A1 Paragraph Writing

## The Comparison between Microsoft & Samsung

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The critical key of corporate social responsibility is to make companies, buyers, and employees get positive influences in business, which can make every associate get the benefit, also can make society getting better. The companies need to be responsible to society to ensure that it will not hurt the community and help this world be better. Avoid contamination such as producing some waste or exhaust some exhaust gas.

For the electronic industry company example, Microsoft is a part of the company which follows corporate social responsibility. According to Microsoft's official website (https://www.microsoft.com/en-us/corporate-responsibility), they want to rebuild the future and make it more wonderful. In 2020, Microsoft.INC reduced their Carbon emission and increased internet usage in rural areas; also, Microsoft developed some protection methods to give society a good side influence. According to the 2020 Microsoft CSR Report (https://aka.ms/2020CSR_Report), they build the skills of employees to enhance the multiple skills and abilities of their work. Also, Microsoft work for free education offers free developing lessons for anyone to learn, improves the balance of this society, to narrows the gap in computer education. For example, the Microsoft Teams support a lot of students and companies to use for teaching and meeting in this COVID-19 period, and the Microsoft TEALS free courses help a lot of teenagers who does not know how to use the computer and some older people to familiar with how to use a computer as a daily tool.

Another example is Samsung, and they plan their corporate social responsibility to become Meaningful Contributions. They want to use their technology to create a wonderful community, so Samsung uses some approaches to expand their community

and turn the human resource and technology they had invest into their products and services to help communities. Samsung also pays responses to the education field, organizing some activities, which about the hand-in-hand school connection, using their strong network to helping and teaching in some poor places or countryside. They also managed some primary school projects to make students enjoyable in some areas and have some understanding about that. Also, the Business and Technology Department in Samsung gives some lectures or help to students and has some connection with them. In protecting the environment this part, Samsung also spends a lot of time on this area. The employees of Samsung spontaneously organized into volunteer teams to clean the streets, plant the trees, and protect some ancient city walls from reaching their corporate social responsibility goals.

(https://www.samsung.com/semiconductor/about-us/csr/)

The corporate social responsibility similarity between these two electronic industry companies --- Microsoft and Samsung, both use their investment to reduce the impact of companies or industries on the environment and climate. Also, they both organized a lot of lectures to show their technology to the public or society and teach or help some students or less educate places to raise their knowledgeability. But Microsoft focuses more on how to decline the distance between people and people. They offer technology to poor locations and establish protection to the world, avoid the bad things that happen in this society. Samsung focuses more on education and social response methods, which connect with their social network and community.