



THE EXTENT OF CORPORATE SOCIAL RESPONSIBILITY REPORTING AMONG MALAYSIAN FIRMS: EVIDENCE FROM PAST STUDIES

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ABSTRACT

Corporate Social Responsibility (CSR) reporting signifies a significant spectrum of issues ranging from corporate governance, Global Reporting Initiative (GRI), codes and regulation, business ethics, company characteristics, Socially Responsible Investing, (SRI) and environmental sustainability as well as community investment. Studies have shown that CSR reporting practice are encouraging in developing countries specifically in Malaysia. This implies the fact that CSR reporting has been viewed as a vital and inevitable part of a business strategy that promotes firm's sustainability. However, there are some areas of disclosure that are still lagged behind and need attention from interested parties such as companies and regulatory bodies for improvement. The main objective of this study is aimed at providing insight into the extent of CSR reporting among Malaysian companies with special focus on the factors that constitutes the lag of the disclosure. Thus, the lingering issues that constitute the lag of CSR disclosure include; corporate governance characteristics, company characteristics, CSR reports awareness and perception among Malaysian firms, as well as the practice of legitimacy theory. The four key areas by which all Malaysian Public listed companies (PLCs) is required to report and publish CSR activities are marketplace, workplace, community and environment. Findings revealed that the highest and least disclosures areas were community and marketplace respectively, and that the four mentioned dimensions have significant relationships with the CSR reporting while the industry type was not significantly linked with CSR disclosure.

Keywords: Bursa Malaysia, company characteristics, corporate governance, corporate social responsibility, legitimacy theory.