



اَوْنَبُوْرَسِيَّتِيْ تِيَكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

THE CORPORATE ACCOUNTABILITY OF
DAMANSARA REALTY BERHAD
TOWARDS ITS STAKEHOLDERS

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Submitted in Partial Fulfilment of the Requirement for the

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA MALACCA CITY CAMPUS

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JUNE 2013



**BACHELOR IN BUSINESS ADMINISTRATION
(HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”

We,

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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 degrees.
- This project paper is the result of my independent work and investigation, expect where otherwise stated.
- All extract have been distinguish by quotations marks and sources of my information have been specifically acknowledge.

Signature: _____

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Date: 3rd July 2013

LETTER OF TRANSMITTAL

3rd JULY 2013

The Head of Program

Bachelor of Business Administration (Hons) Finance

Faculty of Business Management

Universiti Teknologi MARA

Melaka City Campus

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE CORPORATE ACCOUNTABILITY OF DAMANSARA REALTY BERHAD TOWARDS ITS STAKEHOLDERS**” to fulfill the requirement as needed by the Faculty Of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely,

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CHAPTER 1: INTRODUCTION

1.0 Introduction to Research Paper

In reality, accountability nowadays has been a huge major concern in each company and organizations worldwide. Somehow it can affect the organization performance and also its social response towards the key player liable in the company and other external factor as well. Behind the successful business that we can see nowadays, somehow they implement the accountability between every sorts of view especially that are networked with the business. It is judgemental to say that each business out there needs to understand and apply the mentioned principle in order to maintain its operations as a whole.

Theories regarding accountability whether in every sectors have much being debated in order for clear explanation and deep understanding can be supplied and practiced. Therefore, in this research paper we examine the accountability that exists and yet being practiced within the organization towards their stakeholders. This study was undertaken to address the gap that exist in the research and literature specific towards the company we chose and also comparing both to form an analysis. Furthermore, we use stakeholders as a mechanism for our study to measure the gap arises during examining the data obtained.

As part of the research, we should understand the existence of corporate and accountability in order to monitor the above statement. Efficiency and accountability of stakeholders seems to be the key factor of an organizations moving forward. It is essentials in setting of a corner-stone of accountability in terms of the performance