

Personal Reflection of LiuWanpeng

1. Responsibility and Learning Process

Taking responsibility for the Corporate Integrity Pledge (CIP) section of the report was a task that came with both challenges and opportunities for personal growth. The CIP, promoted by the Malaysian Anti-Corruption Commission (MACC), aims to foster transparency, accountability, and ethical governance within businesses, making it a cornerstone for building trust and ensuring sustainable development.

Throughout the process, I realized that this was more than just a documentation task—it was an opportunity to influence how integrity is perceived and implemented within organizations. To accomplish this, I dedicated significant time to studying MACC's official documents, reports, and international best practices. This allowed me to develop a deeper understanding of CIP and analyze its effectiveness from multiple perspectives, such as the roles of corporations, the public, and government collaboration.

2. Challenges in Implementing CIP

While studying and summarizing CIP, I identified several significant challenges that highlighted gaps between its goals and implementation:

1. **Low Participation from SMEs:** The data shows a participation rate of 80% among large enterprises, compared to only 35% for small and medium enterprises (SMEs) and 1% for microenterprises. This disparity underscores the lack of resources and awareness among smaller businesses. I reflected that addressing this requires targeted policies, such as providing financial incentives, simplifying procedures, and offering training programs tailored to SMEs.
2. **Cultural and Structural Barriers:** The five principles of CIP—transparency, accountability, integrity, risk mitigation, and ethical governance—are foundational but difficult to embed in practice. Many companies view integrity as merely a compliance requirement rather than a driver of value creation. This made me realize the importance of connecting CIP's principles to tangible business benefits, such as improved brand reputation and customer trust, to motivate greater adoption.
3. **Public Trust Issues:** Despite a 20% reduction in corruption allegations among CIP participants between 2010 and 2023, public confidence in anti-corruption efforts remains limited. This gap highlights the need for enhanced

communication and transparency to showcase the program's achievements. I learned that data visualization and case studies could play a crucial role in conveying these successes to the broader audience.

3. Personal Growth and Lessons Learned

This task was not only about contributing to the report but also about personal development. Several key takeaways stood out for me:

1. **Improved Analytical and Organizational Skills:** Summarizing CIP's principles and impacts required synthesizing complex information from various sources. This experience sharpened my ability to analyze data critically and structure it logically, ensuring that the final document was coherent and compelling.
 2. **Enhanced Collaboration Skills:** Working with team members involved multiple discussions and iterations. Through this, I learned the importance of listening to diverse perspectives and integrating them effectively to enhance the overall quality of the report.
 3. **Deeper Understanding of Integrity:** Integrity is not just a principle for organizations but also a personal value that guides professional conduct. This task reinforced my belief that maintaining honesty and transparency is essential for building long-term trust and success.
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4. Future Plans and Actions

Reflecting on this experience, I have identified several ways to further develop and apply what I have learned:

1. **Expanding Knowledge on Anti-Corruption Efforts:** I plan to explore international anti-corruption frameworks and initiatives, especially those in developed countries. Learning from their experiences will help me design better strategies for promoting integrity and combating corruption.
2. **Promoting Collaboration:** I aim to be involved in projects that bridge the gap between businesses and government, creating more inclusive platforms for participation. Sharing success stories and offering incentives could encourage more organizations, particularly SMEs, to commit to CIP.
3. **Improving Communication Skills:** While summarizing the report, I realized the importance of presenting complex ideas in a simple and engaging way. Moving

forward, I will work on developing my data visualization and storytelling skills to make my contributions more impactful and accessible.

5. Conclusion

The CIP section was not just an assignment—it was an opportunity for personal and professional growth. It deepened my understanding of how ethical governance can drive sustainable progress, both for businesses and society. This experience has strengthened my commitment to promoting integrity and combating corruption in my future endeavors. I hope to continue learning, contributing, and inspiring others to see the value of transparency and accountability.