



**MEASURING AND MANAGING CORPORATE INTEGRITY AT  
SARAWAK ECONOMIC DEVELOPMENT CORPORATION (SEDC)**

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## ABSTRACT

Integrity is about doing the right thing, honesty, and trustworthy. The purpose of this study is to measure the current level of corporate integrity at the Sarawak Economic Development Corporation. The specific objectives of this study are to measure the current level of corporate integrity, to assess the relationship between corporate integrity and level of service provided and to recommend solutions to improve the level of corporate integrity at the Sarawak Economic Development Corporation (SEDC). This study was conducted by using both qualitative and quantitative research method and the data collected was primarily from the questionnaire. This study was conducted at Sarawak Economic Development Corporation and the employees were chosen as the respondents for this study. Whereas, a few of the stakeholders were select to be involved in this study. The questionnaire for this study was distributed to 160 respondents including employees and the stakeholders from Sarawak Economic Development Corporation and Sara Resort yielding a response rate of 64 percent. The respondents are well educated, knowledgeable and good experience in the field they are in. Thus, their feedback and comment obtained are reliable and accurately reflect the actual level of corporate integrity in the organization. The result of this study had determined that Direction is the most influence factor among the other three factors namely; Human Resource, Process and Control. In fact, the finding suggests that the level of corporate integrity reflected by the level of service provided. Hence, the study suggests that, in order to improve the current level of corporate integrity, the organization shall implant a few of recommendation suggests in this study include leadership by example; emphasizing key performance indicators; restructuring of organizational; reviewing the current law, rules and regulation and inculcate the integrity culture. All these strategies will help to improve the level of integrity within the organization.

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

Sarawak Economic Development Corporation, SEDC is a State Statutory Bodies in Sarawak which is also known as one of the agent in Malaysian Government-Linked Companies (GLCs). According to Aida Maria (2013), GLC is defined as the companies in which the authority of control is owned by the Malaysian Government and have a main objective of business in commercial. The Sarawak Economic Development Corporation was established on 1<sup>st</sup> March 1972 under Perbadanan Pembangunan Ekonomi Sarawak Ordinance (Sarawak Cap, 35) as the main objective is to promote the commercial, industrial and socioeconomic development of the State (SEDC, 2016).

The Sarawak Economic Development Corporation itself engages in a wide range of economic activities including the agriculture and food industry, tourism and leisure, property, mineral and mining, as well as road and infrastructure works. Even though the Sarawak Economic Development Corporation is a government agency with a primary business of commercial basis, the chairman, YB Datuk Haji Talib Zulpilip declared that they emphasized their project selection very carefully; evaluation and planning by the expertise and knowledge of the economic environment in the first place. The procedure is to ensure the optimal return on investment made and the relationship formed by the joint venture company (SEDC, 2016).

Despite the fact that the Sarawak Economic Development Corporation demands with more businesses starting and growing, it is one of the challenges for them to think of the way of sustaining their achievement. This is pertinent because in today's highly competitive and rapidly changing global economy, government organization have been forced to consider and in many cases adopt or implement a wide and variety of innovative