



SABAH DREDIT CORPORATION: CREATING COMPETITIVE  
ADVANTAGE THROUGH CORPORATE SOCIAL  
RESPONSILIBITY (CSR) STRATEGIES

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## ABSTRACT

This research explores more on the Corporate Social Responsibilities strategies that have been implemented by Sabah Credit Corporation and to identify the correlation between competitive advantage and CSR strategies. Interviews were conducted with 15 selected staffs that is currently working at Sabah Credit Corporation and data were analyzed using The Daily Interpretative Analysis where the notes and the recordings were reviewed and a summary were produced to interpret the data obtained. The findings suggest that CSR do increase competitive advantage of SCC. CSR was found to improve SCC's performance in term of employees' performance, management performance and also financial performance. Recommendations and suggestions were received from the staffs (interviewees). They suggested that the CSR strategies implemented in SCC to be publicized more so that the awareness of the local people in Sabah will increase. Besides that, they also recommended that the staffs should be more committed and involve more in their CSR activities. The reasons for implementing CSR strategies are identified as well. Lastly, the researcher concludes that SCC has a lot to improve to be an organization that perform a very fine CSR activities.

Keywords: Corporate Social Responsibility, Competitive Advantage, Corporate Performance, Strategic Management.