

ENVIRONMENTAL ETHICAL COMMITMENT OF THE BUSINESS  
CORPORATIONS IN MALAYSIA

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## **ABSTRACT**

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

Kajian ini adalah mengenai etika alam sekitar dan komitmen syarikat perkilangan di Malaysia. Ia bertujuan untuk mendekatkan jurang literatur dalam bidang ini, yang didakwa sebagai singkat secara relatif, baru sebagai disiplin dan mendapat sedikit perhatian. Berdasarkan pada literatur yang menyeluruh dan ulasan bencana alam sekitar di masa silam, seperti Exxon, Chernobyl dan Bhopal, penulis terdorong untuk mengkaji konsep etika alam sekitar. Oleh itu, tujuan utama kajian ini adalah untuk memahami dan menerangkan peranan etika alam sekitar dan kaitannya dengan komitmen syarikat. Secara spesifik, tujuan kajian ini adalah untuk membuat ulasan terhadap konsep secara menyeluruh, untuk menyelidik dan mengenalpasti faktor-faktor dan untuk menguji korelasinya. Ia mempunyai tujuan deskriptif, jenis penyiasatan yang berkorelasi, campuran yang minimum terhadap persekitaran semulajadi organisasi dan merupakan "cross-sectional" memandangkan data yang dikumpulkan hanya sekali dalam rangka untuk menjawab soalan kajian. Kajian ini menggunakan "Theory of Planned Behaviour" (TPB) sebagai teori yang mendasarinya. Dengan menjadikan teori ini sebagai teori dasar, pembolehubah tidak bersandar meliputi keperihatinan ekologi (ecological concerns), peraturan (regulations), "perceived behavioural control", yang terdiri daripada "self-efficacy", persekitaran etika (ethical climate), aspek kewangan (financial aspect), tekanan pemegang saham (stakeholder information) dan maklumat pemegang saham (stakeholder pressure) serta kewajipan moral peribadi (personal moral obligation). Data dikumpulkan dari 150 syarikat yang tersenarai dalam FFM Directory 2005, Industri Malaysia, Edisi ke 36, yang mewakili pelbagai bidang dan ciri di Malaysia. Syarikat perkilangan dipilih kerana mereka mempunyai masalah alam sekitar unik yang boleh membahayakan kesihatan dan kesejahteraan spesies hidup. Mereka dikatakan mempunyai sumber daya intelektual kewangan dan mempunyai rancangan alam sekitar. Hasil kajian menunjukkan bahawa keperihatinan ekologi, peraturan-peraturan, "self-efficacy", persekitaran etika, aspek kewangan, tekanan pemegang saham, maklumat pemegang saham dan kewajipan moral peribadi semua berkorelasi positif dengan komitmen etika alam sekitar (EEC). Namun, dari analisis regresi, hanya tiga faktor, iaitu, peraturan, aspek kewangan dan maklumat pemegang saham sahaja yang mampu menjelaskan variasi dalam EEC. Akhirnya, pertimbangan etika alam sekitar adalah bermanfaat bagi syarikat kerana ia menawarkan banyak keuntungan dan didakwa boleh menyelamatkan industri serta dunia.

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