

THE ADMINISTRATIVE EMPLOYEES' PERCEPTION TOWARDS CORPORATE
SOCIAL RESPONSIBILITY AND JOB SATISFACTION IN UNIVERSITI MALAYSIA
KELANTAN (UMK)

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ABSTRACT

This research aims to study the The Administrative Employees' Perceptive Towards Corporate Social Responsibility and Job Satisfaction at Universiti Malaysia Kelantan (UMK). The limitations of the study were focused on the employees in UMK. The questionnaire was distributed to 80 respondents in UMK. The components in the CSR play an important roles towards employees perception about CSR which is it was give an impact on the employees either positive or negative outcome. On this study, it was focus two variables of CSR which are physical and behavioural components and level of job satisfaction. In the physical and behavioural components it was consist economic, legal, ethical, philanthropic, charity, stewardship and environmental. In this physical and behavioural component there was positive outcome. It was strong relationship between components of CSR and level of job satisfaction.

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CHAPTER 1

1.0 INTRODUCTION

Background of the Study

In this era globalisation, corporate social responsibility (CSR) is the common thing in the corporate world. The contribution company makes a society through its core business activities, public policy engagement and social investments. Most of the company are really committed with CSR activities and trained their employee to practices CSR. Corporate social responsibility is related to the underlying mechanisms where it is important to handle CSR principles where CSR policies can bring the result to the individual level (Aguinis, H. & Glavas, A., 2012). The purpose of this study is how the administrative employees' perceptions towards corporate social responsibility and job satisfaction. Today, some universities are also practices CSR among their students. It is involved between the community outside and student to encourage student have responsibility and their priorities in the wide world. The university campaign are focus on the awareness programs which is their students and outside community have working together to improve students motivation and aware of how important CSR to them and their university. The student should have initiatives and responsible to make