

Exploring CSR Initiatives to Cultivate and Nurture Values in Facing Issues Related to Drugs Abuse Among the Youth in Malaysia: Using Three Core Components of Triple Bottom Line (TBL)

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Abstract

Youth is the most valuable asset of any developing country. Drug abuse is becoming a major problem among youth and has been an increasing concern for the Malaysian government. Literature alludes that the reasons for drugs consumption among youth have changed. Social pressure and the desire to be accepted by peers are among the current emerging trends surpassing domestic reasons, with minimal outside intervention such as family and home atmosphere as well as economic constraints. Out of 30,844 registered drug cases in Malaysia 10,610 are youth below 29 years old which is alarming. As the government prepares for the National Transformation Plan 2050 (TN50), issues related to drug abuse among youth is not only a concern for the government but also the community. TN50 sets a vision for the nation with an eye on the aspirations of the youth. To realise this vision, the community members including local organisations and institutions should establish a partnership in this social responsibility initiative of nurturing brilliant future leaders amongst the youth. The

community should be given the mandate to tackle social problems and become the avenue to help the government and safeguard society members. This article illuminates how CSR initiatives can be used to cultivate and nurture values in facing issues related to drugs abuse among the youth in Malaysia. This article aligned the three core components of Triple Bottom Line (TBL) elements (Planet, People and Profit) for gauging the implementation of CSR in this partnership.

Keywords: CSR, drug, Malaysia, community partnership, triple bottom line

1. Introduction

The strength of a country is assessed by the contribution and effectiveness of the youths, therefore youth becomes the pillar of the country. The government is always paying attention to the development and welfare of the youth so that they will always be appreciated and get the government's attention (Johari, Ab Aziz, & Ali, 2014). In Malaysia, according to the National Anti-Drug Agency (AADK) (2017), 18,823 youths are involved with drug abuse in 2017. This amount is 72.6% of the total number of drug traffickers amounting to 25,922 is a concern for future youth in the country. Therefore, all parties need to cooperate in combating drug abuse among youth. All parties regardless of society, non-governmental organizations, media practitioners, academics or anyone else should work together to help the authorities deal with drug abuse among youths as they are the important asset to the country that will determine the future direction of the nation¹

To combat drug abuse among the new generations, the choice and use of appropriate ways and communication mediums are important to ensure that messages and information about the dangers of drug abuse can be effectively communicated to the youth. The government prepares the National Transformation Plan 2050 (TN50) to sets a vision for the nation with an eye on the aspirations of the youth. The plan tackles various issues and amongst those are issues related to drug abuse among youth. With this vision in place, community members including organisations and institutions should establish a partnership and set it as its social responsibility initiative of nurturing brilliant future leaders amongst the youth. Therefore having youth and drug abuse as an issue in planning for any corporate social responsibility (CSR) initiative will allow the government, organisations and community to work together and benefits the triple bottom lines. This study is important to be carried out as it can help the authorities and organisations in general to identify the appropriate mechanism and medium of communication in educating and avoiding young people from engaging in drug abuse which can be done through CSR initiatives. This paper seeks to explore why and how CSR can be used as a medium to deliver drug abuse messages to youth. (i) What strategies and mechanisms do organisations use for corporate social responsibility? (ii) What motivates these organisations to engage in CSR to target youth with drug abuse problems? (iii) How is CSR understood and

¹ <https://www.pmo.gov.my/ucapan/?m=p&p=najib&id=4240>

conceptualized in these organisations? Broadly this research aims to enhance understanding of CSR and promote greater discussion about how CSR can best be leveraged to improve youth development in Malaysia.

2. Literature Review

Corporate Social Responsibility CSR is the process through which a company considers and evolves its connections with stakeholders for the common good and then shows its commitment by implementing suitable business processes and strategies (Chen, Patten, & Roberts, 2008). Thus CSR is not just a charity or mere donations. The growth of CSR has resulted in organisations realising their responsibility towards their stakeholders concerning environmental issues and business scandals (Elasrag, 2015). As Carroll (1999), suggested that CSR should integrate economic, environmental and social objectives with the organisation's operations and growth. According to Hopkins (2006), CSR is concerned with how a company treats its stakeholders in an ethical or socially responsible manner. Stakeholders can be found both inside and outside of a company. Social responsibility attempts to raise living standards for all stakeholders, both inside and outside the organisation while maintaining the corporation's profitability.

CSR is a corporate programme that assesses and accepts responsibility for a company's environmental and social impact. It's also known as corporate citizenship, and it entails investing in short-term costs that don't deliver a direct financial gain to the corporation but instead create beneficial social and environmental change in the surrounding community or country.

CSR is beset by a plethora of definitions derived from various sources. CSR has been defined as business's overall contribution to sustainable development, which is defined as economic progress that does not jeopardise future generations' ability to meet their requirements (Jan & Marimuthu, 2015; Jan, Marimuthu, bin Mohd, & Isa, 2019; Jan, Marimuthu, & Hassan, 2019; Jan, Marimuthu, Pisol, Isa, & Albinsson, 2018; Jan et al., 2021). CSR could be a crafty way to sell more about the organisations or the ideas of a certain campaign. Life could be worse for some people without CSR programmes. For instance, drug industries are not accountable for each individual's behaviour: taking drugs is also a matter of individual choice. Moreover, drug policies are changing in several countries. Civil society, politicians and even parents of drug users have been calling for drug consumption (especially for medical purposes) and abuse to be monitored. How and in what ways can CSR initiatives help?

According to Abu Bakar and Md Yusof (2016), executing CSR activities requires undergoing several processes such as environmental analysis, design, implementation, evaluation and communication of CSR policy. CSR initiatives ensure the effective measurement of implementing social programmes on stakeholders and allow companies to manage their stakeholders' expectations. Many may have heard about CSR: some people think that organisations are accountable to society so CSR policies are suitable; others believe it is just

green-washing (when a company pretends to be environmentally friendly). CSR awareness may also depend on location, age, education and exposure.

Planning to use CSR in the fight against drug abuse requires education and choosing the right communication medium to convey the message effectively. Education is generally seen as a key aspect of all three main pillars of sustainable development (economy, environment and society), with many accepting that education is one of the main tools for increasing economic growth and wellbeing.

3. Methodology

This study uses a face-to-face interview and interview design to collect information from identified respondents and informants. The survey is used to obtain and collect information from larger samples. In addition, survey design is also used because of its ability to enable data to be collected more quickly and effectively. Meanwhile, face-to-face interview design is used to obtain and collect information from informants more accurately and in detail.

3.1 Sample and Design

Both research designs used are surveys and face-to-face in-depth interviews involving sample selection through sampling aims that respondents and informants are selected based on the specific characteristics required by the researcher. Generally, respondents and informants involved in the study should be youths aged between 15 to 25 years old. The survey involved a large sample of 1000 respondents who were aged 15-25 years representing 5 zones in Malaysia that includes the north, south, east, central and SQL zones (Sabah and Sarawak). In particular, the breakdown of the 1000 youths involved is 500 youths who are AADK clients at CCRC (Cure & Care Rehabilitation Centre), CCVC (Cure & Care Vocational Centre) and CnC (Clinic Cure & Care 1 Malaysia) while another 500 are youths living in drug-susceptible areas throughout Malaysia. Face-to-face In-depth interviews, were conducted with 14 OKPs in the central zone at AADK Dang Wangi and AADK Sentul.

3.2 Findings and Discussion

A study conducted by Tunggak, Hashim, Mohamad, and Ali (2015), shows that eight main factors cause youths to be trapped with drug abuse, namely (1) self; (2) peer influence; (3) the pleasure of trying something new; (4) an unhappy marriage; (5) the mass media; (6) venting anxiety; (7) coercion; and (8) a negative environment. Tunggak et al. (2015), also explains, the self-esteem factor refers to the failure of the youth in controlling the behaviour of doing negative things which ultimately causes the youths to be trapped by drug abuse. In addition, if youth cannot control themselves, other factors such as family, peers and the environment will be a major contributor to the risk of drug abuse among youth. These factors are the same in so many countries around the world including Malaysia. The factors that cause youth to take drugs in Malaysia are (a) smoking; (b) taking intoxicating drinks; (c) engaging with peers who use drugs; (d) feelings of pressure; (e) disputes and fights with parents; (f) affected by family

members involved with drugs; (g) curiosity of trying something new; and (h) lack of religious and moral education.

Table 1. Factors influencing drug abuse among youth according to group surveyed in the study

Factors influencing drug abuse among youth:	Strongly agree & Agree (%)
Smoking	71
Consuming alcohol	65
Peer pressure (peers who are drug users)	84
As an attempt to relieve stress	79
Poor relationship with their parents	61
Exposure to family members who are drug users	55
The curiosity of trying new things	83
Lack of religious/ moral education	64

Good respondents' knowledge of the effects of drug abuse can be seen when the majority of respondents agree that drug abuse will result in youth (a) experiencing depression and anxiety; (b) experiencing emotional disturbances; (c) drop out in the lesson; (d) lack of confidence; (e) is subject to legal action; (f) acting out of the public's norm (so violent); and (g) engage in various criminal activities.

Table 2. The effects of drug abuse among youth

Effects of drug abuse among youth:	Strongly agree & agree (%)
Depression and anxiety	81
Emotional problems	55
Learning problems	76
Low self-esteem	75
Subjected to legal action	77
Violent behaviour	81
Get involved in crimes	79

Therefore to plan for CSR initiatives that can address these issues, organisations need to ensure that the target audience and the communication medium used would complement each other. Youth requires activities that are more fun, vibrant and allows them to manifest their feelings and interest. Taking all the above-mentioned factors and consequences that the youth are aware of, a more strategic and practical plan for CSR can be done.

3.3 Embedding CSR in the Education System

Introducing social responsibility into education reflects a widespread concern with the declining authority of the traditional institutions that dealt with childhood socialization, religion and the family. Schools are often the last best hope for many young people to learn many things which family, community and religions used to teach, even though schools were never designed to teach them such as emotional development, conflict resolution, character development, and social responsibility. The conduct and contents of education are not necessarily separate for the student's development. The social responsibility of the way an education conducts itself can be distinguished from the social responsibility of an education's content. Training and exposing youth to their social responsibility will ensure they know what is wrong and the right thing to do. This will help to reduce the chances for the youth to choose drugs as a medium to turn to when they are challenged in life.

3.4 Motivations for CSR in Contending Drug Issues

Organisations have different reasons for developing and implementing an active CSR policy (Elkington, 1997). The Social Economic Council highlights that the organization's contribution to society's welfare is made up of value creation in three realms, which are referred to as the Triple-P bottom line: people (the social dimension), profit (the economic dimension), and planet (the ecological dimension).

Table 3. Three Dimensions of the Triple Bottom Line

Bottom-line	Dimensions	
Profit	Economic	Value is created through the production of goods and services, as well as the development of jobs and sources of income.
People	Social	A wide range of issues relating to the impact of business activities on people both inside and outside the organisation, such as safe working conditions. relations and health and safety
Planet	Ecological	Concerns about the impact of a company's operations on the environment.

The new challenge is to incorporate the social and environmental components into the organization's strategy. The social dimension encompasses a wide range of factors relating to how an organization's operations affect people both inside and outside the organisation. The

ecological dimension is concerned with the impact of a company's operations on the environment. The motivations behind an organization's CSR approach can be divided into numerous groups. Maignan and Ralston (2002), conceptualized CSR and identified three principles of motivations behind CSR as follows.

1. Value-driven CSR: CSR is presented as a reflection of the company's core values or as part of the company's culture.
2. CSR that is driven by performance: CSR is implemented as part of a company's economic mission, as a tool to improve its financial performance and competitive position.
3. Stakeholder-driven CSR: CSR is depicted as a response to one or more stakeholder groups' demands and inspection.

The willingness of respondents to help address the issue of drug abuse among youth in Malaysia can be seen when the majority of respondents expressly agree and agree in terms of (a) interested in assisting the authorities; (b) being willing to contribute to help; (c) be willing to assist at any time as required, and (d) interested in being a drug-preventative volunteer.

Table 3. The willingness to help youth

To solve the drug abuse problems among youth in Malaysia, I am willing to:	Strongly agree & Agree (%)
Extremely interested in helping the authorities	81
Contribute effort to help	85
Ready to help at anytime	79
Interested to become a drug recovery volunteer	79

The other element that motivates CSR emphasises the relationship between stakeholders and society at large. According to the stakeholder approach, enterprises are not accountable only to their shareholders, but should also balance a multiplicity of interests of stakeholders that can affect or are affected by their operations (Freeman, 2010). Good stakeholder relations also require that organisations respond to legitimate questions within the community that they operate. Many of the community are surrounded by social issues that organisations can tap in to help such as drug abuse.

3.5 Evolving CSR Around Youth Development

It also does not reject the premise that CSR should be aimed at boosting profitability because by meeting the requirements of stakeholders, the corporation undoubtedly stands a better

chance of receiving greater rewards (Wan-Jan, 2006). In recent years, a lot of organisations began to see CSR as one of the marketing means to achieve their objectives. According to J. J. Graafland (2002), an organisation tend to implement ethical practise if it will bring them profit. There are some ways of CSR influencing and improving an organisation's profitability. Lacey and Kennett-Hensel (2010), shows that customer relationship can be consolidated by the implementation of CSR in a long run. By using CSR to address customers' social concerns, a company is likely to enhance their corporate image, trust and build customer loyalty, thus strengthen customer relationships that can result in financial returns (Liu & Zhou, 2009).

Planning for CSR initiatives rooted in concern for youth development will create an image that will boost the organisation's reputation in the community. It also shows patriotism towards the country. Getting into a program that is youth-centric involves activity that is into technology, extreme sports, infotainment and many more. Partnerships with various non-governmental organisations (NGOs), religious bodies and community leaders will enhance the program and become more effective in reaching out to a wider target audience. AADK in Malaysia has contributed tremendously to curing the drug abuse problem among youth for many years now. In 2018, ADK has selected a campaign titled 'Our Community Our Responsibility indicates that they are concern with the community development in specific targeting the youth following the increase in the statistic of youth involvement in drug abuse in Malaysia. Research states that terms of individuals who are believed by the youth to have access to information on drug abuse issues are namely (a) their parents; (b) their siblings; (c) teachers/academics; (d) religious leaders; and (e) the National Anti-Drug Agency (AADK).

3.6 Communicating Drug Abuse Among Youth

To combat drug abuse among young people, the choice and use of appropriate communication mediums are essential to ensure that messages and information about the dangers of drug abuse can be effectively communicated to youth. Studies show that there are six (6) best communication mediums that can be used to ensure that messages and information of pure values can be communicated to the youth effectively and effectively and one of them is social media. Social media has not only sparked a great phenomenon around the globe but also sparked its phenomenon in Malaysia. This can be seen when the use of social media among Malaysians is very high. According to ParidahDaud and Fung (2018), the number of social media users in Malaysia is 24 million people from 31.83 million people in Malaysia in January 2018. In addition, Malaysia ranks third as the most active social media in the Asia Pacific at 71% behind Brunei (86%) and Singapore (77%). Given the high social media usage among Malaysians, social media can be fully utilized as an effective communication medium in delivering messages and information about the dangers of drug abuse to youth.

Other types of communication mediums that are appropriate in educating and preventing youths from engaging in drug abuse, other than social media, is television that includes the paid channels (Astro?) and free-to-air air channels, also known as the government-controlled channels (eg tv1, tv2, tv3). This is because these are the most widely used communication mediums of respondents to obtain information. Research also indicates that in designing

messages about drug abuse, there is a certain point that needs to be emphasized. This includes the effects and consequences incurred if they are involved with drug abuse; factors that can influence youths to be involved with drug abuse; the ways and strategies to avoid being involved with drug abuse; the legal action that can be charged on them; and the many different types of drugs that may exist in many different forms.

4. Conclusions

This study emphasises the growing importance of corporate social responsibility in guaranteeing better youth outcomes. While the United Nations (2007) claims that "CSR offers real opportunities for governments of middle and low-income countries to change the terms on which they interact with business and to leverage additional resources through partnership," the community still needs to be educated on how to do so effectively. According to research, CSR implementation is more closely linked to moral commitments than profit maximisation. This means that emphasising the financial benefits of CSR should be done with caution. Extrinsic motivations are recognised to crowd out intrinsic motivations in the economic literature. By emphasising the financial benefits of CSR, these fundamental moral incentives may be stifled. If organisations operate by behaving altruistically by financial motive therefore social rewards such as helping with drug abuse will not be initiated. Our research shows that this is still within control in the land of Malaysia. Many organisations plan their CSR initiatives surrounding social and moral awareness pollution or disability awareness are examples of issues that need to be addressed. It's also crucial to investigate the motivational forces at work in different nations because if CSR is intrinsically motivated, policymakers and corporations should concentrate on the moral commitment to CSR. The drive to follow moral standards gains greatly from a general recognition of those moral principles and the related duty to follow them, at least at the conventional stage of moral reasoning. To operationalize CSR, we distinguish various categories used in the CSR benchmark method (J. J. Graafland, Eijffinger, & SmidJohan, 2004). This benchmark method is based on the organisation's performance against various stakeholder-related CSR issues that promote the integration of CSR in the everyday business practice of the organisation (J. Graafland, Van de Ven, & Stoffele, 2003).

This study identifies three critical actions that should be made to advance CSR planning and youth education on drug usage issues, particularly in low- and middle-income countries. For starters, there is a need for more precise definitions of the various concepts used in this industry, such as charity and CSR. Misunderstanding these phrases can lead to suspicions about their CSR efforts and objectives, but it's apparent that the industry is likewise confused. Second, existing indices to track the development, implementation and effects of CSR strategies in handling the youth the organisations, community and government should be strengthened the partnerships and work as a team.

Finally, as mentioned in the discussion, this study has recommended a variety of communication media, the majority of which would necessitate country-level studies to analyse how specific CSR programmes have engaged the youth in this country in greater depth. It is obvious that as CSR becomes less important, the youth community would be wise to avoid

drug misuse. Finally, based on the study's findings, it is suggested that organisations and members of the community strengthen their understanding, attitudes, and behaviours about drug addiction among Malaysian young. In terms of knowledge, it is proposed that authorities such as AADK increase more information regarding the long-term effects of drug abuse and what can influence them to drugs. By widely disseminating this message, youth and the general public will be aware and can avoid the misuse of drugs.

In terms of attitudes, many approaches can be done under the CSR initiatives to combat drug abuse. The campaign that involves the whole community to inculcate the responsibility of the youth to jointly assist the authorities in dealing with drug issues in Malaysia is a platform that can spark awareness within the community. In terms of practice, it is recommended for the authorities and organisations to extend beneficial activities involving youths to encourage them to live a healthy lifestyle which can be done through CSR initiatives. The youth's interest and hobbies towards positive activities should be examined and noted that all activities planned by the authorities can attract young people to follow.

Using appropriate communication mediums, it is recommended that authorities multiply the dissemination of drug-related messages/information through the use of television and social media. This is because today's youths use television and social media in getting information. The use of printed materials such as newspapers and pamphlets can be minimized because they are less used and favourable media for youths in obtaining information. Social media use should be used intensively to disseminate information about drug abuse as well as CSR initiatives plans by an organisation to call for participation among youth since it is the most widely used medium of communication by youth as well as its use is free and economical. In addition, it is recommended that the authorities use different social media as each has its distinct advantages and privileges (Ahmad, Ismail, & Nasir, 2015).

Using the former drug addicts who have recovered as a spokesperson and 'role model' to educate youth can be a good strategy. This is because the real experience provides a real feel that the youth can learn from. Involving former drug addicts who have recovered together in helping the authorities deal with the issue of drug abuse, indirectly motivates and encourages them to continue doing well and to stay away from drugs forever which is another group of CSR target audience. In addition, it will indirectly open the eyes and minds of the public not to continue to punish former ex-convicts for their past offences.

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