

THE ROLE OF FACILITY MANAGEMENT (FM) IN
CORPORATE SOCIAL RESPONSIBILITY (CSR) IN
MALAYSIA

BY

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A dissertation submitted in fulfilment of the requirement for
the degree of Master of Science (Asset and Facilities
Management)

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JUNE 2022

ABSTRACT

Corporate activities comprise the major implication for the environment and Society. Therefore, there should be concern and pressure upon the corporate activities. The corporate sector is highly correlated with the well-being of the customer, society, environment and well-being. To overcome the implication in the built environment operation, the corporate sector needs to incorporate the practice of effective management which can manage the working environment effectively. This research paper focuses on corporate social responsibility in Malaysia. The country has identified the environmental hazards which mainly consequences from the industries and their working activities. The corporate social responsibility of Malaysia is much lower than the other Asian countries. Therefore, the country needs to adopt some measures in order to increase Corporate Social Responsibility in the organization. That is the reason the paper has targeted facility management and its beneficial areas to maintain corporate social responsibility. This research has discussed the value addition of facility management in the social responsibilities of the corporate sectors through the corporate social responsibilities. In addition to that, the paper has also discussed the responsibilities of the facility managers to keep the corporate social responsibilities to provide more awareness about the society and environment.



ملخص البحث

تشكل أنشطة الشركات التجارية الأثر الرئيسي للبيئة والمجتمع حولها. لذلك، يجب أن يكون هناك اهتمام وتأكيد مستمر على أنشطة الشركات التجارية. وكذلك ربط قطاع شركات الصناعية بشكل وثيق برفاهية العميل والمجتمع والبيئة. وللتغلب على الآثار المترتبة على عملية البيئة المبنية، يحتاج قطاع الشركات إلى نظام ودمج وممارسة الإدارة الفعالة التي يمكنها إدارة بيئة العمل بشكل كاف وفعال بعيدا عن الأضرار. يركز هذا البحث على المسؤولية الاجتماعية للشركات التجارية في ماليزيا. لذلك، حددت الدولة المخاطر البيئية التي تنجم بشكل أساسي عن الصناعات التجارية وأنشطة عملها الواسعة. إن المسؤولية الاجتماعية للشركات في ماليزيا أقل بكثير مقارنة بغيرها من الدول الآسيوية الأخرى. لذا، تحتاج دولة ماليزيا إلى اتخاذ قرارات وتدابير من أجل زيادة المسؤولية الاجتماعية للشركات المنظمة بشكل أساسي. كما أن هذا البحث يستهدف إدارة المرافق ومجالاتها المفيدة للحفاظ على المسؤولية الاجتماعية للشركات الصناعية. ويناقش هذا البحث أيضا، القيمة المضافة لإدارة المرافق ضمن المسؤولية الاجتماعية لقطاعات الشركات الصناعية من خلال إطار المسؤولية الاجتماعية للشركات عامة. وبالإضافة إلى ذلك، يناقش هذا البحث مسؤوليات مديري المرافق للحفاظ على المسؤولية الاجتماعية من أجل توفير المزيد من الوعي حول المجتمع والبيئة وحقوق الآخرين.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Science (Asset and Facilities Management)

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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted for any other master's degree at International Islamic University Malaysia or other institutions.

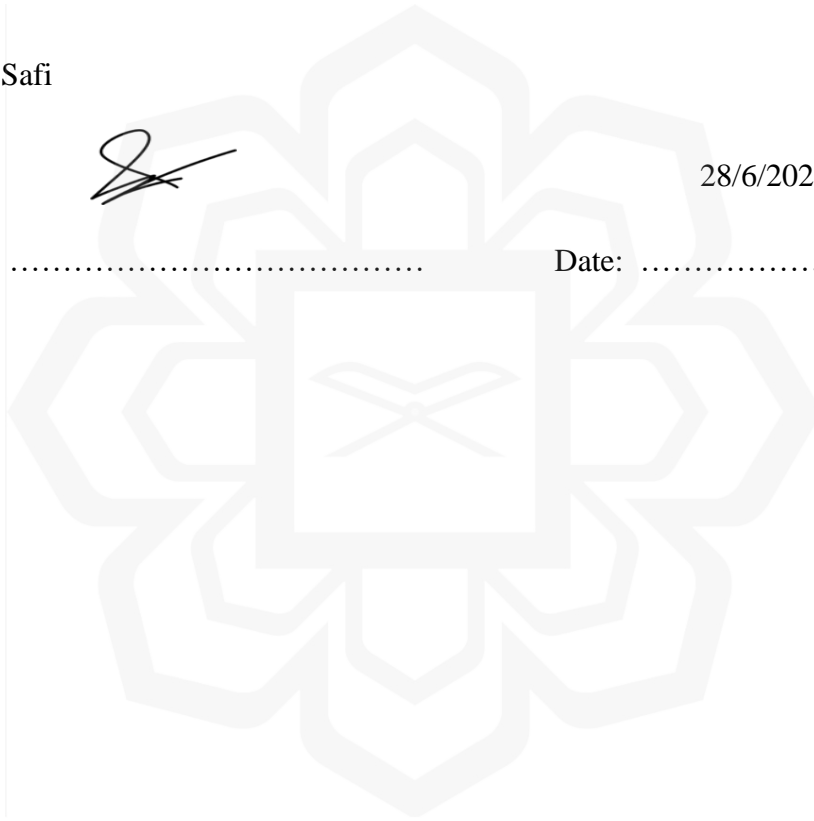
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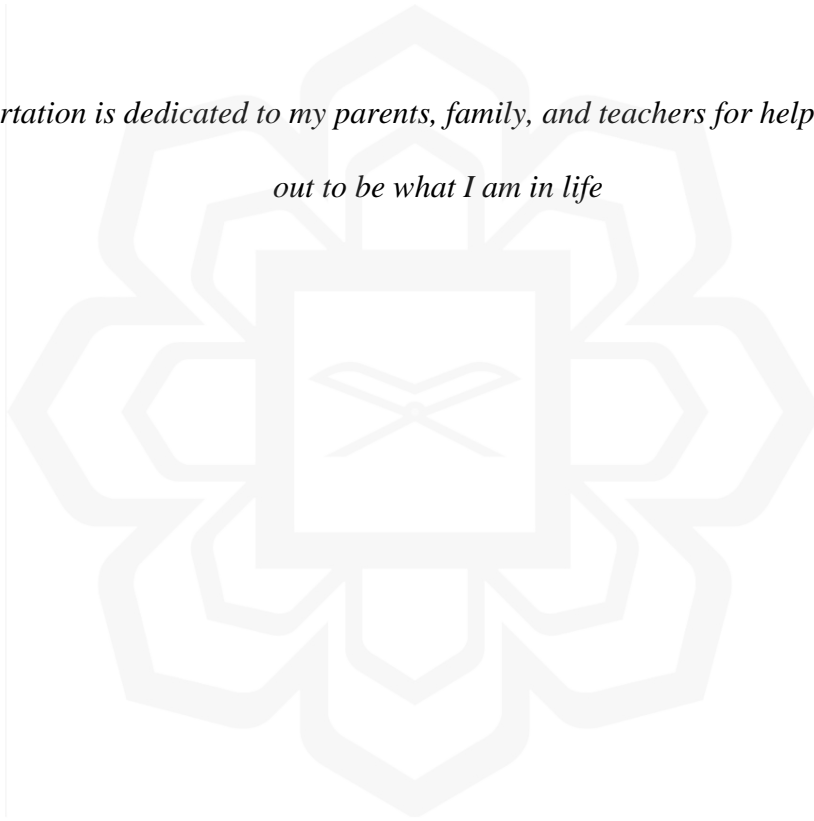


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*This dissertation is dedicated to my parents, family, and teachers for helping me turning
out to be what I am in life*



ACKNOWLEDGEMENTS

In the name of Allah s.w.t the Most Gracious and the Most Merciful

Alhamdulillah, all praises to Allah s.w.t for the strengths and His blessing in completing this dissertation within the time provided.

First and foremost, I would like to express my gratitude to my supervisor, Asst. Prof. Dr. Khairusy Syakirin Has-Yun Hashim for the continuous advice, guidance and support, also for his patience, motivation, enthusiasm, and immense knowledge throughout the process of writing and completing this research.

Also, a very warm appreciation goes to all the lecturers and staff in Kulliyah of Architecture and Environmental Design, International Islamic University Malaysia for that involved intentionally or unintentionally, for their helps as well as useful thoughts and knowledge that they gave me during completing this research and these whole time of my study period in IIUM. Not only that, thanks to all my beloved friends and classmate for their endless moral support and advises through all these years and not forgetting, thank you as well goes to all of the respondents that willing to spend their time to help answering my survey Their help is one of the reasons that help me in completing this and it would always be remembered.

Last but not least, my sincere gratitude goes to my beloved family, for their endless love, prayers and supports financially, spiritually and mentally that kept me going until the end. Also, to those who directly and indirectly involved and supports me, your existence and kindness means a lot to me. Thank you for always support and be there for me. May Allah s.w.t keep you guys under his blessings.

TABLE OF CONTENTS

Abstract	ii
Abstract in Arabic	iii
Approval Page.....	iv
Declaration.....	v
Copyright Page	vi
Dedication.....	vii
Acknowledgements.....	viii
List of Tables	xi
List of Abbreviations.....	xiv
CHAPTER ONE: INTRODUCTION.....	1
1.1 Introduction.....	1
1.2 Research Background	3
1.3 Problem Statement.....	5
1.4 Aims of the Research Paper.....	5
1.5 Research Objectives.....	6
1.6 Research Questions.....	6
1.7 Scope of this research Paper	6
1.8 Motivation.....	6
1.9 Significance of the Study.....	7
1.10 Research Methodology	7
CHAPTER TWO: LITERATURE REVIEW.....	8
2.1 Introduction.....	8
2.2 Understanding of Corporate Social Responsibility	8
2.3 Corporate Social Responsibility (CSR) in Malaysia	14
2.4 Contribution.....	15
2.4.1. Ethical Responsibility	15
2.4.2. Legal Compliance Responsibilities	15
2.4.3. Economic Responsibilities.....	16
2.4.4. Philanthropic Responsibilities	16
2.5 FM and FM-Activities	18
2.6 An Overview of Building Data Requirements Operation.....	18
2.7 Facility Management Practices in Malaysia	20
2.8 Development of FM in Malaysia	22
2.9 Impact of Facilities Management in the Sustainable Building	24
2.10 The Function of Facility Management in Sustainable Building	25
2.11 FM in Sustainable Building at the Design Phase.....	26
2.12 Conclusion	27
CHAPTER THREE : RESEARCH METHODOLOGY.....	29
3.1 Introduction.....	29
3.2 Research Strategy	29
3.3 Quantitative Approach.....	29

3.4	Qualitative Approach.....	30
3.5	Research Strategy for this Research	30
3.6	Selection of Sample	30
3.7	Technique of Data Collection	31
3.8	Survey	31
3.9	Questionnaire Survey.....	32
3.10	List of the Questions	32
	3.10.1. Section 1: particulars of respondents	33
	3.10.2. Section 2: specification of company	34
3.11	The Relationship.....	34
3.12	Questionnaire Survey.....	37
3.13	Data Analysis	37
3.14	Writing the Dissertation.....	37
3.15	Research Significance.....	38
3.16	Organization of Chapters	38
	3.16.1 Chapter 1: Introduction	38
	3.16.2 Chapter 2: Literature Review	38
	3.16.3 Chapter 3: Research Methodology	38
	3.16.4 Chapter 4: Research Findings and Analysis	39
	3.16.5 Chapter 5: Conclusion and Recommendation	39
	3.16.5.1 Research Philosophy	39
	3.16.5.2 Research Approach	39
3.17	Distribution of Questionnaire	43
3.18	Send surveys via email	44
3.19	Summary.....	45
	CHAPTER FOUR: DATA ANALYSIS AND FINDINGS	46
4.1	Research Approach.....	46
4.2	Data Analysis.....	47
4.3	Response of Questionnaire Survey	48
4.4	Analysis on Questionnaire Survey.....	49
4.5	Conclusion	59
	CHAPTER FIVE : CONCLUSION AND RECOMMENDATION.....	61
5.1	Introduction.....	61
5.2	Conclusion	61
	5.2.1. To identify the relationship between CSR and FM in Malaysia	61
	5.2.2 To study the implementation of FM in complaints CSR	61
	5.2.3 To investigate the problems related to the	62
5.3	Limitations of the Research	62
5.4	Recommendations.....	63
	REFERENCES.....	65
	APPENDIX A: QUESTIONNAIRE SURVEY	72
	APPENDIX B: DATA ANALYSIS	90

LIST OF TABLES

Table 1	The different type of CSR in the organization	23
Table 4.1	Response of Questionnaire Survey	61
Table 4.2	Particulars of respondents (Gender)	62
Table 4.3	Particulars of respondents (Age)	63
Table 4.4	Particulars of respondents (positions)	63
Table 4.5	Shown Relationship of Facilities Management System and CSR	64
Table 4.6	Shown value of the facilities management system in CSR	65
Table 4.7	Shows Regarding the Social Audit Conducted in the Site	65
Table 4.8	Shows about the written health and safety policy under FM and CSR in the company	65
Table 4.9	Showing the percentage of the safety and health management on the site	66
Table 4.10	Showing the percentage of the responses regarding policies for CSR activities.	66
Table 4.11	Showing the combination of ethical management in CSR activities	67
Table 4.12	Showing the percentage for the rules and improving of performance	67
Table 4.13	Showing the areas that covered by above policy.	68
Table 4.14	Showing percentage of environmental management system	68
Table 4.15	Showing the percentage of chemical usage in the CSR and FM activities	69

Table 4.16	The combination of SCR and FM	69
Table 4.17	Showing the areas that covered by FM	70
Table 4.18	showing the important of FM and CSR in sustainable environment	70
Table 4.19	Showing the challenges for implementing CSR and FM	71
Table 4.20	Showing the challenging regarding rules for CSR implementing	71
Table 4.21	showing challenging in CSR and FM	72



LIST OF ABBREVIATIONS

FM	Facilities Management
CSR	Corporate Social Responsibility
QOL	Quality of Life
IM	Information Management
IFMA	International Facilities Management Association
AEC	Architecture, Engineering and Construction
AECO	Architecture, Engineering, Construction and Operation
USA	United States of America (USA)
UTM	University Technology Malaysia
UTHM	University Tun Hussein Onn Malaysia
MOHE	Ministry of Higher Education
CQFM	Centre of Quality for Facilities Management
AECO	Architecture, Engineering, Construction and Operation
NAFAM	National Asset and Facility Management Convention
ACOM	Architecture, Construction, Operation and Maintenance
SMEs	Small-to-Medium Enterprise
MOW	The Ministry of Works
IT	Information Technology
ICT	Information Communication Technology

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Facility management is a valuable addition to corporate social responsibility. The corporates in Malaysia is the significant key driver when it comes to global development as it generates numerous goods and services, economic and employment benefits to the other countries (Fernandez-Feijoo et al., 2013). Nonetheless, the profit-making intention in business leads to negative implications including resource depletion, health and safety issues, environmental pollution and critical poverty in the society (Baden, 2016). In addition to that, the activities in the corporates are related to society (Supanti et al., 2015). Therefore, to minimise these issues, the concept of CSR or the corporate social responsibilities has come into the effect in the early 1950 and the demand for it continuously increased day by day because of globalisation and the adverse impact of the competition in the corporate sectors (Jamali & Mirshak, 2006).

Corporate social responsibility can be defined as the group of activities that are undertaken by the corporates to show their environmental and social commitment to the country and the neighbourhoods (Hansen et al., 2014). The concept of CSR is not only a philanthropic responsibility but also concentrates on the environmental, legal, employee, community and ethical development and the responsibility are related to that in the corporate context (Turker, 2008). According to the report of Statista, the corporate sectors of Malaysia has contributed approximately 54.78 % in the GDP of Malaysia and also provides a million jobs to the citizen and the people of another country as well (*Malaysia - share of economic sectors in the gross domestic product 2017* | Statista, 2017). However, the environmental and social consideration to increase the well-being of the society is decreasing day by day. Therefore, the environmental and social responsibility in Malaysia is low level. There should be a basic framework based on corporate and social

responsibility in Malaysia to strengthen the environmental regulation which underlies on the environmental regulation in the country Malaysia. (Ibrahim et al., 2019) argued that the Environmental Quality Act 1974 of Malaysia deems to be reactive and not have considered as a frame or policy when it comes to the corporate responsibility to achieve the social and environmental goals such as climate change, pollution, resource depletion, protection of the environment and prevention of the chemical wastage. The awareness regarding the corporate social responsibility has not adequately spread among the corporate sectors therefore there is a great lack of the knowledge when it comes to the CSR. On the eye of these problems, there is a requirement of professional's contribution in the companies belongs to the corporate sectors for eliminating the environmental and social impacts from the corporates. In this particular instance, the activities related to FM (facility management) can have the great potential in order to ensure the wellbeing of the society through efficacious establishment of environment management. The professionals of the facility management are conducting the different types of functions such as energy and water management, health and superior workplace management. These have great potential to increase the value in environmental and social responsibility when it comes to the corporates (Anker Jensen et al., 2014). Moreover, the professionals belonging to the facility management can incorporate a strategic role for the initiation of CSR and policy creation in the recent practices of the corporates. It also helps to deliver an effective strategic plan regarding the CSR policy (Anker Jensen, 2010).

Therefore, this research paper is going to investigate the benefits of facility management in regard to corporate social responsibility. In addition to that, the paper will discuss how the facility management can increase the social and environmental value by the corporates of Malaysia. The structure of this research paper focuses on the literature review interconnected to the pertinent concept of this research paper in this study. Aftermath, it will present the method utilised to accomplish the aim of this study and then it will present the discussion based on the research findings along with the conclusion.

1.2 RESEARCH BACKGROUND

Facilities Management (FM) was first used in the United States at the end of the 1960s, which resulted in the bank's practices to enhance the card transactions (Scot, 1971). Facility management refers to the discipline of professional Management which concentrates on the effective and efficient delivery of support services and logistics. It also comprises the numerous disciplines for ensuring the comfort, efficiency and safety of the environment through the integration of employees, process, place and Technology. It is defined by the international organization for standardization (ISO). The profession regarding facility management is certified by the Global facility Management Association.

We are living in a world where the entire business landscape has been changed in the 21st century regarding the purposes and intentions. The business in this century follows a culture where the Institution and corporation can be seen as leading components. Environmental awareness and social responsibilities is a still concerned area in these corporate sectors (Stewart & Gapp, 2012). It encourages the workers and the consumers to become more aware of the effects in their daily lives. Environmental sustainability, effective waste management, energy efficiency, reusable resources should be accepted and incorporated by the business and global leaders to adopt the changes especially on the ground of environmental issues that can develop the corporate conscience with the power and responsibilities.

Corporate social responsibility is now becoming the priority not only for the Global organization but also the medium to small business organizations across Malaysia. (Andrew et al., 1989) has listed the 119 companies which are located in Malaysia and the other counterparts of this country. The study found that Malaysia is lacking in regard to disclosing corporate social responsibility as compared to its counterparts such as Singapore and Thailand. (May et al., 2007) also conducted the study in the leading companies to investigate the stand of Corporate Social Responsibility by the corporate sector in the same and different Asian countries. Malaysia is one of them. The result of this research paper also showcased that Malaysia's initiatives regarding corporate social responsibility are slightly lower than the other countries where the study has been conducted. Therefore, the

corporate companies of Malaysia whether it is private or public sector companies should take the CRS as a mission. The corporate companies of this particular country should concentrate on the effective facility management which can provide the companies with the effective functionality regarding the work.

According to Pillay (2002), the development of facility management in Malaysia started in the mid-1990. In 1996, the Government began to privatise non-clinical support services at government hospitals to three company's facility management practitioners (Syahrul & Emma, 2009). This is the initial point for the era of facility management in Malaysia. In addition, during the opening ceremony of Kuala Lumpur 21st Convention and Exposition with reference to facility management in Malaysia, Abdullah (2010) stated that: "If the people change the mind-set to be a society that is more thoughtful to the provision of better service and increased building care, then we who is a third world country that has a first class infrastructure development." Malaysia began to step forward in the development of facility management, especially in the public sector. Nowadays, the majority of the facility management practices are carried out by the corporation property since elevated building management is the responsibility of the property consultant.

Since then, Malaysia has put great effort and emphasis on the development of FM, especially in the public sector. Strengthening towards resolving FM concerns and problems are being utterly looked at for better realization. A proper and more systematic monitoring of facilities is also in the final implementation. Universal approach towards integrating effort and collective responsibility is now the main agenda for greater performance of FM in Malaysia.

The facility management will be an umbrella under the organization which can deliver the multiple aspects day by day which are executing in the companies. Moreover, the facility management will provide the latest technologies and techniques to increase the potential through which the company can enhance their productivity.

1.3 PROBLEM STATEMENT

There is a rising lack of resources and climate-changing issues like where CSR needs to be focused. Corporate social responsibility is the obligation of the companies to pursue the policies, make the decisions or follow the actions which are unquestionably desirable on the record of objectives and the values of the society (Figler, 1988). The business must be taken care of their environment, societies and the communications with their stakeholders which can be used as a tool in a business to showcase their roles and responsibilities in the society. In addition to that, the definition sometimes varies in different countries. The country Malaysia has to concentrate on the six different major areas which include health, safety and well-being of the employees in the corporate employees. In addition to that the Environment protection, legal compliance, economic development, philanthropic responsibilities and the ethical behaviour of the companies. The foremost responsibility of the Malaysian organisation should be focused on the employees to ensure the safety in their workplace.

It is most important to develop the environment for the Malaysian corporate sectors in order to manage the corporate social responsibility. In this respect, the facility management can be the good options to maintain the Social Responsibility in an organisation. It will not only help to support the core business of any organisation but it also is effective in the management of people, facilities and the workplace. This research paper will discuss all the problems related to the corporate social responsibilities and the contribution of the facility management on that.

1.4 AIMS OF THE RESEARCH PAPER

The primary aim of this research paper is to address the beneficial areas of facility management in the environmental and social wellbeing of the society through the establishment of excellent management by the corporates in Malaysia. In addition to that, the research paper will also analyse the roles and responsibilities of the facility management personnel in the corporate sector to concentrates on corporate social responsibility.

1.5 RESEARCH OBJECTIVES

- i. To identify the relationship between CSR and FM in Malaysia
- ii. The responsibilities of facility management in maintain CSR in Malaysia
- iii. To investigate the problems related to the implementation of CSR and FM in Malaysia

1.6 RESEARCH QUESTIONS

- i. What are the relationships between CSR and FM?
- ii. How do facility management will help to maintain the Corporate Social Responsibility in the corporates of Malaysia?
- iii. What are the problems that related to the implementation of CSR and FM in Malaysia?

1.7 SCOPE OF THIS RESEARCH PAPER

The scope of this research to covers the role of facilities management in corporate social responsibly in Malaysia.

1.8 MOTIVATION

With increasing insufficiency of resources and climate change, the company's needs to understand the importance of facility management in corporate social responsibility. Multiple CSR reports show that corporations, particularly large-scale enterprises, are anxious for implementing CSR concepts and FM activities.

In addition, it seems that very high constancies and influences between CSR goals and FM-activities which is not only a singularity in the European countries. To settle this hypothesis, CSR reports, and FM activities international, from different countries, has been investigated. CSR and FM are comparatively new in Malaysia likened to other developing countries such as UK and Australia. For these reasons, would be valuable in finding the

best preparation to advance and develop sustainability under the SCR reporting and FM activities in Malaysia.

1.9 SIGNIFICANCE OF THE STUDY

There is limited literature on CSR reporting and FM activities in the Malaysian companies. This research presented the understanding of CSR and FM in Malaysia to improve the status of CSR and FM among the industries and country. This research offers insight into FM personnels in CSR practices in Malaysia. It will also attempt to delivers valuable information for FM and CSR in further development of sustainable practice of CSR reporting and FM activities by Malaysian companies.

1.10 RESEARCH METHODOLOGY

Methodology as the methods and principles applied in doing a particular kind of work especially scientific or academic research. For the purpose of this study, a quantitative research methodology has been adopted. The data for the research is collected through questionnaire survey for all of the respondents.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

A literature review is a crucial stage in conducting research. It involves reading and evaluating what other people have written about the adoption of FM in CSR. The information has been gathered from various types of resources such as journal articles, textbooks, newspaper articles, research papers and others. A literature review is beneficial to a researcher in discovering the issues and developing a deep understanding regarding the subject matter of the dissertation. This study explores the relation between CSR and FM in Malaysian organizations. It starts with an overview of CSR and FM to offer an outline of its development and to highlight its position for any organization and especially for Malaysian organizations. The following section elaborates on The responsibilities of the facility management for maintaining the corporate social responsibility in the organisations. This is followed by a discussion of the main obstacles and problems of CSR and FM in Malaysia.

2.2 UNDERSTANDING OF CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) can be defined as the sense of obligation of the organization in relation to the social environment and performance (Reverte et al., 2016). It helps to understand what truly the company is doing with their profits and their way to help society. With the growing issue in the economy and advancement in business plans, the organizations are not only accountable to shareholders but also to the stakeholders such as supplier consumer employees and society, etc. (Lee et al.,2012). It is basically a combination of business corporations and socially active groups for the purpose of social growth and community development. The emerging perspective on CSR is not to focus on shareholder perspective by maximization of profit but is to emphasise on stakeholder's viewpoint (employees, customer, supplier, management, and community) and for their welfare (Lee et al.,2012. In addition, CSR is an integral part of the business

corporations as it not only provides support to beat the business competitor but also provide help to develop the business in the community. So, by working on financial success and community development the company can increase its performance efficiently as compared to its competitors (Juholin,2004).

The majority of research on corporate social responsibility roams around financial performance, consumer behaviours and their effects on the environment for example Alexander and Buchholz (1978), Cochran and Wood, (1984); Stanwick and Stanwick, (1998); McWilliams and Siegel, (2001); and Arx and Ziegler, (2008) have studied the relationship between CSR and corporate financial performance. In fact, many studies supported have supported the positive effects of CSR on consumer behaviour including Brinkman and Peattie (2008) and Ali et al. (2010). Heslin and Ochoa (2008) also emphasized the strategic significance.

Although researchers and authors, talking about ethics is vital to the development of business success so now day ethics got the most focus and the number of books published in the last 2 decades. So now companies are paying equal attention to social and environmental attention as well as financial performance. Some companies are functioning CSR much more than their lots of business opponents. In fact, the companies applying CSR, build a good position in the market and easily can find job seekers and customers, which can help to increase organizational performance (Viswesvaran et al., 1998). On the other side then, if companies apply CSR, they can have more loyal customers and can be famous among society people, job satisfaction and business performance. Performing CSR is vital for firms that want to be successful in the long run (Korkchi and Rombaut, 2006). Fundamentally, CSR internalizes all external consequences of an action, both its expenses and profits (Juholin,2004). The term CSR encompasses a variety of issues revolving around companies' interactions with society. This study is motivated by the fact that the global business world is getting more competitive by the day due to globalization and technological change. The effects will continue to maintain the top position and gain a competitive advantage.

Table 1: The different type of CSR in the organization
(Source: Swapna, 2011)

S.M. Nibras, M. Abeynayake, M. Gowsiga and R. Dilakshan

Table 1: Definitions of CSR

Authors	Areas					
	Community	Economic	Legal	Ethical	Philanthropic	Environmental
Frederick (1960)	√	√		√		
Carroll (1979)		√	√	√	√	√
Maignan (2001)	√	√	√		√	√
Sharma and Mehta (2012)		√	√		√	√
Lindgreen and Swaen (2010)	√	√	√	√	√	√

There are multiple perspectives associated with corporate social responsibilities which have been shown through figure 1. The facility managers should intervene on these grounds in order to ensure the maintenance of CSR. The literature existing on CSR is massive and it remains to grow. Over the years the social contribution of corporations has improved. Previous corporate units mainly focused on their economic purposes, productivity, cost of production, margins etc. Corporate units are now posed with the challenge relating to the social responsibility of business (Swapna, 2011). Firms can no longer satisfy just the needs of the customers, i.e. shareholder value. There are several peoples or groups who impact the business. The firm also affects these groups. Associated with the above, today's companies are working in a more connected world, one that is refining the conception of their social responsibilities. As globalization accelerates and enormous firms function as world suppliers, these firms have progressively documented the advantages of providing CSR programs in their numerous places. CSR activities are now being undertaken throughout the world.

There is no appropriate definition of CSR is existing and different researchers define it in different ways. Hill (2016) describe it in a way that CSR is a set of performs which elaborate the character of good managing, business actions and practices and it is something more about the transparency of the firm and disclosure to shareholders. CSR

result directly to the financial sector of the organization and affect the profit of stockholders. Based on research done by Maimunah Ismail (2019), he said that CSR is an awareness where businesses reflect the interest of society by taking accountability for the influence of their activities on customers, suppliers, employees, shareholders, communities, and so on. This action shows that the businesses must fulfil with legislation and voluntarily take creativities to advance the standard of living of its staff as well as the families of the staff (Maimunah Ismail, 2010). In addition, CSR additionally outlined how companies used their funds to satisfy the prospects and desires of their investors (Fontaine et al., 2013). Finally, from this investigation, CSR is taken by firms to safeguard and advance the environment as well as community and society. The application of CSR practices and their implication on a company's financial performance has significantly gained additional acceptance by firms everywhere on the planet. The perception has become more and more distinguished in several firms (Zulkifli & Amran, 2006; Amran & Susela, 2008; Esa & Mohd Ghazali, 2012 Ahamed et al, 2014; Yusoff & Adamu, 2016). Consequently, CSR has become a hot issue in around the world because it would be valuable to the community and society alongside the firm itself. The earlier literature expresses that most of the studies correlate measures of business performance that desires nevertheless to verify a theoretical report (Siddiq & javed, ,2014).

For example, in Malaysia, CSR has become a significant subject after the Prime Minister of Malaysia has given the budget speech on 1 September 2006 and also announced that it is obligatory for all public listed corporations (PLCs) in Malaysia to report their CSR performance in their annual report (Siddiq & Javed,2014). Studies show that the CSR movement has drawn back as far as two decades; nevertheless, most of the practices were not disclosed or stated (Teoh and Thong, 1984). According to many researchers, disclosures regarding the office or human resources are the most normally reported themes in terms of quantity (Amran and Devi,2007; Janggu,2007, Zain,2004). This result suggests that CSR practices that address issues pertaining to interior shareholders would become successful Malaysian companies in future. There are strong explanations to conduct the study in Malaysia. Malaysia is a developing economy that is targeted to accomplish vision 2020 to become an advanced nation by the year 2020. Consequently, the government of Malaysia has been progressively encouraging firms to exercise respectable corporate