

ABSTRACT

The main objective of this study is to investigate why organisations need to integrate environmental and societal problems into their core business operations, strategies and their contribution towards organisational performance. To achieve this, firstly, this study will examine the elements of antecedents for corporate social responsibility orientation as these elements are considered crucial to organisational corporate social responsibility practices. Corporate social responsibility orientation is important as a basic value, goal and strategy for organisation so as to compete in the marketplace. In addition, it is how organisations handle their social responsibility and performance simultaneously. Secondly, by using the constructs, this study will develop the theoretical understanding on how corporate social responsibility is practiced. Finally, these constructs will lead to the step toward generating the marketing capabilities in enhancing the organisational performance. The antecedents are social concern, economic concern and corporate citizenship culture. The marketing capabilities used are organisational learning and enviropreneurship.

Using a self-administered questionnaire, a survey was conducted and the respondents chosen were from Bursa Malaysia and the Malaysian Manufacturing sector. The key informant was the managing director of the organisations. The original sample comprised of 1379 organisations but only 261 responded and it generated an 18.9% effective response rate. A Structural Equation Modeling was conducted to test all the hypotheses of this study.

The findings showed that the antecedents proposed are the main thrust that leads to the marketing capabilities of the organisations. Besides, the marketing capabilities are also been identified as the significant mediating factors in enhancing the organisational performance. In general, the linkage reflects the overall effects between the CSR's orientation and marketing capabilities, and this determines the performance of the organisations.

This study contributes to both the theory and methodology, especially in identifying the antecedents of CSR's orientation which influence the mediating factors and their impact on organisational performance as well as the research design and the measurement of constructs being used. In other words, the study provides useful model to organisations on the significant of elements of CSR orientation as well as the need to incorporate environmental and social problems into their strategic decision making in order to perform better in the market place.

HUBUNGAN ANTARA ORIENTASI TANGGUNGJAWAB SOSIAL KORPORAT, KEMAMPUAN PEMASARAN DAN PRESTASI ORIENTASI

ABSTRAK

Tujuan utama kajian ini adalah untuk menyiasat mengapa organisasi perlu mengintegrasikan masalah alam persekitaran dan sosial dalam operasi perniagaan teras mereka, strategi dan sumbangan mereka terhadap prestasi organisasi. Untuk mencapai tujuan ini, pertamanya, kajian ini akan meneliti unsur-unsur anteseden untuk orientasi tanggung jawab sosial yang mana elemen-elemen ini dianggap penting untuk organisasi amalan tanggung jawab sosial. orientasi tanggung jawab sosial sebagai tujuan, nilai dasar dan strategi untuk organisasi sehingga dapat bersaing di pasaran. Selain dari itu, adalah mengkaji bagaimana organisasi menangani tanggung jawab sosial dan prestasi secara serentak. Keduanya, dengan menggunakan kerangka, kajian ini akan mengembangkan pemahaman teoritis tentang bagaimana tanggung jawab sosial syarikat dipraktikkan. Akhirnya, dengan kerangka kajian ianya akan mengorak langkah ke arah menghasilkan kemampuan pemasaran dalam meningkatkan prestasi organisasi. Antesedennya adalah keperihatinan sosial, keperihatan ekonomi dan budaya kewarganegaraan syarikat. Kemampuan pemasaran yang digunakan pula adalah pembelajaran organisasi dan “enviropreneurship”.

Kajian dibuat menggunakan soal selidik terhadap responden yang dipilih dari Bursa Malaysia dan sektor pengilangan di Malaysia. Sumber maklumat utama atau informan adalah pengarah organisasi. Sampel asal termasuk 1379 organisasi tetapi hanya 261 membalas dan ia menghasilkan kadar 18.9% respons yang boleh digunapakai. “Structural Equation Modeling” adalah alat penyukat yang digunapakai untuk menguji semua hipotesis dalam kajian ini.

Hasil kajian menunjukkan bahawa anteseden yang dicadangkan adalah penyebab utama yang membawa kepada kemampuan pemasaran bagi organisasi-organisasi. Selain dari itu, kemampuan pemasaran juga dikenalpasti sebagai faktor-faktor yang penting dalam proses organisasi mempertingkatkan prestasi organisasi mereka. Secara umum, factor-faktor yang dicadangkan berkaitan rapat dalam menggambarkan kesan keseluruhan antara anteseden dan kemampuan pemasaran tanggungjawab sosial korporat dan ini secara langsung menentukan prestasi organisasi-organisasi tersebut.

Kajian ini menyumbang kepada kedua-dua teori dan kaedah, terutama sekali dalam mengenal pasti anteseden kepada tindakan-tindakan dan amalan-amalan tanggungjawab sosial korporat dalam mempengaruhi faktor-faktor pengantara kemampuan organisasi dan kesan mereka terhadap prestasi organisasi serta bentuk penyelidikan dan kaedah konstruk yang digunakan. Dengan kata lain, organisasi-organisasi memerlukan gabungan masalah sosial dan alam persekitaran didalam merancang strategik organisasi supaya dalam bersaing dengan lebih baik lagi didalam pasaran.

PUBLICATIONS

The following publications are based on the research presented in this thesis.

Yahya, W.K., and Che Ha, N., “Investing Relationship Between Antecedents of CSR and Organisational Learning Among Malaysian Organisations”, accepted and presented at the ANZMAC 2009 Conference, Melbourne, Australia (30 – 2 December).

Yahya, W.K., “Corporate Social Responsibility - An Integrated Marketing Model”, accepted and presented at the ICAB 2008 Conference, Bangkok (30 – 3 July).

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