

UNIVERSITI TEKNOLOGI MARA

**DECISION SUPPORT SYSTEM (DSS) FOR
CORPORATE INTEGRITY PRACTICES IN
MALAYSIA**

RAFIDAH BINTI ZAINAL

Thesis submitted in fulfillment
of the requirement for the degree of
Master of Science
(Financial Criminology)

Accounting Research Institute

March 2022

ABSTRACT

The Corruption Perception Index (CPI) for Malaysia have been decreasing since 2019 which shows that there are still room need to be improved in fighting corruption cases. With the purpose of fighting corruption, Malaysian government have urged for all organization to sign Corporate Integrity Pledge (CIP) and undergo Corporate Integrity Assessment Questionnaire (CIAQ) as a show of support to fight corruption. However, due to the current CIAQ in paper form, it has withheld the initiative of an organization to go through the assessment. Not only that, there is also less study have been done in regards of DSS and integrity. Therefore, there is a need to develop a decision support system that can analyze integrity at workplace and provide recommendations in the form of advisory system to enhance the implementation of corporate integrity practices in organization. Systems Development Life Cycle (SDLC) methodology was used to accomplish the development of the software. Prototype shows the current level of integrity being implemented in the organization for each dimension were in the range of 65% to 80% with recommendations provided. In conclusion, the prototype was successfully developed.

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful.

All praises to Allah and His blessing for the completion of this thesis. I thank God for all the opportunities, trials and strength that have been showered on me to finish writing the thesis. I experienced so much during this process, not only from the academic aspect but also from the aspect of personality. My humblest gratitude to the holy Prophet Muhammad (Peace be upon him) whose way of life has been a continuous guidance for me.

My sincere thanks are due to many people who have given me valuable contributions to this research. Without their support and encouragement, it would have been hard for me to complete this research, which at times seemed never ending. Therefore, I would like to take this opportunity to gratefully acknowledge those whose contributions were significant to the successful completion of this thesis.

First and foremost, I would like to sincerely thank my main supervisor, Prof. Dr. Ayub Md Som and to my co-supervisor, Prof. Dr. Nafsiah Mohamed for their guidance, understanding, patience and most importantly, they have provided positive encouragement and a warm spirit to finish this thesis. Not only that, my thank also goes to my advisor, Dr Sherif Abdulbari Ali for his assistance. It has been a great pleasure and honor to have them as my supervisors. Not only they have provided me with guidance and encouragement, they also had help me in term of financial during this study.

My deepest gratitude goes to all of my family members. It would not be possible to write this thesis without the support from them. I would like to thank my dearest father, Zainal Mad Khir, my lovely mother, Norani Sallim, my brothers, Zainal Fitri and Fitri Yazid, and last but not least my relative for all the support throughout this period.

I also want to extend my thanks to all Fellows and Administrative Staff at the Accounting Research Institute (ARI), Universiti Teknologi MARA, for their help and support.

Special thanks to all of my friends, who have given me unreserved supported. Without all these individuals, I would not have been able to complete the research.

I thank everyone wholeheartedly for all the support throughout this journey.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF SYMBOLS	xi
LIST OF ABBREVIATIONS	xii
CHAPTER ONE: INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	9
1.3 Research Objectives	11
1.4 Research Questions	12
1.5 Scope of Study	12
1.6 Contribution of the Study	12
CHAPTER TWO: LITERATURE REVIEW	15
2.1 Corruption Issues	15
2.2 Integrity	17
2.2.1 Corporate Integrity	19
2.3 Integrity Assessment Tools	21
2.4 Corporate Integrity System Malaysia (CISM)	22

CHAPTER ONE

INTRODUCTION

This chapter outline the background studies on issues, followed with identify gap, the research objective and research questions, scope of study and lastly the contribution of this research. This chapter highlight corruption as the issues, whereas the development of Decision Support System (DSS) as the instrument to improve assessment tool to help cope with the issue.

1.1 Research Background

Decades have past, however the corruption occurrence around the world still happened despite many efforts to curb the problem. Several harrowing tales of corruption have rocked the both governments and the corporate world alike. Transparency International (TI) is a global activity working in over 100 countries to fight corruption. Through an international secretariat in Berlin, Transparency International (TI) are taking the lead in global action against corruption.

Despite having a global pandemic, huge corruption scandals still persist. Over the last several years, multi-national companies based in “clean” or seemingly corruption-free countries have been implicated in high-profile cases of money laundering, foreign bribery and other private sector corruption. Companies such as Airbus and Semlex, are on the top five cases which involve countries which supposed to be “clean” from corruption (*CPI 2020: FIVE CASES OF TROUBLE AT THE TOP*, 2021).

From 2008 to 2015 Airbus used its Strategy and Marketing Organization (SMO) branch to funnel millions of bribes to decision-makers and influencers to obtain business deals. Airbus, headquarters in Netherlands is one of the world’s largest manufacturers of commercial aircraft, helicopters and other high-tech products in the defense and space sectors (Venard, 2020).