

**ASEAN ECONOMIC COMMUNITY 2015: A CASE STUDY ON THE  
POTENTIAL IMPACTS TO PENANG PORT SDN BHD**



**ZURIATI BINTI AZMI**

**UUM**  
**Universiti Utara Malaysia**

**MASTER OF SCIENCE**  
**UNIVERSITI UTARA MALAYSIA**  
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POTENTIAL IMPACTS TO PENANG PORT SDN BHD**

**By**



**ZURIATI BINTI AZMI**

**UUM**  
**Universiti Utara Malaysia**

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ZURIATI BINTI AZMI (813506)

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## **ABSTRACT**

This study is undertaken to examine on how ASEAN Economic Community plays their role to the Penang Port Sdn Bhd and how the key characteristics of AEC can be affected to Penang Port Sdn Bhd. To achieve these objectives, there are only qualitative method was used which is in depth interview by the representatives of Penang Port Sdn Bhd management team. The finding from the research showed the level of awareness among management team in Penang Port Sdn Bhd about ASEAN Economic Community 2015, the potential impact of ASEAN Economic Community 2015 to Penang Port Sdn Bhd including opportunities and threats. Lastly, it is regarding Penang Port Sdn Bhd readiness to overcome ASEAN Economic Community 2015.



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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

In this chapter, it will represents the background of the study, problem statement, research questions, research objectives, propositions, significant of the study and summary of the chapter.

#### **1.1 Background of the study**

Since 1976, ASEAN has implemented intra regional economic cooperation as a part of the structural changes of the world economy. Establishment of the ASEAN Community is a new goal of ASEAN which consisted of three pillars; ASEAN Political Security Community, ASEAN Economic Community, and ASEAN Socio Cultural Community.

ASEAN Political Security Community consist the following three key characteristics which are, i) a rules-based Community of shared values and norms, ii) a cohesive, peaceful, stable and resilient region with shared responsibility for comprehensive security, and iii) a dynamic and outward-looking region in an increasingly integrated and interdependent world. Next, the ASEAN Economic Community consist the following key characteristic, i) a single market and production base, ii) a highly competitive economic region, iii) a region of equitable economic development, and iv) a region fully integrated into the global economy. Lastly, The ASEAN Socio Cultural Community is characterised by these characteristics, i) human

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