

Csr of microsoft



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The environment is a very important aspect for the company as they exceeded their goal to cut carbon emissions by 30 percent compared with 2007, uh in part to the 1.1 billion kilowatt hour of green power they purchased, the third most of any US company. The company has been a global provider for technology for people with disabilities to empower them to overcome their barriers in achieving their full potential. They have unlocked new opportunities for people with disabilities and had given companies free communication tools and resources to integrate them within their corporation.

For example they have invented the JAWS software which converts ordinary text into spoken words than oppose to the old Braille version. They have even implemented a new innovative way of exercise that is enjoyable to all ages. Microsoft in many countries has involved thousands of women around the world by giving them a future in their corporation and helps prepare them for it by providing free education. Approximately 36 percent of Microsoft employees are from a district minority groups with equal pay and complete bonuses.

They have also provided over 9.1 million dollars for people who cannot afford to pay their tuition. In addition, they have also trained over 1,110 employees in WHIMS courses to increase awareness in their workplace. With all of these facts provided, Microsoft has been the leading conglomerate of having the best CAR. They have actively helped small businesses by purchasing products from veteran, minority and women owned businesses. Moreover, 100% of their suppliers follow the Vendor Code of Conduct.

They also have a voice in the UN in advising developing countries of how to do business in an ethical fashion and speaking against child labor. Microsoft provides fair, legal wages under humane conditions in a safe and healthy work environment. They have made a key principle of a workplace free of reassessment, discrimination or abuse and have a freedom of association. They strictly do not do business with forced or child labor. As the environment was the third biggest threat according to the United Nations, the company stresses on environmental and regulatory compliance.

They maintain high standards for business conduct to act as a role model for other businesses to demonstrate their values. To show their unbiased action they have an independent CEO and a board of directors. Microsoft hold great importance of not supporting any political campaign or candidate to show favoritism on their viewpoint as it might offend other people. Through an effective business model they meet the needs of their shareholders through proper leadership.

They have achieved a positive growth and a healthy amount of investments despite the tough economical times and growing competition from other companies such as Apple or Samsung. However they still have a better CAR of reputation out of all of them. Actually Microsoft is ranked number 1 according to Forbes for the best reputation for CAR in the world. They stay ahead in the game because of the innovative ways and research as they have put in 9. Billion dollars in 2011 for research and development of new products.

Microsoft has been very successful because they diversify their product ranging from computers to software. They have helped many local communities as they have started hedge funds for their employees and have given them health insurances. They have also help educate many young people and provided funding for young bright entrepreneurs. Their management is purely based on a behavioral approach, which makes them innovative especially which is a requirement for any company to survive in the 21st entry. Their management has not made any major blunders and always has been direct with their product promotions.

They have many partners which something Steve Jobs envied since apple has had many patent battles with Samsung and other technological based companies. Apple solely focuses its software ISO and has not made any major improvements while Microsoft gives the user power over their software's and customize it to their like. They do their best to tackle world wide issues such as the Arab spring by giving young Arabs the opportunity to challenge the norm hey live in and how to educate others in their country of democracy.