

THE DETERMINANTS OF CORPORATE PHILANTHROPY IN MALAYSIA

ROSAZRIN BINTI ROSLAN

2016552773

**SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE
BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (FINANCE)**

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

JANUARY 2020

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (FINANCE)
FACULTY OF BUSINESS AND MANAGEMENT, UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, ROSAZRIN BINTI ROSLAN,

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: 13 JANUARY 2020

ACKNOWLEDGEMENT

In the Name of Allah, the Most Merciful and Most Compassionate,

First of all, I would like to say Alhamdulillah to Allah S.W.T, the most merciful, ultimate gratitude for the divine blessings along the completion of this study on the given time. I consider myself richly blessed to have the opportunity to do this research in order to accomplish the requirement of university as needed by the Faculty of Business and Management, Universiti Teknologi Mara.

I would like to express my gratitude to my advisor Madam Aqilah Nadiah binti Md Sahiq. The task of conducting this study could never have been undertaken without their guidance and advice. Moreover, thanks to my parents who always encouraged me to finish up this study with full of perseverance and persistence. They love and believe in me. I would also like to extend this gratitude to my fellow classmates. All my friends are help me from the beginning till the end of this thesis.

I would like to give big thanks to UiTM Library staff for the guidance of the usage of online database and how to locate my data to be used in this study. It was a really great help to undertake this study. Great appreciation is expressed to all those who offered me their assistance and words of encouragements during the completion of this study.

Thank you.

ABSTRACT

This paper attempts to analyse the determinants of corporate philanthropy in Malaysia. the data used in this research is secondary data from annual report. A sample of top 5 listed companies from consumer and product services sector in the Bursa Malaysia is examined from the period 2000-2018 for 19 years. The empirical estimation is based on panel data analysis technique by employing Panel Regression Fixed Effects model. This study focusses on the financial characteristics (which are represented by debt ratio, return on asset, and return on equity) and corporate reputation (represented by marketing intensity), to determine whether is there any significant relationship with corporate philanthropy. From the result, shows that debt ratio, marketing intensity, return on asset, and return on equity have insignificant relationship with sponsorship. This is because the data are not stationary (has unit root) due to limitation of study and the dependent variable is dummy variable.

TABLE OF CONTENT

CONTENT	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v - vii
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF ABBREVIATIONS	x
ABSTRACT	xi
CHAPTER 1 INTRODUCTION	
1.0 INTRODUCTION	1
1.1 BACKGROUND STUDY	1
1.2 PROBLEM STATEMENT	2 - 3
1.3 RESEARCH OBJECTIVES	3
1.4 RESEARCH QUESTIONS	3
1.5 SIGNIFICANCE OF STUDY	3 - 4
1.6 SCOPE OF TUDY	4 - 5
1.7 LIMITATIONS OF RESEARCH	5
1.8 DEFINITION OF TERMS	5 - 6
1.9 CONCLUSION	7
CHAPTER 2 LITERATURE REVIEW	
2.0 INTRODUCTION	8
2.1 THEORY RELATED ON CORPORATE PHILANTHROPY	8
2.2 LITERATURE REVIEW ON DEPENDENT VARIABLE	8 - 9
2.3 LITERATURE REVIEW ON INDEPENDENT	