

**CORPORATE SOCIAL RESPONSIBILITY: 'THE IMPACT OF CORPORATE COMMUNITY  
INVESTMENT ON STANDARD CHARTERED BANK (SCB)'**



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**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) INTERNATIONAL BUSINESS  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**15 NOVEMBER 2010**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Nadia Binti Prima Nasir, (I/C Number 871117-06-5494)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and 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: \_\_\_\_\_

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**LETTER OF SUBMISSION**

15 November 2010

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi MARA  
Melaka City Campus  
Off Jalan Hang Tuah  
75300 Melaka.

Dear Sir/ Madam,

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "CORPORATE SOCIAL RESPONSIBILITY:  
THE IMPACT OF CORPORATE COMMUNITY INVESTMENT ON STANDARD  
CHARTERED BANK (SCB)" to fulfill the requirement as needed by the Faculty  
of Business Management, University Teknologi MARA.

Thank you

Yours sincerely

NADIA BT PRIMA NASIR

2008544279

Bachelor of Business Administration (Hons) International Business

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**Abstract**

Corporate social responsibility (CSR) initiatives have experienced unprecedented growth in the last few years. In developing country like Malaysia, the importance of CSR has been recognized by most corporations to ensure long-term business success. CSR can be adopted within company's policies, strategies, program and commitments toward social and environment. By having social responsibilities, suppliers, business associates and customers would have more confidence in the organization and therefore, increased in sales and lead to profit maximization. The main objectives of this report are to understand the reason and the impact from the implementation of Corporate Social Responsibility activities in Standard Chartered Bank. The research methodology used to gather the information is by using primary data and secondary data.