

**Title :** Corporate Social Responsibility (CSR) in the Malaysian Higher Education System for the Environment

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**Abstract:**

This study on Corporate Social Responsibility (CSR) in the Malaysian Higher Education System for the Environment is conducted to investigate the degree of CSR application in Malaysian Higher Education System. It is also to look in depth into the degree of CSR utilization in Malaysia in businesses of various industries, those which are considered as best practice. In addition, it is also to suggest a new idea which is to introduce new courses and/or programmes in Universities that cover the required learning areas of CSR, not only targeted at future Public Relations, Marketing Communication, Media Studies fresh graduates, but also the ones who are pursuing Business studies and other related fields who we believe need to be exposed to CSR as well to strengthen the core values that CSR carries especially looking into how it contributes to the environment in long term. The main methodology of this study is a qualitative research which is to heavily focus on Content Analysis where organizations, social institutions, movements/causes especially Universities which believe in the effectiveness of CSR to give back to the environment and society. Content Analysis would include case studies, journals, and articles that discuss CSR and why organizations get involved in it and its impact to the environment. Secondarily, the purpose of content analysis is to understand further the CSR trend in Malaysian Higher Education System on how it has been performing so far and its areas of improvement. From the results' findings, it will be proven that the Malaysian Higher Education System has yet to put strong emphasis on the implication of CSR either as an organization or in its courses and/or programmes offered. Moving on, we will expect to see that businesses of various industries are able to share with us the effectiveness of CSR and how by uplifting its good name and promoting their business nature, they can also contribute to the environment at the same time. With that, it is vital to learn how Universities as organizations can do the same which is to educate in a Go Green attitude, more importantly as an educational institution. Last but not least, upon analyzing the findings, we are of high hopes to present this paper to know that Universities are in need to introduce new courses and/or programmes in Universities that cover the required learning areas of CSR.