



BURSA MALAYSIA'S CSR INITIATIVES

**NORSHAFAT BINTI JAILANI
2006115799**

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

NOVEMBER 2008



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

“DECLARATION OF ORIGINAL WORK”

I, Norshafaf binti Jailani, 851109-14-5584

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: 11 November 2008

LETTER OF SUBMISSION

11 November 2008

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
40450 Shah Alam
SELANGOR

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "BURSA MALAYSIA'S CSR INITIATIVES" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

.....
NORSHAFAT JAILANI

2006115799

Bachelor of Business Administration (Hons) International Business

ACKNOWLEDGEMENT	iv
LIST OF TABLES AND FIGURES	vi
LIST OF ABBREVIATIONS	vii
ABSTRACT	viii
1 INTRODUCTION	1
1.1 Background and Purpose of Study	2
1.2 Research Design	4
1.3 Methodology	5
1.4 Report Structure	7
2 BACKGROUND OF COMPANY	10
2.1 Corporate History	10
2.2 Company Overview	11
2.3 CSR as a Key for Sustainability	14
2.3.1 Corporate Governance	15
2.3.2 CSR Charter	16
2.3.3 Community Investment (CI) Guidelines	17
2.3.4 ISO 9001 and ISO 14001	19
3 ISSUE	28
4 LITERATURE REVIEW	32
4.1 Introduction	32
4.2 What Is CSR?	33
4.3 CSR Framework and Conceptualization	35
4.4 CSR Initiatives	39
4.4.1 The CSR and Marketplace	39
4.4.2 The CSR and Environment	40
4.4.3 The CSR and Community	42
4.4.4 The CSR and Workplace	44
4.5 The Proponents of CSR	47
4.6 Sustainability in Stock Exchange Trading	51
4.9 Summary	52
5 FINDINGS & ANALYSIS	55
5.1 Bursa Malaysia and its CSR Approach	56
5.2 Bursa Malaysia's CSR Initiatives and Involvement of Stakeholders	59
5.2.1 The Company and its Environment	59
5.2.2 CSR and Workplace	61
5.2.3 CSR and Community	65
5.2.4 Marketplace	68
5.3 Lacking in Socially Responsible Investing (SRI)?	73
5.4 Bursa Malaysia and its CSR future	75

ABSTRACT

Purpose The purpose of this paper is to study on how Bursa Malaysia responds towards heightened concerns in social responsible and whether the stakeholders are well involved in Bursa's CSR practices. Researcher has signaled the need for CSR framework and model of initiatives to explore ways in which strategic CSR can be integrated into business structures and processes in a sustainable way. Given this sea change in the corporate environment, companies want to increase their ability to manage their profits and risks, and to protect the reputation of their brands.

Design/methodology/approach The approach consists of theory building by reviewing the literature and examining the gaps and limitations.

Findings Bursa Malaysia had a positive response towards the CSR and shown big improvement today by implementing a framework focusing in four main areas in ensuring succeed in CSR initiatives. This study suggests that the CSR overview and framework set up by company is important towards local sustainable development as it depends heavily on the nature of the programs, how the programs are designed and implemented, as well as the composition of the beneficiary communities.

Originality/Value The financial institutions are less popular in CSR because it has little impact on its environment and is less concerned by challenges related to human rights and supply chain management. However, this being argues by researcher.

Paper type Case Studies