



UNIVERSITI TEKNOLOGI MARA

THE STUDY OF CORPORATE SOCIAL RESPONSIBILITY
TO SERVE / PROTECT THE INTEREST OF EMPLOYEES:
A CASE STUDY AT JABATAN BOMBA DAN
PENYELAMAT ALOR GAJAH

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LETTER OF TRANSMITTAL

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3 SEPTEMBER 2004

Madam,

Re: Submission of Project Paper

I would like to refer the matter as above. Please find attached the project paper entitle “Corporate Social Responsibility To Serve/Protect The Interest of Employees: A Case Study At Jabatan Bomba Dan Penyelamat Alor Gajah” for your kind perusal. I hope that this research will fulfill the course requirements as needed.

Your kindness to accept this project paper is very much appreciated.

Thank you.

Yours Sincerely;

(ROSLINDA BINTI UMAR)
2002365097

ACKNOWLEDGEMENT

Praise to Allah S.W.T. who has given me strength, courage and good health to complete this project paper. I would like to express my appreciate and warmest gratitude to my respectable advisor, Puan Nor Suziwana Hj Tahir for her guidance, encouragement and patience at all stages in the course of preparation and completion of this project paper. My note of thanks also goes to En. Nor Hashim bin Ab Wahab and his staff for providing information and relevance materials needed for this project.

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And finally, my appreciate and dedication goes to my parent, their constant support, understanding and encouragement enable me to finish this course. Thank you very much.

ABSTRACT

Corporate Social Responsibility (CSR) is a continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families and the local community and society at large. The organization might have many implementation in conducting their CSR activities to fulfill their employees' interest. The engagement of CSR of the organization towards the employees are through involvement, fairness, flexibility, self betterment and training, generous benefits and diversity and equal opportunities. Each employees has a different criterion of responsiveness because they have different interest in the organization.

In Chapter 1 are the preliminary and overview of the research that would be undertaken. Chapter 2 gives the conceptual framework of the research which indicates the issues that would be undertaken by the researcher in meeting the research objectives, statement of the problems and the research questions. The questionnaires that is the medium of collecting data are generated from Chapter 1 and 2. Chapter 3 specifies the approach to the problem that already been developed to implement the approach. In Chapter 4 the researcher presents the findings of the study by comparing the findings with the expected outcome of the study which determine whether the objective of the research had been met and the researcher will compare and make analysis regarding the outcome. Lastly in Chapter 5, represents the discussion and the findings in connection with Chapter 1 and Chapter 2.

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