ENVIRONMENTAL ETHICAL COMMITMENT OF THE BUSINESS CORPORATIONS IN MALAYSIA

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In the name of Allah, the Merciful, the Compassionate.

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This study is about environmental ethics and the commitment of manufacturing companies in Malaysia. It is to reduce the gap in the literature in this area, which it is claimed is relatively brief, young as a discipline and has received little attention. Based on the extensive literature and a review of environmental disasters from the past, such as Exxon, Chernobyl and Bhopal, the researcher was impelled to study the environmental ethical concept. Therefore, the main objective of the study is to understand and explain the role of environmental ethics in conjunction with the commitment of the companies. Specifically, the objective of the study is to undertake a comprehensive review of the concept, to investigate and identify factors and to test the correlation. It is descriptive in purpose, correctional in the type of investigation, minimal in the extent of interference to the natural environment of the organization and cross-sectional as the data to be collected is just once in order to answer the research questions. This study employed the Theory of Planned Behaviour (TPB) as the underlying theory. Having this theory as the underlying theory, the independent variables include the ecological concern, the regulations, perceived behavioural control, which consists of self-efficacy, ethical climate, financial aspect, stakeholder pressure and stakeholder information and also the personal moral obligations. The data were collected from 150 companies listed in the FFM Directory 2005, Malaysian Industries, 36th Edition, which falls under the manufacturing companies that represented various fields or characteristics in Malaysia. Manufacturing companies were selected because they have their own unique environmental issues that can jeopardize the health and welfare of the living species. They are said to have financial intellectual resources and to have an environmental plan. The results show that ecological concern, regulations, self-efficacy, ethical climate, cost aspect, stakeholder pressure, stakeholder information and personal moral obligation are all positively correlated to environmental ethical commitment (EEC). However, from regression analysis, only three factors, namely, the regulations, financial aspects and stakeholder information, are able to explain the variation in EEC. Finally, environmental ethical consideration is beneficial to companies as it offers many advantages and is claimed to save the industry as well as the world.
ABSTRAK

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