

Abstract

Short-termistic perception; according to a study done in U.K is the main cause for declining UK companies competitiveness in the international market. Because of this perception, companies are less involved in R&D activities. This scenario could be detrimental to their survival in the long run. This paper tries to explore this issue from the Malaysian perspective. It attempts to determine the perceptions of the Finance Directors of Malaysian companies and to obtain an understanding behind their perceptions.