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THE IMPORTANCE OF CORPORATE ATTIRE FOR
ORGANIZATIONAL IMAGE IN MINISTRY OF YOUTH AND
SPORTS DEPARTMENT, KOTA KINABALU:
EMPLOYEES' PERSPECTIVE

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DECLARATION

I hereby declared that the work contained in this research proposal is my own except those which have been duly identified and acknowledged.

Signed



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ABSTRACT

This research is about finding out the importance of wearing corporate attire to the organizational image based on employees' perception. The employees were from the Ministry of Youth and Sports department. The elements of corporate attire derived in the conceptual framework as independent variables whereas organizational image is the dependent variables. There were three objectives in this research that need to be answered. Hence, the answer to these objectives can be found in findings of chapter four. There were also literature reviews based on the author who have more or less the same study with the researcher. The literature review will assist researcher to compare and support the findings. Lastly, this research was hoped to provide knowledge to the other reader and also hoping that the findings answered the objective.

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