

The Corporate Social Responsibility Policy between Microsoft & Samsung

--- JIANG Guanlin 21093962D

Social responsibility is an essential thing in this world, everyone should be responsible for it, including every kind of industry, which is named Corporate Social Responsibility. In this article, it will explain what corporate social responsibility is and the similarity and differences between the CSR policy in these two electronic industries ---Microsoft and Samsung from the environment, education, and COVID-19 pandemic, and some advice for both companies to improve their CSR.

The critical key of corporate social responsibility is to make companies, buyers, and employees get positive influences in business, making every associate benefit and making society 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 exhausting some exhaust gas. Some electronic industries will keep the sociality stable because they offer jobs to the public, educating non-skill people to have the strategies to live and be knowledgeable enough to be alive in this world. The social responsibility also makes those companies use the recycling materials to reduce the spending and the pollution to this society to keep the sustainable development.

For environmental parts in corporate social responsibility, Microsoft and Samsung have some similar behaviors. Still, they also have some different CSR policies for protecting the environment and controlling pollution. Microsoft and Samsung both reduced their carbon emissions, which can be an example by funding reforestation projects and using new technology to reduce pollution. Also, they developed the new technology put into their selling devices to arrive global carbon emission decreasing.

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Also, Microsoft has a lot of servers that need to use cold water or air-conditioned room to lower the temperature of those servers. Still, those methods are some wasting the electronic or resources, so, in 2019, Microsoft was developing a particular server room, which needs to put it into the sea and use the temperature of the ocean to cool down, which reduce the heat come from the servers, also not wasting resources and places. Samsung is also developing new technology and using its tech to reduce carbon emissions. Also, they use some new and environmentally friendly materials for their devices and sell to customers those materials which can be recycled and used next time. They also developed a new framework to reduce the usages of materials in their electronic devices and use a low power model when user do not use their devices, which is also helping the environment.

Comparing Microsoft and Samsung's education in corporate social responsibility, they also have some differences and similarities. Microsoft and Samsung will contribute some equipment to poor areas and students and teach them how to use electronic equipment for daily life and study. Sometimes, both companies will offer some free courses to the public if people want to join with them and learn some new technology, and they also provide professional courses for programming or engineering and technical examination certificates for some people want to be learning those skills and want to get a professional certification. But Samsung does one thing better because they organize some activities about the hand-in-hand school connection, using their strong network to be 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. But under the COVID-19 cases, Microsoft Teams, a software

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developed by Microsoft that supports many students and companies to use for teaching and meeting, is a huge support for education in this world. These two companies have also made specific contributions to global education and supporting a lot of things to this society responsible for the corporate community.

For the COVID-19 pandemic, both companies have some corporate socially responsible to this society. Samsung offers online services for employees, and they also let employees work online at home, which shows the company cares about workers to be the first core target for the company. They also donated USD 29 million worth of funds and goods to governments and communities, including medical supplies, hygiene kits, air purifiers, and other single equipment for easy use by those who don't have it. Microsoft also has some contributions, such as the Microsoft Azure Cloud service, which helps governments or countries build the COVID-19 data websites and offer services to record and store the data from the public. LinkedIn, a job platform under Microsoft, also help a lot of to find their job and train their skills under the COVID-19 case. They are also funding the projects or teams developing COVID-19 research and the companies developing the vaccines to protect people. The companies can contribute to society under the COVID-19 case, which is responsible for the corporate community.

To conclude, the electronic industrials like Microsoft and Samsung are more focused on helping to teach, using recycling materials, offering more positions to the public, keep the sustainable development. Those ideas fully displayed those kinds of companies' Corporate Social Responsibility policy to this society. But they are more emphasized on establishing a brand image. Here, Samsung is an excellent example of teaching basic knowledge to less-educated places. Also, they need some improvements to put their technology application into the COVID-19 pandemic, like

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solid technical support to the community. Microsoft can enhance the part of teaching, comparing learning computer skill, someplace more need to gain the essential life skill that they do not know.