



**A STUDY TO INDICATE THE EFFECTIVE AREAS THAT
CONTRIBUTE TO PETRONAS'S CORPORATE SOCIAL
RESPONSIBILITY (CSR)**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, NUR SYAZANA BT ABDUL HAMID, (I/C Number: 850421-14-5912)

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, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

The Head of Program

Bachelor of Business Administration with Honours (Marketing)

Faculty of Business Management

Universiti Teknologi MARA

75300 MELAKA

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**A STUDY TO INDICATE THE EFFECTIVE AREAS THAT CONTRIBUTE TO PETRONAS’S CORPORATE SOCIAL RESPONSIBILITY (CSR)**” to fulfill the requirement as needed by the Faculty of Business management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NUR SYAZANA BT ABDUL HAMID

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ABSTRACT

A STUDY TO INDICATE THE EFFECTIVE AREAS CONTRIBUTING TO PETRONAS'S CORPORATE SOCIAL RESPONSIBILITY

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Abstract: PETRONAS, the acronym for Petroliaam Nasional Berhad, was incorporated on 17 August 1974 under the Companies Act 1965. It is wholly owned by the Malaysian government and is vested with the entire ownership and control of the petroleum resources in Malaysia through the Petroleum Development Act 1974. Over the years, PETRONAS has grown to become a fully integrated oil and gas corporation. PETRONAS has four subsidiaries listed on the Malaysian stock exchange Bursa Malaysia and has ventured into more than 30 countries worldwide in its aspiration to become a leading oil and gas multinational of choice.

Purpose: To underlie the several area Petronas as a multinational company focused on in implying their corporate social responsibility (CSR). The research is important because CSR has become a practices of numerous of companies around the world. It also highlight the importance of having a strong brand equity that help maintain the company reputation as well as allowing themselves to compete with other oil and gas company national and internationally.

Methodology: The researcher used exploratory research in order to conduct the research on the issue. In this research, 123 copies of questionnaire were distributed to the employees by using the nonprobability sampling which is the convenience sampling technique. Luckily, for this study the researcher are able to collect back all the questionnaires. Means that here, the researcher get 100% feedback from the employees at Petroleum Engineering Division in PETRONAS Carigali Sdn Bhd

Key Word: Corporate Social Responsibility

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