

**CORPORATE SOCIAL RESPONSIBILITIES AND
ITS CONTRIBUTION TO EMPLOYMENT RATE
IN MALAYSIA**

SITI HARTINIE MOHAMMAD

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UiTM MELAKA**

2008

LETTER OF SUBMISSION

28 April 2008

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "CORPORATE SOCIAL RESPONSIBILITIES AND ITS CONTRIBUTION TO EMPLOYMENT RATE IN MALAYSIA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

SITI HARTINIE MOHAMMAD
2006866335
Bachelor of Business Administration (Hons) International Business

ACKNOWLEDGEMENT

First and foremost, I would like to thanks to The Almighty Allah S.W.T for making things possible, for giving me the strength, spiritual and physical and inspiration to complete this project paper IBM 660 accordingly.

Toward to my completion of research, I had faced too many challenges and a very valuable experience especially during my practical training at MISC Berhad, Kuala Lumpur. Thanks to my supervisor, En. Shahrizad Baharom Shah and all staff in Human Resource department of MISC Berhad for gave me valuable knowledge.

A very special thanks to my first advisor, Madam Siti Normah binti Awang Tuah for her supervision, advices, and also invaluable comments for making this research a reality. I am truly appreciated her kindness for time she has spent for me. I also would like to thank to my second advisor, En. Mohamed Saladin b. Abd. Rasool.

I would like to express my deepest gratitude to my beloved parents, Mohammad bin Ismail and Tengku Hasanah Tengku Baru, and also to the rest of my family. Without their prayer, moral and financial support, understanding and motivation, it is impossible for me to have the encouragement to finish my research.

Last but not least, I would like to thanks to my respondents, my friends and also to those helped me directly or indirectly for making this research success.

Thank You.

TABLE OF CONTENTS

CONTENT	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
CHAPTERS	
1. INTRODUCTION	
1.0 Introduction	1
1.1 Background of Study	3
1.2 Problem Statement	4
1.3 Research Questions	6
1.4 Research Objectives	6
1.5 Scope of study	6
1.6 Definition of Terms	7
1.7 Limitations of the Study	7
1.8 Significant of Study	8
2. LITERATURE REVIEW	
2.1 Corporate Social Responsibilities	10
2.2 CSR and Malaysia economic growth	11
2.3 CSR and Employment Rate	13
2.4 CSR and poverty reduction	13
2.5 CSR and business organization	15
2.6 CSR and its activities	16
2.7 CSR in return	17
3. THEORETICAL FRAMEWORK	18
4. RESEARCH METHODOLOGY	
4.1 Data Collection	22
4.2 Research Design	22

ABSTRACT

This research is study on the Corporate Social Responsibilities (CSR) and its contribution to employment rate in Malaysia. Purpose of the research is to identify activities that comprises in CSR and factors motivate firms to implement CSR. Research is conducted from the view of the firms that runs business in Malaysia. A total of 30 companies were selected as a respondent to answer the questionnaire.

The objectives of this study are to identify most influence factors of CSR activities, to determine the activities that can be used as medium to implement CSR, and to find out the contribution of CSR to employment rate in Malaysia. From the data collected that have been analyzed through Statistical Package for Social Science (SPSS) software, it can be concluded that CSR is important in contributing to employment rate in Malaysia.