

**TITTLE OF THE STUDY:**

**A STUDY ON ORGANIZATIONAL ENGAGEMENT IN CORPORATE SOCIAL  
RESPONSIBILITY (CSR) PROGRAMS**

**NOOR ANIS BINTI HUSSAIN  
(2016437298)**

**NOOR RASYIQAH BINTI SHAHARUDDIN  
(2016437258)**

## THE DECLARATION

### Declaration

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If I am later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of Universiti Teknologi Mara's (UiTM).

Signed



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Name: Noor Anis binti Hussain

Matric No.: 2016437298

Signed



-----  
Name: Noor Rasyiqah binti Shahrudin

Matric No.: 201643725

## **THE ABSTRACT**

### **Abstract**

Corporate Social Responsibility (CSR) are growing and every organization want to involve in CSR as they know that they cannot focus on their business solely and neglect the social responsibility for the community. There are many reason on why organization wants to participate in CSR activities and this study seek to examine what is the factor that contribute organizations in Sungai Petani which are from three industres namely manufacturing, hotel, and developers to involve in CSR. The three factors that has been examined is financial return, firm size, and corporate reputation. Therefore, a purposive sampling has been used and questionnaire has been distributed for 113 organizations that the researchers believed they involved in CSR activities. From 113, the return questionnaires that have been answered is 63. From the data analysis, the researchers found that the most dominant factor that influenced organizational engagement in CSR is corporate reputation. This shows that most of the organizations from the three industries that has been mentioned engage themselves in CSR to ensure that their corporate image is good and maintain as an organization that has a good reputation.

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