Stakeholder influence and Business Behavior. Edition No. 1

Description: The research for this Book ‘Stakeholder influence and Business Behavior: Participation by Transnational Manufacturing firms in Voluntary Environmental Initiatives in Singapore and Malaysia’ was funded by a University postgraduate scholarship and is concerned with the role of non-state actors in motivating transnational firms in Singapore and Malaysia to participate in voluntary environmental initiatives. Some eight months of fieldwork included a postal questionnaire survey of transnational firms in Singapore and Malaysia followed by interviews of key informants from the industry, NGOs, and government departments. This research has been supervised by Associate Prof. Henry Yeung and Dr Timothy Bunnell from the Department of Geography, National University of Singapore. Late Dato Sri Prof. Samad Hadi from UKM, Malaysia also supervised this research in Malaysia as IKMAS, UKM had provided the support for this research in Malaysia.

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