Marketing extra credit essay examples

Business, Company

The Company that I have selected is Microsoft Corporation as a sample organization that displays social responsibility. According to Forbes Magazine's Top Ten companies that display Corporate Social Responsibility (CSR), Microsoft ranked number 1. In addition, it was not only Forbes that named an organization as number one, but also other organizations gave recognition to the brand of CSR Microsoft offers. In 2013, it was published in an online website TechNet about the CSR efforts of the organization. The corporation's positive influence in communities such as the YouthPark and the 30th Employee Giving Campaign were highlighted. Both the programs of Microsoft made an impact in the communities they targeted the youth especially. The YouthPark Project, for example, advocated the opportunity to continue education, employment and entrepreneurship. The reason I selected Microsoft is that I was impressed by the company's reputation in society, despite their legacy they still managed to live out the promise of social responsibility through giving back to people. It is not easy to administer such programs because of the growing competition in the market, but Microsoft still innovate their efforts and programs. The 30th Employee Giving Campaign, for example, managed to collect $1 Billion proving that the CSR principle is already integrated within the culture of the company. All of the employees are willing to contribute to the projects of Microsoft Corporation. When Microsoft received the award and distinction, the company mentioned that they will continue to strive to provide not only quality service through their products but also live out their responsibility to society.

Reference:

Microsoft Ranked #1 in Best Corporate Social Responsibility Programs, Continues Dedication to Citizens and Communities Accessed at: http://blogs. technet. com/b/boston/archive/2013/01/02/microsoft-ranked-1-in-best-corporate-social-responsibility-programs-continues-dedication-to-citizens-and-communities. aspx