Case Study: Corporate Social Responsibility Reputation

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**Brief Introduction**

This assignment is about a case stud which is about Corporate Social Responsibility Reputation. In this assignment, we will be analyzing a company in terms of its CSR (Corporate Social Responsibility). The selected company for this assignment is Microsoft. Further in depth, we will be addressing the problems the company addresses and the way that how they address, we will be selecting three core stakeholders and will assess the impact of company’s CSR initiatives on them as well as get know that does the company or organization successfully communicate its mission to the concern stakeholders. At last, some strong recommendations will be given regarding how the compan6y or organization can improve its CSR program or presence.

**Problems that Microsoft Addresses**

Microsoft is currently addressing several problems regarding their Corporate Social Responsibility but some crucial and highly important problems or issues which Microsoft addressing are;

* Change in global climate
* Safety and Health of employees or workers
* Negative impacts of Corporate Social Responsibility on Publicity of the organization
* Long term bad impacts or effects of the wrong CSR on the brand reputation

**How Microsoft Addresses CSR Problems**

Microsoft uses a number of strategies and tactics to handle and address all the potential problems which they face in the CSR but the core operations and activities regarding this are explained below.

1. Microsoft addresses the problem of change in the global climate by utilizing the power of technology to reduce environmental impacts globally. They do address this problem for improving their current efficiency as well as to reduce the impact of global changes on their products and customers or entire community (Vilanova, Lozano, Arenas, 2009).
2. For addressing the problem of safety and health of workers or employees, Microsoft brings health-care system by introducing health cards and other health-related incentives for its employees and workers because they consider this problem as a serious category of the social problem.
3. For addressing the negative impacts of Corporate Social Responsibility on Publicity of the Microsoft, the organization improve the overall CSR system through more creative ways which will help the organization to be well reputed in terms of CSR.
4. Long term bad impacts of wrong CSR on the brand reputation is a critical problem for Microsoft while they develop strong sustainability programs regarding their CSR so that a fully fine and perfect CSR can be enjoyed by the organization instead of a wrong CSR which impacts brand of the company badly (Vilanova, Lozano, Arenas, 2009).

**Key Stakeholders of Microsoft**

There are a number of stakeholders and all of them are valued for Microsoft but the most important and highly prioritized stakeholders of the organization (Microsoft) are;

* Customers
* Employees
* Communities where Microsoft operates

In the above-mentioned stakeholders, Customers are the most valued and highly prioritized stakeholders for Microsoft all the time. They are on the top in the list of stakeholders group of the organization's CSR strategy (Vilanova, Lozano, Arenas, 2009). While employees and communities are also highly valued and prioritized than other groups which have not been mentioned in the above list.

**Effects of Microsoft’s CSR Initiatives on Stakeholder**

1. The impact of initiative (use of technology to reduce the impact of change in global climate on the company, its products and community) for reducing the impact of change in global climate on customers, employees and community are very crucial. In this initiative, customers and community can exercise better experiences, operations and products from the company because the company uses strong technology which leads to better operations and outcomes (Microsoft Investor Relations, 2019). Plus, employees may also affect positively because they will better technology which will be helpful for better performances.
2. The impact of safety and health of work and initiative of Microsoft towards this issue has a positive impact on employees which further leads to better customers experience but may not have a huge impact on communities.
3. Sustainability programs of Microsoft for addressing the problem of long term bad impacts or effects of the wrong CSR on the brand reputation have several impacts on mentioned stakeholders. Sustainability programs affect employees in a highly positive way because they will have a comfortable and convenient workplace if the organization adopts strong sustainability programs (Microsoft Investor Relations, 2019). Customers and particular communities are also affected finely because strong sustainability programs lead to better customers' experiences as well as communities are treated with strong strategies as well.

**Communication of Microsoft’s Mission with Stakeholders**

Communication of mission with all stakeholders especially key stakeholders plays a huge role in the overall success of the organization. It is important because if the organization communicates its mission then stakeholders contribute to the success and growth of the organization accordingly.

Microsoft believes effective corporate governance and operations must include continuous and strong communication with stakeholders especially in terms of communicating mission, vision and objectives of the organization with them Microsoft further engages with its stakeholders very actively and share all shareable information with the stakeholders (Microsoft Investor Relations, 2019). This proves that Microsoft actively and highly communicates its mission with stakeholders.

**Recommendations for Improving CSR Presence or Program**

There are many aspects where Microsoft performs well and efficiently and constantly improve and empowers its Corporate Social Responsibility program and presence. But! There are some gaps which are still left unfocused by the organization. Recommendation for fulfilling these gaps and improving the current CSR program and presence are given below.

Microsoft should work on identifying the core company’s insights

The organization (Microsoft) adopt and keep its consistency maintained.

Microsoft should know all the stakeholders well “especially customers, suppliers, employees and communities where Microsoft operates”

They should publicize the actual story of their Corporate Social Responsibility so that they can improve their current CSR system, program or presence.

**References**

Microsoft Investor Relations-Microsoft Corporation Goals. (2019). *Microsoft.com*. Retrieved 21 May 2019, from https://www.microsoft.com/en-us/Investor/corporate-governance/goals.aspx

Vilanova, M., Lozano, J. M., & Arenas, D. (2009). Exploring the nature of the relationship between CSR and competitiveness. *Journal of Business Ethics*, *87*(1), 57-69.