
ACROSS BORDERS

AN OVERVIEW OF ISSUES IN
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY
/ SOCIAL SCIENCE & HUMANITIES
2009-2011

PROJECT TEAM

Dr. Roaimah Hj. Omar
Dr. David Loh Er Fu
Nor Raihan Abu Bakar
Siti Zuraina Gafar@Abd Ghaffar
Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni
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PREFACE

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

ACKNOWLEDGEMENT

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

ENVIRONMENTAL MANAGEMENT AMONGST MANUFACTURING FIRMS IN MALAYSIA

Roaimah Omar,
Rachel Samuel

ABSTRACT

In many Asian countries, firms are required by the government to consider sustainable development as an integral aspect of the firms' business strategy. Besides, the growing demand for environmentally friendly products among consumers has driven many businesses to be concerned about green marketing and sustainable development. Implementation of environmental standards amongst companies is costly and difficult. This study was undertaken to examine the stages of environmental management amongst companies in Malaysia. In Malaysia, SMEs play an important role in continuous economic growth. Preliminary results indicate that the stage of environmental management is moderate whereby environmental management is perceived worthwhile and companies are driven by ethical concern or corporate social responsibility. For a small percentage, environmental management is deemed unnecessary or as an inconvenience. This exploratory study hopes to bring forth the importance of environmental management towards business sustainability.

KEYWORDS

Environmental management, sustainability, green