



**THE STUDY ON RELATIONSHIP OF CORPORATE SOCIAL
RESPONSIBILITY (CSR) AND EMPLOYEES COMMITMENT WITH
ORGANIZATIONAL PERFORMANCES**

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JUNE 2013

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA
“DECLARATION OF ORIGINAL WORK”**

I, NUR FASIAH BT CHE MD AZIM, (I/C Number: 891221-03-5706)

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

JUNE 2013

The Head of Program
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE STUDY ON RELATIONSHIP OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AND EMPLOYEES COMMITMENT WITH ORGANIZATIONAL PERFORMANCES**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

NUR FASIHAH BT CHE MD

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Bachelor of Business Administration (Hons) International Business

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ABSTRACT

There are many factors that can contribute to the increase in organizational performances. The performances of the organization used to be measure by looking at the financial competitiveness of the company and the company only care on how to gaining as mush profit they can. Nowadays, the organization comes with a broader concept to gain success by focuses on maintaining the growth of organization. Many companies nowadays practice the Corporate Social Responsibility (CSR) and having employee's organizational performances to improve the organizational performances other than having product development and strong financial strength.

That is why the purpose of this study aimed to study the significant relationship between the practices of the CSR by the company and having employee's commitment will it boost the organizational performances other usual factor. The analytical model has developed to study the relationships between organizational performances (dependent variables) with CSR and employees commitment (independent variables).

A quantitative method is chosen in this research. The researcher distributes the questionnaire to gather the primary sources data. 100 questionnaires being distribute and 88 questionnaires is return back. The SPSS is use to analysis and process the data collect.

The findings show that the practices of the CSR and having the employee's organizational commitment are positively related and able to influence the organizational performances.