

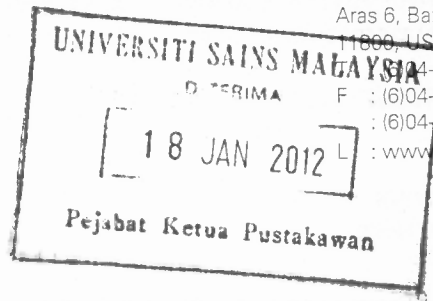


Canselori,

No. Fail : F0247
Tarikh : 2 Disember 2011

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Prof. Madya Dr. Khor Yoke Lim
Pusat Pengajian Komunikasi
Universiti Sains Malaysia



Puan,

LAPORAN AKHIR SKIM GERAN PENYELIDIKAN FUNDAMENTAL (FRGS)

Tajuk Projek : Gender Mainstreaming and Corporate Social Responsibility in
Malaysia

No. Akaun : 203//PKANITA/671123

Dengan hormatnya perkara di atas dirujuk.

2. Terlebih dahulu saya ucapkan ribuan terima kasih di atas satu salinan laporan akhir untuk projek penyelidikan seperti tajuk di atas.

3. Adalah dimaklumkan walaupun projek ini telah selesai, kerjasama Jabatan Bendahari dipohon untuk menguruskan penutupan akaun projek pada selewat-lewatnya **31 Disember 2011**. Tempoh ini bertujuan untuk menyelesaikan semua urusan tuntutan dan bayaran yang telah dibelanjakan di dalam tempoh projek. Walau bagaimanapun, puan dinasihatkan supaya tidak mengeluarkan borang-borang pesanan baru di dalam tempoh ini.

4. Selanjutnya sila ambil perhatian terhadap perkara-perkara berikut sekiranya berkaitan:

- (i) Semua penerbitan harus merakamkan penghargaan kepada **Skim Geran Penyelidikan Fundamental (FRGS)** dan puan dipohon mengemukakan satu salinan ke Pejabat ini.
- (ii) Bahagian Penyelidikan & Inovasi boleh/akan mengagihkan semula peralatan yang telah dibeli menggunakan peruntukan geran ini seandainya terdapat penyelidik lain yang memerlukan peralatan tersebut.

5. Akhir sekali, tahniah di atas usaha dan kejayaan pihak puan dapat menyelesaikan projek ini dengan jayanya.

Sekian, terima kasih.

"BERKHIDMAT UNTUK NEGARA"
'Memastikan Kelestarian Hari Esok'

Yang menjalankan tugas,


(AMRA OTHMAN)
Penolong Pendaftar
Unit Pengurusan Geran & Kontrak

HAN, HAR, SM

LAPORAN AKHIR SKIM GERAN PENYELIDIKAN FUNDAMENTAL (FRGS)

Tajuk Projek : Gender Mainstreaming and Corporate Social Responsibility in
Malaysia

No. Akaun : 203//PKANITA/671123

s.k. Dekan Penyelidikan
Pelantar Sains Fundamental
Pejabat Pelantar Penyelidikan
Universiti Sains Malaysia

Dekan
Pusat Pengajian Komunikasi
Universiti Sains Malaysia

Timbalan Dekan
(Penyelidikan & Pengajian Siswazah)
Pusat Pengajian Komunikasi
Universiti Sains Malaysia



Ketua Pustakawan
Perpustakaan Hamzah Sendut
Universiti Sains Malaysia

Penolong Bendahari Kanan
Unit Kumpulan Wang Penyelidikan
Jabatan Bendahari
Universiti Sains Malaysia

Pegawai Sains
Pelantar Sains Fundamental
Pejabat Pelantar Penyelidikan
Universiti Sains Malaysia

Disampaikan satu salinan laporan akhir
projek untuk simpanan Perpustakaan

Mohon kerjasama pihak puan untuk
menguruskan penutupan akaun projek
selewat-lewatnya pada **31 Disember**
2011 dan mohon kemukakan satu salinan
penyata kewangan terakhir ke Pejabat ini
untuk tujuan rekod



**FINAL REPORT
FUNDAMENTAL RESEARCH GRANT SCHEME (FRGS)**

*Laporan Akhir Skim Geran Penyelidikan Asas (FRGS) IPT
Pindaan 1/2010*

A RESEARCH TITLE : Gender Mainstreaming and Corporate Social Responsibility
Tajuk Penyelidikan

PROJECT LEADER : Profesor Madya Khor Yoke Lim
Ketua Projek

PROJECT MEMBERS (including GRA) : 1. Profesor Rashidah Shuib
2. Profesor Madya Intan Osman
3. Dr. Azlan Amran
Ahli Projek

PROJECT ACHIEVEMENT (Prestasi Projek)

B ACHIEVEMENT PERCENTAGE					
Project progress according to milestones achieved up to this period	0 - 50%		51 - 75%		76 - 100%
Percentage			✓		
RESEARCH OUTPUT					
Number of articles/ manuscripts/ books <i>(Please attach the First Page of Publication)</i>	Indexed Journal			Non-Indexed Journal	
Conference Proceeding <i>(Please attach the First Page of Publication)</i>	International			National	
Intellectual Property <i>(Please specify)</i>					
HUMAN CAPITAL DEVELOPMENT					
Human Capital	Number				Others (please specify)
	On-going		Graduated		
Citizen	Malaysian	Non Malaysian	Malaysian	Non Malaysian	
PhD Student					
Master Student	✓				
Undergraduate Student					
Total					

EXPENDITURE (Perbelanjaan)

C Budget Approved (Peruntukan diluluskan) : **RM30,000**
 Amount Spent (Jumlah Perbelanjaan) : **RM27,925**
 Balance (Baki) : **RM2,075**
 Percentage of Amount Spent : **93%**
 (Peratusan Belanja)

ADDITIONAL RESEARCH ACTIVITIES THAT CONTRIBUTE TOWARDS DEVELOPING SOFT AND HARD SKILLS (Aktiviti Penyelidikan Tambahan yang menyumbang kepada pembangunan kemahiran insaniah)

D

International		
Activity	Date (Month, Year)	Organizer
(e.g : Course/ Seminar/ Symposium/ Conference/ Workshop/ Site Visit)	4 June 2010	9th Annual International Conference on Social Sciences
National		
Activity	Date (Month, Year)	Organizer
(e.g : Course/ Seminar/ Symposium/ Conference/ Workshop/ Site Visit)	10 April 2008	Seminar on Corporate Social Responsibility in Malaysia: Wither gender equality?

PROBLEMS / CONSTRAINTS IF ANY (Masalah/kekangan sekiranya ada)

E Gender mainstreaming in the private sector is a new concept, as no company has a systematic and formal procedure of integrating gender analysis into their policies and programmes. As a research, it is also new as there are no published studies have been carried out on the concept among private companies in Malaysia. As we face difficulty getting support of the private sector for interviews, based on their reason that they have not mainstreamed gender policies.

RECOMMENDATION (Cadangan Penambahbaikan)

F

G

Gender mainstreaming is the process of assessing the impact of on planned action, regulation, policies and programmes on women and men. As a pioneer work, one of the initial activities was to determine the views of the private and public sectors, as well as non-governmental organizations, on the status of gender policies and programmes in the country by conducting a seminar on 'Corporate Social Responsibility in Malaysia: Whither gender equality?'. During the seminar, many acknowledged having low awareness about mainstreaming gender-sensitive policies and programmes.

This is followed by theoretical analyses of the different forms of gender mainstreaming based on different models of gender equality. The research engages a feminist critical perspective with the incorporation of Corporation Social Responsibility agenda. Based on the research methodology adapted from Calvert, the study conducted in-depth analysis of the CSR reports of the 2009 ACCA award-winning companies which are mainly local and multinational companies. None of the companies mentioned gender equality as their company policies or values although a few used the discourse of anti-violence and anti-discrimination to connote the company values of respect and fairness to all sectors of the society. Other common discourses include competitive benefits, professional opportunities, worker health and safety and the like, to show their concern for workers welfare in general. Many are unaware that it is such gender-blind policies and programmes that discriminate against women.

Date : 10 Februari 2011

Tarikh

Project Leader's Signature:

Tandatangan Ketua Projek



COMMENTS, IF ANY/ ENDORSEMENT BY RESEARCH MANAGEMENT CENTER (RMC)
(Komen, sekiranya ada/ Pengesahan oleh Pusat Pengurusan Penyelidikan)

H

Name:
Nama:

Signature:
Tandatangan:

Date:
Tarikh: