

THE PERCEPTION OF STAKEHOLDERS ON CORPORATE SOCIAL
RESPONSIBILITY: THE CASE STUDY OF PKT LOGISTICS GROUP SDN BHD

By



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Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
In Partial Fulfilment of the Requirement for the Master of Sciences (Management)

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ABSTRACT

Today, Corporate Social Responsibility (CSR) over the couple of years expands its consciousness in the public as a complete motivating stakeholder's element and achieved eminence on the corporate strategic schema. Therefore, an intricate confront for companies is to build a business deliberate for CSR, protecting the fresh investments through affirmative benefits to the company. Between, numerous firms nowadays view CSR as a secluded pricey activity which separated from core business. The fundamental of this master thesis is to explore the perceptions of stakeholders (shareholder, employee and customer) on CSR in logistic industry at Malaysia. The researcher has outlined PKT Logistics Group Sdn Bhd-Malaysia (PKT) firm in order to investigate about this issue. The principle objective of this research is determine stakeholders' perception towards CSR influencing the firm as well as developing new CSR model according to stakeholders' perception and expectation. The data was collected from stakeholders of PKT via interview section. Overall this study discovers the linkages between Stakeholder, CSR and Business Ethics and Competitive Advantage. These studies present groundwork for future research and recognize numerous vital suggestions for the corporate leaders to deem in terms of CSR venture within their business portfolio.

Key words: Corporate Social Responsibility, logistic, perception and expectation, CSR model, business ethics and competitive advantage.

ABSTRAK

Sejak beberapa tahun ini, Tanggungjawab Sosial Korporat (CSR) meluaskan kesedaran pada orang ramai sebagai elemen yang memberi motivasi lengkap kepada pihak berkepentingan dan reputasi dicapai pada skema strategik korporat. Oleh itu, cabaran yang sukar bagi syarikat-syarikat adalah untuk membina satu perniagaan demi CSR sahaja, melindungi pelaburan baru melalui manfaat afirmatif kepada syarikat. Antara, banyak syarikat kini melihat CSR sebagai aktiviti mahal yang di pisahkan daripada perniagaan teras. Kepentingan tesis master ini adalah untuk meneroka persepsi pihak berkepentingan (pemegang saham, pekerja dan pelanggan) mengenai CSR dalam industri logistik di Malaysia. Penyelidik telah memilih syarikat PKT Logistics Group Sdn Bhd-Malaysia (PKT) untuk mengkaji tentang isu ini. Objektif utama kajian ini adalah menentukan persepsi pihak berkepentingan terhadap CSR yang mempengaruhi syarikat itu serta membangunkan model CSR baru mengikut persepsi dan jangkaan pihak berkepentingan. Data diperolehi daripada pihak berkepentingan utama PKT melalui sesi temu bual. Secara keseluruhan, kajian ini menemui hubungan antara pihak berkepentingan, CSR dan Etika Perniagaan dan Kelebihan daya saing. Kajian ini menyediakan asas untuk kajian-kajian akan datang dan mengenalpasti pelbagai cadangan penting bagi pemimpin korporat untuk difikirkan dari segi usaha CSR dalam portfolio perniagaan mereka.

Kata Kunci: Tanggungjawab Sosial Korporat, logistik, persepsi dan jangkaan, model CSR, etika perniagaan dan kelebihan daya saing.

ACKNOWLEDGEMENT

First and foremost, my highest gratitude to the God for blessing me with my project paper completion. Seizing this opportunity secondly I would like to thank to my family especially to my parent for their patience, love, caring, advices, and of course for their supporting. I am so grateful to them, who raised me to have faith, confidence, and power in myself.

Thirdly, very special thanks addressed to my supervisor Dr. Ruzita Bt Azmi for guiding me from the beginning. Without her guidance, sharing, teaching and the correction that I have to encounter, this thesis would not have been completed.

Furthermore, my gratitude goes to my well-wisher Mr.Thiruchelvan who really contributed his idea and necessary information that really help me to complete this thesis. I have learned vast knowledge and professional skills as well as life facts from him.

Last but not least, I would like to express appreciation to interviewees, friend and family for their assistance and support directly or indirectly during this course of action.

Thank you

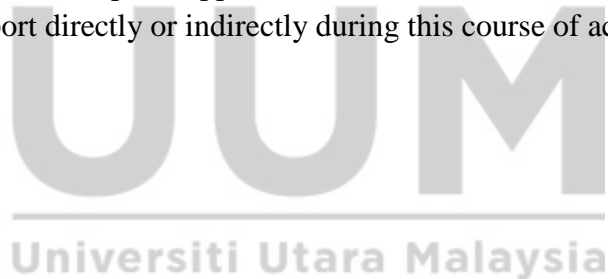


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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

If one asks what the crucial to attractive over clients are today, perhaps industry professionals will mention most of all of it, from a durable and consistency marketing incentives to tailored services, mobile-friendly shopping ease. These affords are certainly vital, but one major aspect that may tip the scales in particular goodwill is using the company return to do well in the creation. Corporate social responsibility (CSR) discusses to an industry run-through that involves contributing in program that benefit the public (Simply CSR, 2008). Indeed, CSR is the progression of measuring a firms' influence on the public and appraising their accountabilities. CSR start with a valuation of a trade and the organisation customers, vendors, surroundings, societies, owners as well as workforces.

CSR improve the power of triumph new business dealings, progress and boost relationships with clientele, merchants and networks, preserve as well maintain blissful employees. Besides that, as per to Carroll and Buchholtz (2000), it also budget fund on energy and functioning overhead cost and manage risk and yield optimistic profile-raising and media breaks due to broadcasting attention in ethical trade doings. On the other hand, CSR also have little drawback in the sense of charges, foremost organisations can budget to allocate a budget to CSR activities, but this is not always open to tiny organisation with between 10 to

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