

CHALLENGES FACING MULTINATIONAL CORPORATIONS (MNCs) IN
SUSTAINING BUSINESSES WITHIN ISKANDAR MALAYSIA

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Abstract

Competing in an imperative liberalised environment, Malaysia needs to strengthen their core competencies in order to ensure that Malaysia continue to be an attractive place for investors especially Multinational Corporations (MNC). This research examines the challenges facing Multinational Corporations (MNC's) in sustaining businesses within Iskandar Malaysia. This study focuses on three independent variables which are Governance Infrastructure, Transportation Infrastructure and Telecommunication Infrastructure.

A sample of 30 MNC's in manufacturing sector located within Iskandar Malaysia has been tested to represent the population of MNC'S in manufacturing sector in this economic region. The method used in identifying the relationships between all variables is Frequency Testing, Cross Tabulation Testing and Correlation Testing. The result of the findings has identified that only Governance Infrastructure has significant relationships with challenges and the most influential factors among all the variables are also Governance Infrastructure.

CHAPTER 1

INTRODUCTION

1.1 CHAPTER OVERVIEW

For this chapter, the researcher will introduce the background of the study which consists of the Overview on Iskandar Malaysia (ISKANDAR MALAYSIA), Iskandar Regional Development Authority (IRDA), and Foreign Direct Investment in Malaysia and Manufacturing Sector in Malaysia.

1.2 BACKGROUND OF THE STUDY

Competing in an imperative liberalised environment, Malaysia needs to strengthen their core competencies in order to ensure that Malaysia continue to be an attractive growth preposition to investors especially Multinational Corporations (MNC).

The purpose of this study is to determine the challenges facing Multinational Corporations (MNC) in sustaining their businesses in Iskandar Malaysia (ISKANDAR MALAYSIA). The study aims in assisting Iskandar Regional Development Authority (IRDA) to promote its economic region to become a competitive investment hub and attracting investors to remain their businesses in ISKANDAR MALAYSIA.