



**STUDY ON HOW TO BUILD A COMPANY
IMAGE THROUGH CORPORATE SOCIAL
RESPONSIBILITY ACTIVITIES**

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ABSTRACT

Corporate Social Responsibility (CSR) has become a worldwide demand. Globalization and social development appeal to all corporations, large or small, local or international, to take their corporate social responsibility into account by improving their social, ethical and environmental performance. It is therefore not news that today's business organizations are expected to exhibit ethical behavior and moral management. CSR has been well researched in large companies. However, there is some growth in the engagement of small and medium-sized enterprise (SME) in the CSR agenda. There is a growing recognition that the issues that are important for CSR are as relevant for small companies such as Sabah Urban Development Corporation Sdn. Bhd. as they are for large companies such as PETRONAS, Shell and Astro. In Malaysia, SMEs play an important role in pushing the country towards continuous economic growth. Based on the current authors' studies, there are a numbers of Malaysian SMEs that have been practicing CSR in various forms.

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