**WORK CULTURE IN CTRM AERO COMPOSITES:  
INDIVIDUALISM VS COLLECTIVISM**

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Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) International Business

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA

2011

## DECLARATION OF ORIGINAL WORK



### BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA MELAKA

#### “DECLARATION OF ORIGINAL WORK”

I, AIMIE ASFARINNA AZMAN, (I/C Number: 880520-23-5486)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is 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: \_\_\_\_\_

## LETTER OF SUBMISSION

28<sup>th</sup> APRIL 2011

Puan Siti Normah Awang Tuah  
The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi MARA  
110, Off Jalan Hang Tuah,  
75300, MELAKA

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "WORK CULTURE IN CTRM AERO COMPOSITES : INDIVIDUALISM VS COLLECTIVISM" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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## ABSTRACT

This study is a research on the work culture practiced by employees at Composite Technology Research Malaysia Aero Composites (CTRM AC) located at Batu Berendam, Melaka whereby the researcher was in internship in the organization for five months to complete the study in Bachelor of Business Administration (Hons) International Business. This study will focus on the individualism and collectivism dimension with four main objectives. First is to determine whether employees at CTRM AC can do their job on their own. Second is to identify whether employees at CTRM AC can work with minimum supervision from their superior or top management. Third objective is identify whether the employees at CTRM AC is multitasking or not and last but not least to identify other factors that can enhance their job satisfaction performance.

The findings of this research is based on the observation and informal interview with the staff at CTRM Aero Composites. Literature reviews based on varies journals which are relevant to the study are included to verify and sustain that the research is valid. Conclusions and recommendations are comprehended for the organization to develop and improve in the upcoming future. The findings indicate the employees at CTRM Aero Composites practicing collective culture where they are tend belong to groups or collectives to look each other.