THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY ORIENTATION, MARKETING CAPABILITIES AND ORGANISATIONAL PERFORMANCE

WAN KALTHOM HJ YAHYA

FACULTY OF BUSINESS AND ACCOUNTANCY UNIVERSITY OF MALAYA KUALA LUMPUR

SEPTEMBER 2011

THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY ORIENTATION, MARKETING CAPABILITIES AND ORGANISATIONAL PERFORMANCE

WAN KALTHOM HJ YAHYA

THESIS SUBMITTED IN FULFILLEMENT OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF PHILOSOPHY

DEPARTMENT OF MARKETING FACULTY OF BUSINESS AND ACCOUNTANCY UNIVERSITY OF MALAYA KUALA LUMPUR

SEPTEMBER 2011