

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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## **Abstracts**

Etika-etika perniagaan dan tanggungjawab sosial korporat (CSR) sentiasa menarik perhatian ahli-ahli perniagaan, orang awam, kerajaan dan pemegang taruhan. Tujuan penyelidikan ini adalah untuk menjelajahi 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 diperkukuhkan dengan konsep dan prinsip ISO 26000. Adalah dikenapasti bahawa pengurus-pengurus Malaysia menerima kepentingan positif tentang PRESOR dan mereka amat mendukung konsep dan prinsip ISO 26000. Walaubagaimanapun, mereka masih kurang pengetahuan dan pengalaman dalam mendukung penggunaan inisiatif atau teknik mengenai tanggungjawab sosial korporat untuk digunakan di tempat kerja. Penyelidikan ini adalah terhadap 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 inisiatif 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 menunjukkan 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.

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## Table of Contents

<i>Section</i>	<i>Title</i>	<i>Page</i>
	Title Page	
	Certification of Thesis Work	
	Permission to Use	
	Abstract (Bahasa Malaysia)	i
	Abstract (English)	ii
	Acknowledgements	iii
	Table of Contents	iv
	List of Tables	vi
	List of Figures	vii
	List of Abbreviations/Notations/Glossary of Term	viii
Chapter 1	Introduction	
	1.0 Introduction.....	01
	1.1 Background of the Study.....	04
	1.2 Research Problem.....	08
	1.3 Research Questions.....	11
	1.4 Research Objectives .....	12
	1.5 Significant of the Research.....	14
	1.6 Scope and Limitations of the Study .....	15
	1.7 Definition of Terms.....	16
	1.8 Organisation of the Thesis.....	19
	1.9 Summary.....	20
Chapter 2	Literature Review	
	2.1 Introduction.....	22
	2.2 Social Responsibility.....	22
	2.3 Evolution of Corporate Social Responsibility.....	29
	2.4 Pyramid of Corporate Social Responsibility.....	33
	2.5 CSR in Malaysia.....	41
	2.6 Ethics.....	45
	2.7 Perceived Role of Ethics and Social Responsibility .....	50
	2.8 ISO and ISO 26000 – Guidance on Social Responsibility....	57
	2.9 PRESOR and ISO 26000 .....	68
	2.10 Underpinning Theory.....	73
	2.11 Research Framework.....	81
	2.12 Research Propositions .....	83
	2.13 Summary.....	85
Chapter 3	Research Methodology	
	3.1 Introduction .....	88
	3.2 Research Design.....	88
	3.3 Research Method.....	90

3.4	Population and Sampling.....	93
3.5	Survey Instrumentation.....	95
3.6	Source of Data.....	107
3.7	Data Collection and Types of Analysis.....	108
3.8	Summary.....	109

Chapter 4

	Results and Discussion	
4.1	Introduction.....	110
4.2	Results and Analysis.....	111
4.3	Company Information.....	113
4.4	Demographic Profile.....	115
4.5	Summary of Organizational and Demographic Characteristics.....	116
4.6	Test of Normality Results.....	117
4.7	Validity and Reliability of the Research.....	119
4.8	Factor Analysis.....	121
4.9	PRESOR Scale Variables.....	122
4.10	ISO 26000 SR Principles and Core Subjects.....	127
4.11	ISO 26000 SR Initiatives and Tools.....	131
4.12	ANOVA.....	133
4.13	Results of ANOVA.....	134
4.14	Regression Analysis.....	137
4.15	Results of Regression Analysis.....	139
4.16	T-Test.....	142
4.17	Results of T-Test.....	145
4.18	Chi-square Test.....	146
4.19	Results of Chi-square Test.....	149
4.20	Discussion of Results.....	150
	4.20.1 Test of Normality.....	150
	4.20.2 Test of Reliability – Cronbach’s Alpha.....	150
	4.20.3 Factor Analysis.....	151
	4.20.4 Mean and Standard Deviation of PRESOR’s Profitability.....	151
	4.20.5 Mean and Standard Deviation of PRESOR’s Long Term Success.....	152
	4.20.6 Mean and Standard Deviation of PRESOR’s Short Term Success.....	152
	4.20.7 Mean and Standard Deviation of Social ResponsibilityPrinciples.....	152
	4.20.8 Mean and Standard Deviation of Social Responsibility Core Subjects.....	153
	4.20.9 Mean and Standard Deviation of Social Responsibility Initiatives and Tools.....	153
	4.20.10PRESOR’s Profitability & Competitiveness.....	154
	4.20.11PRESOR’s Long Term Success.....	157
	4.20.12PRESOR’s Short Term Success.....	159



4.20.13	Summary of ANOVA & Post Hoc Test for PRESOR.....	160
4.20.14	Summary of Regression's Coefficients & Correlations for PRESOR.....	162
4.20.15	Summary of T-Test and Chi-square Test for PRESOR.....	163
4.20.16	ISO 26000 – Social Responsibility Principles and Core Subjects.....	164
4.20.17	Summary of ANOVA & Post Hoc Test for ISO 26000 Principles &Core Subjects.....	168
4.20.18	Summary of Regression's Coefficients & Correlations for ISO 26000 Principles & Core Subjects.....	169
4.20.19	Summary of T-Test and Chi-square Test for ISO 26000 Principles and Core Subjects.....	170
4.20.20	Social Responsibility Initiatives and Tools.....	171
4.21	Research Statement of Discovery.....	174
4.22	Summary.....	176
Chapter 5	Conclusion and Recommendation	
5.1	Introduction.....	178
5.2	Research Questions and Problem Statement.....	178
5.3	Tested Propositions.....	180
5.4	Contribution of the Study.....	184
5.5	Limitations.....	187
5.6	Opportunity for Future Research .....	189
5.7	Conclusion and Recommendation.....	193
References.....		199
Appendices		
Appendix A	- Pilot Survey Questionnaire.....	218
Appendix B	- Actual Thesis Survey Questionnaire.....	221
Appendix C	- Permission to use Singhapakdi's Survey Instrument.....	226
Appendix D	- SPSS Tables and Figures .....	227

### List of Tables

Table 2.1	Summary of articles and researches using PRESOR measurement.....	55
Table 2.2	ISO/TMB/WG SR Plenary Meetings.....	68
Table 2.3	Summary of Stakeholder Theory.....	75
Table 2.4	Summary of Articles on Theoretical Perspective on CSR.....	77

Table 2.5	Underpinning Theory – Stakeholder Theory for KM Loi on PRESOR.....	79
Table 4.1	Summary of Section A of Survey Instrument.....	112
Table 4.2	Summary of Section B, C, D and E of Survey Instrument.....	112
Table 4.3	Summary of Overall Reliability Statistics – Cronbach’s Alpha.....	120
Table 4.4	Summary of Overall KMO and Bartlett’s Test.....	121
Table 4.5	Descriptive Statistics - Summary of Mean and Standard Deviation for PRESOR (Profitability).....	123
Table 4.6	Correlation Analysis – PRESOR Sub-scale (Profitability).....	123
Table 4.7	Descriptive Statistics - Summary of Mean and Standard Deviation for PRESOR (Long Term Success).....	124
Table 4.8	Correlation Analysis – PRESOR Sub-scale (Long Term Success)...	125
Table 4.9	Descriptive Statistics - Summary of Mean and Standard Deviation for PRESOR (Short Term Success).....	126
Table 4.10	Correlation Analysis – PRESOR Sub-scale (Short Term Success)...	126
Table 4.11	Descriptive Statistics - Summary of Mean and Standard Deviation for SR Principles.....	128
Table 4.12	Descriptive Statistics - Summary of Mean and Standard Deviation for SR Core Subjects.....	129
Table 4.13	Correlation Analysis – Social Responsibility Principles.....	129
Table 4.14	Correlation Analysis – Social Responsibility Core Subjects.....	130
Table 4.15	Descriptive Statistics - Summary of Mean and Standard Deviation for SR Initiatives.....	132
Table 4.16	ANOVA – Summary of ANOVA for PRESOR & ISO 26000’s Principles and Core Subjects.....	135
Table 4.17	ANOVA – Summary of Post Hoc Test for PRESOR & ISO 26000 Principles and Core Subjects.....	137
Table 4.18	Regression Analysis – Summary of Estimated Coefficients for PRESOR & ISO 26000’s Principles and Core Subjects.....	140
Table 4.19	Regression Analysis – Summary of Estimated Coefficients for for PRESOR & ISO 26000’s Principles and Core Subjects.....	141
Table 4.20	T-Test Analysis – Summary results of Independent Samples Test For PRESOR.....	143
Table 4.21	T-Test Analysis – Summary results of Independent Samples Test for ISO 26000 Principles & Core Subjects.....	144
Table 4.22	Chi-squared Test Analysis – Summary results of Pearson Chi-square Test for PRESOR.....	147
Table 4.23	Chi-squared Test Analysis – Summary results of Pearson Chi-square Test for ISO 26000 Principles and Core Subjects.....	148
Table 4.24	KMO & BTS – PRESOR (Profitability).....	155
Table 4.25	KMO & BTS – PRESOR (Long Term Success).....	157
Table 4.26	KMO & BTS – PRESOR (Short Term Success).....	159
Table 4.27	Summary of ANOVA & Post Hoc Test for PRESOR.....	161
Table 4.28	Summary of Regression’s Coefficient & Correlations for PRESOR.....	162
Table 4.29	Summary of T-Test and Chi-square Test for PRESOR.....	163
Table 4.30	KMO & BTS – Social Responsibility Principles.....	164
Table 4.31	KMO & BTS – Social Responsibility Core Subjects.....	165

Table 4.32	Summary of ANOVA & Post Hoc Test for ISO 26000 Principles and Core Subjects.....	168
Table 4.33	Summary of Regression's Coefficient & Correlations for ISO 26000 Principles and Core Subjects.....	169
Table 4.34	Summary results of T-Test and Chi-square Test for ISO 26000 Principles and Core Subjects.....	170
Table 4.35	Respondents' Awareness of SR Initiatives and Tools.....	172
Table 4.36	Respondents' Lack of Awareness of SR Initiatives and Tools.....	173
Table 5.1	Summary Results of Tested Propositions.....	184

### List of Figures

Figure 2.1	Carroll's Pyramid of Corporate Social Responsibility.....	35
Figure 2.2	Carroll's Responsibility of Business.....	37
Figure 2.3	A History of Stakeholder Theory.....	80
Figure 2.4	Research Framework.....	82
Figure 3.1	The Deductive Mode of Research in a Quantitative Study.....	90
Figure 3.2	The Stages of Social Science Research.....	92

### List of Abbreviations/Notations/Glossary of Term

$\bar{x}$	X-Bar (Mean)
$\delta$	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 High Performance
PRESOR	Perceived Role of Ethics and Social Responsibility
SIGMA	Sustainability Integrated Guidelines for Management
SMEs	Small-and-Medium Enterprises
SMI	Small and Medium Industries
SPSS	Statistical Package for the Social Science
SR	Social Responsibility
SRB	Socially Responsible Behaviour
SRI	Stanford Research Institute
SSRO	Service, Support, Research and Others
SW	Shapiro-Wilks
TBL	Triple Bottom Line
TR	Technical Report
TQM	Total Quality Management
UN	United Nations
UNIDO	United Nations Industrial Development Organization
WBCSD	World Business Council for Sustainable Development
WG SR	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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