

**UNIVERSITI TEKNOLOGI MARA**

**EMPLOYEE PERCEPTION OF CSR ACTIVITIES  
AMONG CSR-INVOLVED INSTITUTIONS IN  
MALAYSIA**

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Final Year Project Paper submitted in fulfillment  
of the requirements for the degree of  
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## AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

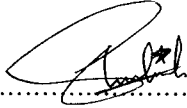
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## **ABSTRACT**

Corporate Social Responsibility (CSR) has become a focus in organisations as a means to achieve sustainability. Prior studies have found the relation between CSR and other aspects of organisations, namely the financial performance and marketing. This shows that CSR is becoming increasingly relevant in the world today. This paper investigates the employee perception of CSR activities in CSR-involved institutions in Malaysia. Furthermore, it analyses the relationship between perceived fit between corporate culture and CSR activities with employee perception of CSR activities. This research also examines the relationship between perceived CSR capabilities with employee perception of CSR activities. The dependent variable is the employee perception of CSR activities. The first independent variable is perceived fit between corporate culture and CSR activities while the second independent variable is perceived CSR capability. IBM SPSS Statistics V22.0 is used to analyse the relationship between the independent and dependent variables by using multiple regression analysis. This paper has 5 chapters: Chapter 1 contains the introduction to the paper, Chapter 2 discusses the literature, Chapter 3 formulates the research methodology, Chapter 4 interprets the findings, and Chapter 5 concludes the paper. The findings are: 1) Perceived cultural fit has a significantly positive relationship with employee perception of CSR activities; 2) Perceived CSR capability has a significantly positive relationship with employee perception of CSR activities, and; 3) Perceived CSR capabilities has a stronger influence on employee perception of CSR activities.

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