

Sample Assignment on CSR Activities of Microsoft Corporation

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Candidate Statement

I hereby declare that this assignment is my own work and any use of materials from other sources has been referenced accordingly.

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I hereby confirm that this assignment, to the best of my knowledge, is the candidates own work and they have not collaborated in the production of this assignment with any other person. I also confirm that I have a record of this candidate's progress tutorial/s.

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Introduction

The following report includes the discussion about the CSR activities discussed by porter related to the company Microsoft analyzing the company mission, visions, business objectives, competitive business strategies. The report also includes the analysis of the organization CSR activities and their contribution to the company success. This factor has been analyzed in terms of the organization performance and how this factor can be improved. The report also includes some recommendation to the company to link the company CSR activities to it mission and objectives.

Corporate Social Responsibility

CSR can be said to be as the corporate social regulation which is highly integrated into the business models of the organizations. The CSR policies of the organizations functions as the self regulating built in mechanism where in the business or organization monitors and ensure its vigorous compliance with the spirit with the law and order, ethical standards, and also some international ethical norms. The main aim of the CSR activities is to grip the responsibility of the company and its actions and also encourage and promote its impact on the society, environment, employees, communities and stake holders through its activities.

Microsoft

Microsoft Corporation is a multinational organization having its headquarters in Redmond, Washington. The company deals in the developing, manufacturing, licensing of several products related to computing. The company was founded by Paul Allen and Bill Gates in the year 1975. The company is one of the largest software makers in terms of revenues and also in terms of the valuable companies in the world (About Microsoft 2012).

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Mission of the company:

The main mission of the company is to aid and help businesses and people all around the world and also realizes their full potential (Goals 2012).

Values of the company:

The company values mainly includes working with integrity, openness, honesty, constructive self criticism, mutual respect, continual self improvement etc. the company is highly committed towards its partners and customers had have high passion for technology (Microsoft 2011 Citizenship Report 2012).

Objectives of the company:

The main objective of the company is to preserve and establish management accountability to the owners of the company by the appropriate distribution of the responsibilities and rights among the company board members, shareholders and managers. The company also has the objective to safeguard its culture related to the business and integrity and also take on the responsible business practices. The company also has the objective of efficient and effective use of resources and remains accountable for the stewardship of the resources.

CSR Activities of Microsoft Corporation

The company CSR activities include helping people and business all around the world and realize its full potential. All these activities of the company guide and drive the company corporate citizenship workings. The company is highly committed towards service the community and also the working responsibility. With the use of the company partnerships and also the use of its innovative technologies the company, resources and people the company is proud to provide solutions to society and solve challenges faced by the society and also by www.IrelandAssignmentHelp.com | irelandassignmenthelp@gmail.com - No. 1 Assignment Help Company Ireland, UK

creating the economic opportunities around the globe and also at the local scale (Corporate Citizenship 2012).

As the industry leader and also one of the largest software company in the world the company is highly dedicated towards performing a responsible act as one of the good corporate citizen. The company always tries to comply with the local as well as international laws and regulations and demonstrate ethical business activities and standards, by mitigating the risks of the environmental damage and also by the protection of the human rights. The company is also seen as one of the corporate leader globally in following the corporate responsibilities (Jamali and Mirshak 2006).

Corporate strategy

The company corporate citizenship is also at the core of the company business strategy. The company effectively interacts with the company customers, government, employees, and partners. The company way of doing business also shows the effect of the company on the society and also the effect of the society on the company business (Morsing and Schultz 2006).

CSR contributing to organizational success

Yes the company corporate social responsibilities contribute to the organizational success of Microsoft Corporation. As every successful organization has the responsibility to utilize its resources and make an influence and positive impact on the people around the world. The company global citizenship initiative is also focused towards the mobilizing of the resources across the organization and around the world wherever it does its business and create business opportunities and fulfill its commitment towards the society. The company aim to do the public

good is also achieved by the innovation of new technologies and strategic partnerships. The www.IrelandAssignmentHelp.com | irelandassignmenthelp@gmail.com - No. 1 Assignment Help Company Ireland, UK

company CSR activities effectively contribute towards the organizational success because the company operations are highly focuses towards the good of the community and the objectives and mission of the company are associated with the public good (Sen and Bhattacharya 2001).

The company is highly organized in terms of its operations and also attaining public good. The contribution of the company CSR activities contribute to the organizational performance and this is easily seen by the growth path of the company and the company operations with respect to the public good. The company CSR activities related to aid the people by the innovation of technology is also linked by its mission and objectives of company to aid people and business around the world (Windsor 2001). This can also be seen from the factors that the company provides several tools and training activities to create the economic and social opportunities that can transform the community and aid people in realizing their potential. With the use of several programs and also several partnerships the company has several workings which it is expanding to create opportunities and also improve the digital inclusion through the accessing of technology and training.

Recommendations

From the analysis of the company missions, vision and objectives and also the CSR activities conducted by the company it can be recommended that the company needs to expand its CSR activities to a new level and link its objectives to it in order to develop and make the social good to larger extent by its large scale operations. It can also be recommended that the company can perform several activities related to its CSR which will aid the company in developing its market potential and make it retain its competitive advantage for longer period.

Conclusion

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From the analysis of the above report it can be concluded that Microsoft Corporation have a high participation in the CSR activities. The company also has its mission, vision and objectives linked to the CSR which aids the company to grow and attain the largest company position in terms of the revenue and size. It can also be concluded that the company undertakes several activities which makes the company active in its CSR practices and help the community at large. It can also be concluded that the company performs several social activities which helps the community to analyze its potential and effectively utilize the resources.

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