



**CORPORATE SOCIAL RESPONSIBILITY
IMPACT TO THE
COMPANY FINANCIAL PERFORMANCE**

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ABSTRACT

Corporate Social Responsibilities (CSR) is an activities done by corporate company to improve and provide significant impacts to the nature and society. Six companies in Malaysia that implemented Corporate Social Responsibility activity has been analyzed to identify the impacts toward their Company Financial Performance (CFP). Return On Equity (ROE) has been used as the measurement for company financial performance to illustrate the result needed by the research. This research also work with three other independent variables which are the risk, firm sizes and sustainability to evaluate the consequences on company financial performance. The panel data with six companies selected from Malaysia, ranging from year 2009 to 2013 have been analyzed using STATA software. The result prove that all independent variables have a positive relationship towards Return On Equity. Notwithstanding, firm size are not showing significance result to the studies. Risk for corporate social responsibility and sustainability however provide a satisfactory result and significance effect on company financial performance. Therefore, this study has justified the research objectives. More variable used and larger data size can be added in the future in order to provide more convincing and reliable result.