



اَوْنَبُوْ رَسِيْئِيْ تِيَكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

RESEARCH PROPOSAL:

**THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITIES OF CORPORATE SOCIAL
RESPONSIBILITIES IMPLEMENT TOWARDS IOI LODERS CROKLAAN ASIA
EMPLOYEE ORGANIZATION CITIZENSHIP BEHAVIOR**

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

JANUARY 2015

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**SITI NUR FARHANA BINTI MOHAMAD
2012579397**

**Submitted in partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDAR MELAKA**

JANUARY 2015



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

"DECLARATION OF ORIGINAL WORK"

I'm SITI NUR FARHANA BINTI MOHAMAD, (I/C Number: 911027-01-5964)

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 my information have been specifically acknowledged.

Signature:_____ Date:_____

LETTER OF SUBMISSION

7 January 2015

Head of Program,
Bachelor of Business Administration (Hons) International Business,
Universiti Teknologi MARA,
Kampus Bandar Melaka,
110 Off Jalan Hang Tuah, MELAKA.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**The Impact of Corporate Social Responsibilities Programs Implement Towards IOI Loders Croklaan Asia Employee Organization Citizenship Behavior**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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ABSTRACT

The study aims to identify the implementation of Corporate Social Responsibility Program impact towards IOI Loders Croklaan Asia employee Organizational Citizenship Behavior. It is very important for an organization to ensure that the CSR program implement are beneficial or not to employee organizational citizenship behavior. In this research, the researchers choose four factors which are CSR program to employee, CSR program to customer, CSR program to environment and CSR program to society and government. 398 respondents were chosen from the total population from f 13 departments in the organization by using simple random sampling. The findings of the study are, two independent variables have significant relationship with employee's motivation. The researchers also found CSR program to employee is the most significant predictor variable. Overall, the researchers able to answer all objectives