



**THE INFLUENCE OF ISLAMIC VALUES IN INTERNAL
CORPORATE SOCIAL RESPONSIBILITY TOWARDS
ORGANIZATIONAL COMMITMENT**

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ABSTRACT

Internal Corporate Social Responsibility activities and also their items is not a new issue towards the global significance and have captured the attention as the motivation of the organization as a sources success. Until today, the literature regarding

This paper aims to investigate the Internal Corporate Social Responsibility in Syarikat Perumahan Negara Berhad. This study also aims to test the hypothesis from a set of questionnaires distributed and this study implies the data analysis of primary section.

As to answer the research questions, this study adopted the quantitative research approached using the primary data. The data were collected from the survey of the organization involved. The independent variables indicate in this study is the Internal Corporate Social Responsibility which comprise of Health and Safety, Training and Development, Work-life Balance and Islamic and Organizational Commitment.

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CHAPTER ONE:

INTRODUCTION

1.1 Introduction

This study will focus on internal aspect of Corporate Social Responsibility. Mostly, numerous researches on the external aspect of CSR were studied. The term Corporate Social Responsibility is very common to organizations because it involves every stakeholders of the particular organization. This study, will investigate the relationship between Internal CSR and the organization commitment which will be conducted in Syarikat Perumahan Negara Berhad located in Kuala Lumpur Malaysia.

Next, this whole chapter will cover the background of study, problem statement, research question, research objective, scope of study significance of study and lastly the summary. In particular, the relationship of independent variables such as Health and Safety, Training and Development, Work-life Balance and Islamic Value on the dependent variable of Organizational Commitment will be examined.

1.2 Background of Study

Responsibilities of an organization towards the society are increasingly emerging from growing stakeholder demands and rising conviction that business should contribute more directly to respond the social trials such as poverty alleviation, pro-active protection of human rights, protection of natural environment. (Tamm, Eamets, & Motsmees, 2010) Company in Western countries nowadays are advised to implement Corporate Social Responsibility and exposed the implementation to the public. However, internal side of CSR should be more concerned by the organization as the employee represent a vital role to achievement of success. Therefore, this research will elaborate more on discloser of internal CSR.