

An introduction to microsoft corporation management essay



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Microsoft is a largest software company in the world and founded by Bill Gates and Paul Allen in 1975 (Microsoft Corporation 2004). Microsoft is incorporated as limited company in United Kingdom (Microsoft Corporation 2004). Nowadays, Microsoft becomes a monopoly company in the market (Lewis 1999, vii). Mission and value of Microsoft state that are “ to assist public and company in business during the world realize their full potential” (Microsoft Corporation 2010d). For software companies as large as Microsoft, the responsibility is most important on the social and people. The President for Latin America, Hernan Rincon (2007) claimed that how Microsoft initiatives are real differences for individuals, communities, business, and entities countries in Latin America and Caribbean that is, the responsibility of Microsoft Company. Thus, as a global company would make sure the information technology’s contribution goes well away from the business that includes Microsoft’s social and economic impact on society (Rincon 2007).

Body Paragraph

At Microsoft as largest as software company would have impact society and stakeholder. Typical of stakeholder are divided internal and external that including employees, customers, suppliers, government, civil society and shareholders. As an international company, more or less has improved and impacted their decision-making in business by stakeholder engagement that is also helping Microsoft address the changing expectations of society and community (Microsoft Corporation 2010e). Besides, most important for a company is customers and partner experience(CPE), so that Microsoft in order to satisfy their customers and partners and make approach as well as to focus on improving the experiences of customers and partners that

including listen to customer and partners, feedback and customer and partner ready (Microsoft Corporation 2010e). Employees, government and community engagement with nongovernmental organizations(NOGs) are also the stakeholder among (Microsoft Corporation 2010e).

Porter and Kramer (2007, 4) state that while facing an importance of an issue, the stakeholder of company does not obligatory indicate to its. Hence stakeholder may no authority manage the company as well.

In addition, technology skills training, strengthening NOGs through technology, and engaging employees are provided to support for communities by Microsoft (Microsoft Corporation 2010). These three ways are under the Unlimited Potential(UP) of Microsoft that helps to improve or develop the underserved communities around the world. Main of UP is focus on enabling jobs and opportunities, fostering local innovation and transforming education to economic and social development, which programs such as workforce development, strengthening NOGs through information, disaster and humanitarian response and so on (Microsoft Corporation 2010b), it helps to take relevant, reachable, and affordable technology for people who lack to its in the world (Gates 2007).

Besides, from environmental and infrastructure barriers, in this particular, have to find out technologies fitted to specific needs and languages (Gates 2007). The Chairman of Microsoft Corporation (Gates 2007) claimed that “ All human beings deserve a chance to achieve their full potential and bringing the benefits of technology”. Therefore, Microsoft is giving more chance for people around the world to develop technology as well as good.

Furthermore, technology skills training such as for workforce development, with partner to create relevant training opportunities that would be believed that to help foster social and economic opportunities for change lives of people and communities (Microsoft Corporation 2010g). Besides, the purpose of workforce development is affording the organizations that job to make sure that individuals have information technology(IT) skills (Microsoft Corporation 2010g). For instant, Microsoft has supplied more than US\$350 million and software grants to more than 1, 000 community partners that through Community Technology Skills Program Recipients of UP (Microsoft Corporation 2010g). As large as Software Company of Microsoft would afford more programs or centers to community to help people develop technology skills such as Community Technology Centers, Digital Literacy Curriculum, Unlimited Potential Community Learning Curriculum, Expanded Job Skills Training Programs, and others (Microsoft Corporation 2010g). In case, Microsoft never have appears in the world, today's people and social may underdevelopment. Hence, workforce development is an important key for economy's growth and technology improvement.

Likewise, Microsoft is attaches great importance to the strengthening NOGs through technology. The objective of Microsoft is helping NOGs set free technology to move forward to social and economic development. Microsoft also provides a all-inclusive set of services, products or goods, relevant tools to NOGs and communities that are the approach by using Microsoft's strategy to ensure NOGs admission to access to secure IT, optimizing the delivery of IT solutions and transform through innovative technology (Microsoft Corporation 2010f). In brief, NOGs made productivity and overall

effectiveness increasing, and enlarge goods and services to communities in need (Microsoft Corporation 2010f).

Similarly, nowadays, number of Microsoft employees is more than 56, 104 in the world (Microsoft Corporation 2004). Microsoft is providing Microsoft Poll(MS Poll) for feedback, suggestions that is presented to their employees who in an unbiased manner (Microsoft Corporation 2010e). Cusumano and Selby (1995, 21) discuss that Microsoft should find smart and knowledgeable employees, people who like to become Microsoft's employees that should be experience in work, skills and passions (Microsoft Careers Australia 2010). Thus, employment opportunities had increased as Microsoft provides job opportunity to society as well. Specially, Microsoft's employees make an extraordinary impact by engaging with their communities, and also provided several programs to support their worker done well and balance work with their working such as giving programs, volunteering program, united way loaned executive program and work with Microsoft volunteers (Microsoft Corporation 2010a). Most of these programs are relating strategic community and connecting to local communities. For an example, Microsoft in Canada promotes a productive work environment by supporting the diversity of its workforce, and dedicated to affording equal employment opportunity to their employees and applicants (Microsoft Careers Canada 2010). Therefore, Microsoft should provide training to employees to improve skills as soon as possible.

More importantly, WorkLife balance play on important role in employee's management as the idea of Microsoft from employees are most valued asset (Microsoft Corporation 2010h). Hence, Microsoft affords more flexible
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programs, tools and resource to help their workers in order to balance between job and personal life (Microsoft Corporation 2010h). In the same way, Microsoft also has provided more programs for their employees that including flexible work arrangements, financial planning, employees development, long term care for extended family members, and so on (Microsoft Corporation 2010h). These programs will be helping Microsoft's employees to engage in a challenging career and balance their WorkLife needs, so that Microsoft Company has to create a healthy, flexible and productive work environment (Microsoft Corporation 2010h). As employees of Microsoft Company have to work well, thus able to deliver the best goods and services for society. CEO of Microsoft said that employee's responsibility is an important for understanding and complying with the Standard of Business Conduct, applicable government regulations and Microsoft policies as well (Ballmer 2009).

In addition, safety and security is compulsory needed for Microsoft. As software company of Microsoft is promoting a safe online experience and protecting personal and business data of users that is in order to make more users safety and raise online trust (Microsoft Corporation 2008). Particularly, safety and security is not an easy problem for Microsoft, its must attain these approach including developing innovative technology solutions, enforcement, effective legislation and so on (Microsoft Corporation 2008). Similarly, security for virus hinder the development of Microsoft, so that, Microsoft founded in experience as the purpose of Microsoft Security Response Alliance(MSRA) is developing a strong, valuable alliances that allowed secure response for improvement Microsoft security and products.

(Microsoft Corporation 2010c). Besides, as a global company, Microsoft has been produce more products in the society for consumers such as business software, developer tools, entertainment, hardware, home and education software, and more. Today's most of people are using products of Microsoft to complete their job as well as good. On the other hand, the report of Financial data since year 2005 until year 2009, all of data are increasing for each year except the year 2009 that the revenue, operating, net income and undiluted earnings per share was decreasing (Microsoft Corporation 2009a). Besides, inventory are no inventory carried by Microsoft, because its product sold out efficiently, and also the debt of Microsoft is free, there is no long and short term debt in this case (Kennon. n. d.). It is an impossible Microsoft that encountered the issue of bankruptcy (Kennon. n. d.).

As a global company, CEO of Microsoft, Steve Ballmer said that " Addressing global warming is a responsibility we take very seriously at Microsoft (Microsoft Corporation 2009c)". Software and technology would help business and people around the world to improve the environment (Microsoft Corporation 2009b). The purpose of Microsoft is to decrease the impact of their operations and products, and to drive responsible environmental leadership (Microsoft Corporation 2009c). Today's Microsoft is the challenges of IT business, data center manager and industry, Microsoft was practicing for several years that in order to protect the environment and helps teams aligned with ten core strategies and goals such as focus on effective resource utilization drive quality up through compliance, embrace change management and another seven core strategies and goals (Microsoft Corporation 2009c). For instant case, the objective of Microsoft's meeting is

to know whether the new management skills are developed and professional relationship are strengthened, as Microsoft can analysis on professional development and culture to make decision (Microsoft Case Study 2008). On May 2008, Microsoft Australia Changed the format in order to satisfied competing needs that achievement such as maximizing customer-facing time to increase the productivity sales, support and market teams, reduce travel and entertainment expenses and reduce their carbon footprint, and also support from information technology during the meting (Microsoft Case Study 2008).

Conclusion

In conclusion, for software companies as largest as Microsoft that is a great company in the world. Microsoft looks at the IT skills are very important especially people who as their employees must smart and knowledgeable in IT skills. Sometimes, Microsoft faces some employees who lack of skills as well as Microsoft would provide many programs or ways and WorkLife balance to improve their employees' skills that is in order to improve social and environmental. Hence, their employees able to solve problem as soon as possible while facing problem. Most of ways are provided by Microsoft that to be improvement and development in communities particularly Unlimited Potential(UP). Corporate social responsibility(CSR) of the company performance is very important for social and stakeholder. Microsoft will produce as more as goods or product and services, and also doing well to the world in the future, cause is their mission and value.

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