The reason corporate social responsibility (CSR) is so important when it comes to strategic alliances is because it all involves around the CSR. How a company aligns their strategy ads around their CSR will go either one of two ways. It could decrease budgets, causing a lost in company profits, if they do not follow through with their CSR goals and importantly, their customers beliefs. Or It will help increase their communication with customers, drive up finance, increase operation & materials, manufacturing, storage cost etc. meeting majority of their customer’s internal & external needs and being flexible to operate with their CSR and being able to engage with the changes of current trends to customers’ life style. According to Forbes, “Corporate social responsibility also helps the bottom line, meaning that it helps you build trust with customers, employees, as well as with your suppliers … If you give them that guidance, that direction and you’re clear on what matters, others will come running to you and come running with you to help solve problems (Matthew, 2017). Nonetheless, CSR is another form of paying it back to their environment and community by raising awareness, as well as, putting their company brand out into the public, to be noticed is another strategy to communicate business awareness to their customer and community.

**References**

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