

## E-WAQF BASED CP SCORECARD FOR SUSTAINABILITY: FIRM & STAKEHOLDER PERCEPTION

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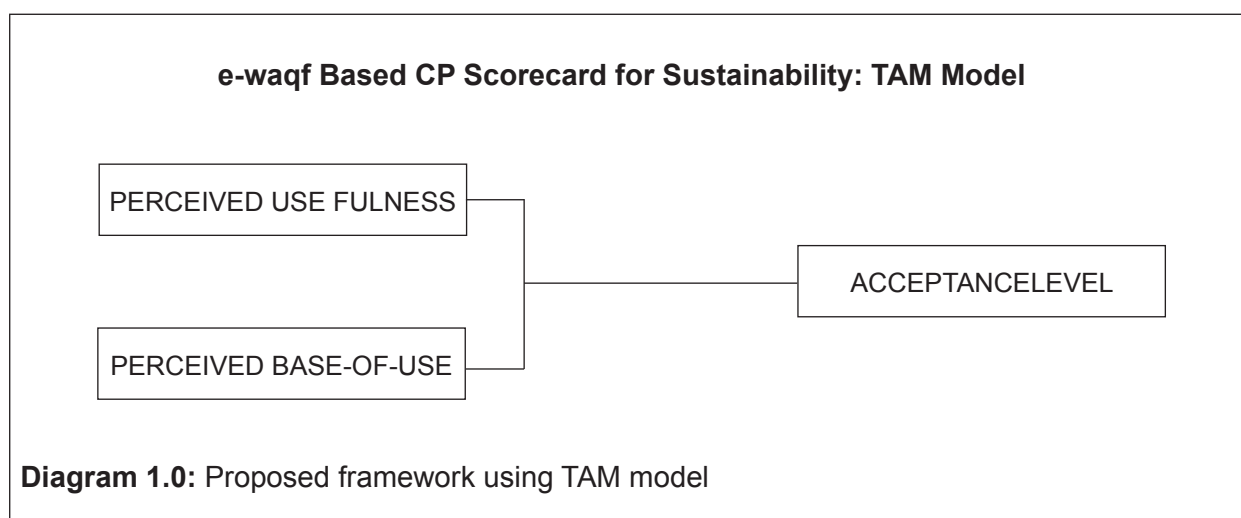
### ABSTRACT

**Purpose** - Companies are currently paying increasing attention to sustainability due to greater expectations for corporations to be invested in the local community and environment instead of being solely concerned with profits. It has been our national agenda when the government itself, through the strategy paper issued by the Central Bank of Malaysia titled “Value-Based Intermediation (VBI): Strengthening the Roles and Impact of Islamic Finance in July 2017”, has proposing four (4) strategies, in which part of it has highlighted on the “effective and constructive collaboration with wider stakeholders, including those with no direct business relationships such as NGOs, societies and government”. Corporate Philanthropy (CP) was intended as a measure to execute this strategy, by displaying a company’s dedication to enhancing societal welfare through sharing corporate resources and applying discretionary business operations. However, existing research and preliminary surveys among stakeholders reveal that corporations are still creating unsustainable impact due to the habit of executing CP on a project-to-project basis (short-term). As such, a comprehensive e-scorecard is designed for a corporation, to strategically plan, implement and assess the performance of their CP activities. This e-scorecard is distributed as part of a pilot study to ascertain how well the e-scorecard system is embraced and utilized, based on the Technology Acceptance Model (TAM) through the evaluation on user’s perceived usefulness as well perceived ease-of-use toward e-scorecard . This research is beneficial to understand the needs of user towards the product in order to ensure a strategic collaborative is built between firm and stakeholder to solve socio-economic wellbeing issues for sustainability.

**Methodology** - The study is aiming to examine the feedback from user on the introduction of “e-waqf based corporate philanthropy scorecard” through their perceived usefulness and perceived ease-of-use of the e-scorecard which at the end to assist the process of building a constructive relationship between firm and stakeholder in delivering strategic corporate philanthropy for sustainable impact toward society.

The technology acceptance model (TAM) which one of the well-known models related to technology acceptance has used in this study is to provide information on how users come to accept and use a technology (e-waqf based CP scorecard) proposed to the user. TAM has proven to be a theoretical model in helping to explain and predict user behavior of information technology, in which it appears to be able to account for 40 percent to 50 percent of user acceptance (SY Park, 2009). This model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it, based on their perceived expectation towards the product.

Particularly to this study, primary data collection is carried out by means of structured-questionnaire is distributed to the shortlisted list of firm and stakeholder. A total of 32 respondents comes from the companies of main sector in Malaysia (agriculture, electronic, automobile, construction, finance and banking, tourism, oil and gas, and infrastructure) and their external stakeholder specifically the NGOs who will deliver the corporate philanthropy has been set out for this survey process. SPSS 19 is used to run the TAM model in which the analysis has been divided into a section; demographic, acceptance level as dependent variable, while perceived usefulness and perceived ease-of-use has decided to be an independent variables of the study. Diagram 1.0 below illustrated how the construct is interrelated within the proposed conceptual framework.



**Findings** - The study uses mean value to measure of central tendency and dispersion of the data collected. The mean value offers a general picture of the data without unnecessarily inundating one with each of the observations in a data set. Mean value also show the sum of the two categories of user whether firms or stakeholder shows a higher tendencies on perceived usefulness or perceived ease of use which resulted to the level of acceptance toward e-scorecard. The results indicate that firm is mostly perceived that the e-waqf based CP scorecard is more useful for them in developing a constructive relationship or collobaration with stakeholder in delivering startegic corporate philanthropy practices for sustainability. Then, the study use correlation and multiple linear regression analysis to indicates the significance level between the construct toward acceptance level on the e-scorecard. And the result shows that both perceive usefulness and perceivd ease of use significantly correlated to the acceptance level of the user towards the product introduced.

**Keywords:** Corporate philanthropy, sustainability, firm-stakeholder collaboration, e-waqf based scorecard, technology acceptance model (TAM).

## CONCLUSIONS

Sustainability is a vital element in the implementation of corporate philanthropy (CP) practices. Firms must ensure that the impact and benefits which result from their projects can last for the long-term, resolve societal issues, and contribute to the growth of the organization and the larger community in a holistic manner. External stakeholders, including NGOs and the local community, also have meaningful roles to deliver a strategic corporate philanthropy practices in order to achieve a sustainable socio-economic wellbeing. It is crucial that these parties also apply strategic CP in the effort to achieve sustainable growth in the community. Thus, e-waqf based scorecard has seen as a useful tools for a firm as well stakeholder to evaluate the potential and opportunities to be exploit from the strength of resources of both in delivering CP practices. In this way, the sustainable effects of a firm's philanthropic practices upon social and economic development can be guaranteed.

## REFERENCES

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