**Corporate Social Responsibility at Apple**

**Name of Student**

**Name of institution**

**Corporate Social Responsibility in Apple Inc.**

The company chosen is Apple Inc. which was formed in the year 1976. The founders were Steve Jobs and Steve Wozniack. The company deals in the digital screens and tablets market. This is the fifth largest company in the world. The CEO Steve jobs left the company and rejoined in 1997 when the company was at the brink of failing. After coming back to the company, Jobs focused on the innovation aspect of the business. This meant that the company invested huge amounts in the research and development sections of the business. This company has emerged as one of the most highly valued companies in the world. The company faces a strong force imposed by the customers. The reason behind it is that the companies participating in the competition are very aggressive in their approach.

Fired man argued that the only motive for the company to work should be the profit. There should be nothing like the corporate social responsibility for the company to consider.

The view presented by Carol is the modern view. This view states that the business firm should care for the needs of all the stakeholders. A stakeholder is a person who can be directly or indirectly affected by the decisions taken by the business.

In my opinion the company is following the Carol’s view of the corporate social responsibility because in the modern era, no business is able to survive without taking all the stakeholders into consideration. The company follows strict policies adhering to the human and employee rights. There are certain environmental policies that the company has to follow. The company also complies with the global standards of the corporate social responsibility laid down by the various institutes.

# References

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