



**PETRONAS EMPLOYEES' PERCEPTION ON  
CORPORATE SOCIAL RESPONSIBILITY (CSR)  
FUNCTIONS IN VALUE CREATION**

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**JULY 2013**

## ACKNOWLEDGEMENT

Praised be to Allah that I have managed to complete this research study successfully. First and foremost, I wish to express my highest appreciation and gratitude to my advisor, Ahmad Bukhari bin Mohd Yasin and to my second examiner Mohamad Hanif bin Baharudin for being very supportive by providing me with priceless guidance and encouragement.

I would also like to appreciate all the cooperation given by employees in PETRONAS Chemicals Group Berhad (PetChem) and time spent for sharing knowledge and information especially in terms of references and other resources needed.

My sincere thanks also go to all my friends, beloved family for their constant and unflinching stimulus during the whole period of my study and those who had involved directly and indirectly in completing this research.

Lastly, my warmest appreciation and thanks to everyone that either involves directly or indirectly, which had supported and encouraged me in completing my research. God bless you all.

Thank you.

## ABSTRACT

This research was conducted to study the PETRONAS employees' perception on Corporate Social Responsibility (CSR) functions in creating the value of the firm. The main objective of this research is to identify either Corporate Social Responsibility (CSR) can perform as one of the sources in adding or creating the value towards the firms. This objective is established because CSR was known as the new element that firms take into their consideration in creating the profit and value for their firms. This study investigated the relationship between CSR functions and the value creation through four (4) main functions that were identified during literature review (LR). The CSR functions were environmental, societal, legal compliance and business ethics. The research distributed questionnaires among 100 staffs of several departments of PETRONAS Chemicals Group Berhad (PetChem); Corporate Affairs, Human Resources and Legal. The methods used to analyze the data for this research were Multiple Linear Regression (MLR) which mainly focused on stepwise approach. After the analysis part, the result shown only two (2) out of four (4) CSR functions were significant; Employees' Perception on Legal Compliance and Employees' Perception on Environmental.

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