



**CYBER FRAUD: DETERMINENTS THAT DRIVE TM INFO MEDIA SDN BHD
TOWRDS BRAND PROTECTION**

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JUNE 2013

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
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UNIVERSITI TEKNOLOGI MARA (UiTM)
“DECLARATION OF ORIGINAL WORK”**

We, Nazly Mahyuni binti Mohamad Suhof (901004-01-5372) and Nor Akhmal Hakim Bin Kasmani (901007-01-5407)

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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledgement.

Signature : _____

(Nazly Mahyuni Binti Mohamad Suhof)

Date : _____

(Nor Akhmal Hakim Bin Kasmani)

LETTER OF SUBMISSION

5 June 2013

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi Mara
Malacca City Campus
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled: Cyber fraud: Determinants that drive TM Info Media Sdn. Bhd. towards brand protection to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

Thank you,

Yours sincerely,

Nazly Mahyunni Binti Mohamad Suhof

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Bachelor of Business Administration (Hons) International Business

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ABSTRACT

Internet has been the in-thing in Malaysia these recent years, regardless of the benefits that the internet brings often overshadow the threats that tag along. In this globalize era, not only individuals were exposed to the internet threats but also business firm. This study will emphasize on the determinants that derive TM Info Media Sdn Bhd towards brand protection. Due to the insufficient business and marketing literature, researchers have to dig deeper into the journal of information science, computer security and legal protection to provide reader with the theories and understandings towards the technical terms involved in this study.

The researcher hope with this research will help in providing insight about the current legal protection and threats that firm may involves in, throughout this paper researcher will found evidence show that if the Brand is not protected hence it will be destructive and cause not only financial injuries but also tarnish business firm name,