

THE PERCEPTION OF ETHICS AND SOCIAL
RESPONSIBILITY OF MALAYSIAN INTERNATIONAL CHAMBER
OF COMMERCE AND INDUSTRY CORPORATE MEMBERS IN
RELATION TO ISO 26000 – SOCIAL RESPONSIBILITY ADOPTION.

by

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Thesis Submitted to the College of Business, Universiti Utara Malaysia,
in Partial Fulfillment of the Requirements for the degree Doctorate of
Business Administration, Universiti Utara Malaysia

JANUARY 2010

CERTIFICATION OF THESIS WORK

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Abstracts

Etika-etika perniagaan dan tanggungjawab sosial korporat (CSR) sentiasa menarik perhatian ahli-ahi perniagaan, orang awam, kerajaan dan pemegang taruhan. Tujuan penyelidikan ini adalah untuk menjelajahkan peranan etika-etika serta tanggungjawab sosial di kalangan pengurus-pengurus Malaysia dalam pelaksanaan ISO 26000 – Tanggungjawab Sosial. Kajian empirik ini menggunakan soal selidik PRESOR dan diperkuuhkan dengan konsep dan prinsip ISO 26000. Adalah dikenapasti bahawa pengurus-pengurus Malaysia menerima kepentinggan positif tentang PRESOR dan mereka amat mendukungkan konsep dan prinsip ISO 26000. Walaubagaimanapun, mereka masih kurang pengetahuan dan pengalaman dalam mendukung penggunaan initiatif atau teknik mengenai tanggungjawab sosial korporat untuk digunakan di tempat kerja. Penyelidikan ini adalah terhad kepada hubungan dan sinergi antara etika-etika perniagaan dan tanggungjawab sosial serta ISO 26000. Walaubagaimanapun, kajian ini telah memberikan suatu pandangan yang penting pada masa kini di mana ia dijalankan atas dasar ISO 26000 yang merupakan satu initiatif antarabangsa. Implikasi bagi penyelidikan ini akan meningkatkan amalan tanggungjawab sosial dan pemimpin korporat dalam melaksanakan tanggungjawab sosial dan ISO 26000. Kajian ini sebenarnya menyelidik hubungan peranan bagi etika-etika perniagaan dan tanggungjawab sosial (PRESOR) serta ISO 26000 – Tanggungjawab Sosial. Dengan demikian, beberapa perkara utama yang baru telah wujud dan para usahawan serta para akademi seharusnya menerokai lebih mendalam untuk menujukkan sumbangan pengetahuan demi kepentingan etika-etika perniagaan, tanggungjawab sosial serta ISO 26000 - Tanggungjawab Sosial.

Abstracts

Business ethics and corporate social responsibility (CSR) have always attracted the attention of businesses, consuming public, government and other stakeholders. The purpose of this study was to explore the role of business ethics and social responsibility among Malaysian managers in relation to the adoption of ISO 26000 – Social Responsibility. This empirical study used a PRESOR instrument and has drawn from the development of ISO 26000 and its principles, core subjects and social responsibility initiatives. It was found that Malaysian managers subscribe positively to the importance of PRESOR and they are supportive of ISO 26000 principles and core subjects that but were still lacking in the knowledge and experiences of using appropriate social responsibility initiatives and tools to implement social responsibility at their workplaces.

This research paper is limited to the linkages and synergies between business ethics, social responsibility and ISO 26000. However, as ISO 26000 is a global initiative, this research provides a view as one of the most significant initiatives in recent years. The implication of this research enhanced the social responsibility practitioners and corporate leaders about the recent developments in social responsibility and ISO 26000. The originality of the research investigated the relationship of PRESOR and ISO 26000 – Social Responsibility. By doing so, key areas are now offered that practitioners and academics should further explore in order to demonstrate the contribution to the body of knowledge on business ethics and social responsibility and ISO 26000 – Social Responsibility.

Acknowledgements

I am very grateful to Dr. Hartini Ahmad for all the expert guidance, support, encouragement and commitment in helping me to complete my DBA thesis. I could not wish for a better supervisor and I thank her gracefully for her dedication and friendship.

I am also thankful to the members of the Theses Committee (Chairman – Prof. Dr. Rosli Mahmood; External Examiner – Dr. Azlan Amran (USM) and Internal Examiner – Prof. Dr. Zakaria Abas) for valuable critics and suggestions for improving my research work.

I would sincerely like to thank the President and the Executive Director of Malaysian International Chamber of Commerce and Industry (MICCI), company members and staff of MICCI for their invaluable contribution and assistance in distribution of questionnaires to company members of MICCI from November 2008 – January 2009.

Finally, but hardly the least, I owe my most special thanks and offer my love and appreciation to my family members, wife - Rosalind, son - Kelvin and daughter - Elaine, whom have been very encouraging and supportive during my enduring months. They have been a tremendous source of support, in every possible way, and gave me confidence and strength to keep moving ahead. I thank God for giving me the opportunity to meet all these great people during my course of studies and research works and for giving me faith and strengths to go through it even though I am having three stents planted in my arteries since 2004. Harrowing, traumatic and tormenting is to know that there are still one or two narrowing arteries that have yet to be unblocked and cleared!

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List of Abbreviations/Notations/Glossary of Term

| | |
|-----------|--|
| \bar{x} | X-Bar (Mean) |
| δ | Standard Deviation |
| ACCA | Association of Chartered Certified Accountants |
| ANOVA | One-way Analysis of Variance |
| ASQ | American Society for Quality |
| BTS | Bartlett's Test of Sphericity |
| BSR | Business for Social Responsibility |
| CC | Corporate Citizenship |
| CD | Committee Draft |
| CE | Corporate Ethics |
| CEO | Chief Executive Officer |
| CG | Corporate Governance |
| COPOLCO | Committee on Consumer Policy |
| CR | Corporate Responsibility |
| CS | Corporate Sustainability |
| CSR | Corporate Social Responsibility |
| DIS | Draft International Standard |
| DV | Dependent Variable |
| EMS | Environmental Management System |

| | |
|---------|--|
| FDIS | Draft International Standard |
| GLC | Government-linked Corporation |
| ICRM | Institute of Corporate Responsibility Malaysia |
| ILO | International Labour Organization |
| INSEAD | Institut Européen d'Administration des Affaires. |
| ISEAL | International Social and Environmental Accreditation and Labelling Alliance. |
| ISO | International Organization for Standardization |
| ISO/TMB | International Organization for Standardization/Technical Management Board |
| IWA | International Workshop Agreement |
| IV | Independent Variables |
| KMO | Kaiser-Meyer-Olkin |
| KS | Kolmogorov-Smirnov |
| MANOVA | Multivariate Analysis of Variance |
| MICCI | Malaysian International Chamber of Commerce and Industry |
| MICPA | Malaysian Institute of Certified Public Accountant |
| MNC | Multinational Corporation |
| MOU | Memorandum of Understanding |
| NGOs | Non-Governmental Organisations |
| OECD | Organisation for Economic Co-operation and Development |
| OHSAS | Occupational Health Safety Assessment Series |
| PAS | Public Available Specification |
| PASW | Predictive Analytics Software |
| PCG | Putrajaya Committee on Government-linked Corporation |
| PRESOR | High Performance |
| SIGMA | Perceived Role of Ethics and Social Responsibility |
| SMEs | Sustainability Integrated Guidelines for Management |
| SMI | Small-and-Medium Enterprises |
| SPSS | Small and Medium Industries |
| SR | Statistical Package for the Social Science |
| SRB | Social Responsibility |
| SRI | Socially Responsible Behaviour |
| SSRO | Stanford Research Institute |
| SW | Service, Support, Research and Others |
| TBL | Shapiro-Wilks |
| TR | Triple Bottom Line |
| TQM | Technical Report |
| UN | Total Quality Management |
| UNIDO | United Nations |
| WBCSD | United Nations Industrial Development Organization |
| WG SR | World Business Council for Sustainable Development |
| | Work Group on Social Responsibility |

CHAPTER 1 : INTRODUCTION

1.0 Introduction

In today's competitive world, Corporate Social Responsibility (CSR) is one of the critical success factors for any business enterprise wishing to maintain – or better still – expands its market share with a good reputation of being a “socially responsible entrepreneurship” while ensuring maximum profitability and enhancing corporate growth. The socially responsible chief executive is the one who turns a profit without lying, cheating, robbing or defrauding anyone. “Responsible entrepreneurship”, as described by the European Commission Directorate-General for Enterprise (2006), refers as to ensuring the economic success of a business by the inclusion of social and environmental considerations into a company's operations.

While, CSR is not a certifiable management system standard as yet but it is a form of corporate self-regulation policy that integrated into a business model. Gustafson (2002, p. 291) described CSR as :

“generally refers to an ongoing commitment by business to behave ethically and to contribute to economic development when demonstrating respect for people, communities, society at large, and the environment. In short, CSR marries the concepts of global citizenship with environmental stewardship and sustainable development”.

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