



# CSR IN MICROSOFT CORPORATION

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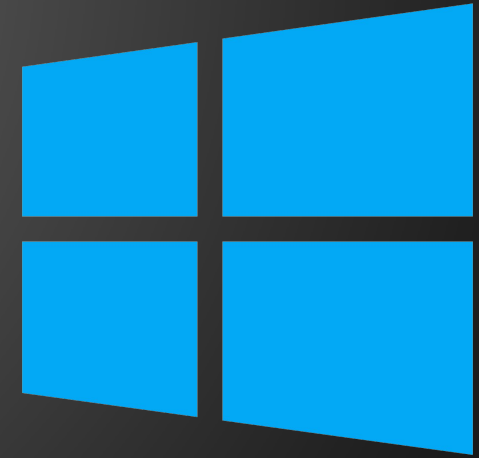
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# Microsoft

- AN AMERICAN MULTINATIONAL TECHNOLOGY COMPANY.
- WAS FOUNDED BY PAUL ALLEN AND BILL GATES ON APRIL 4, 1975.
- NET INCOME IN 2016 - \$16.79 BILLION.
- 114.000 EMPLOYEES.

# PRODUCTS AND SERVICES



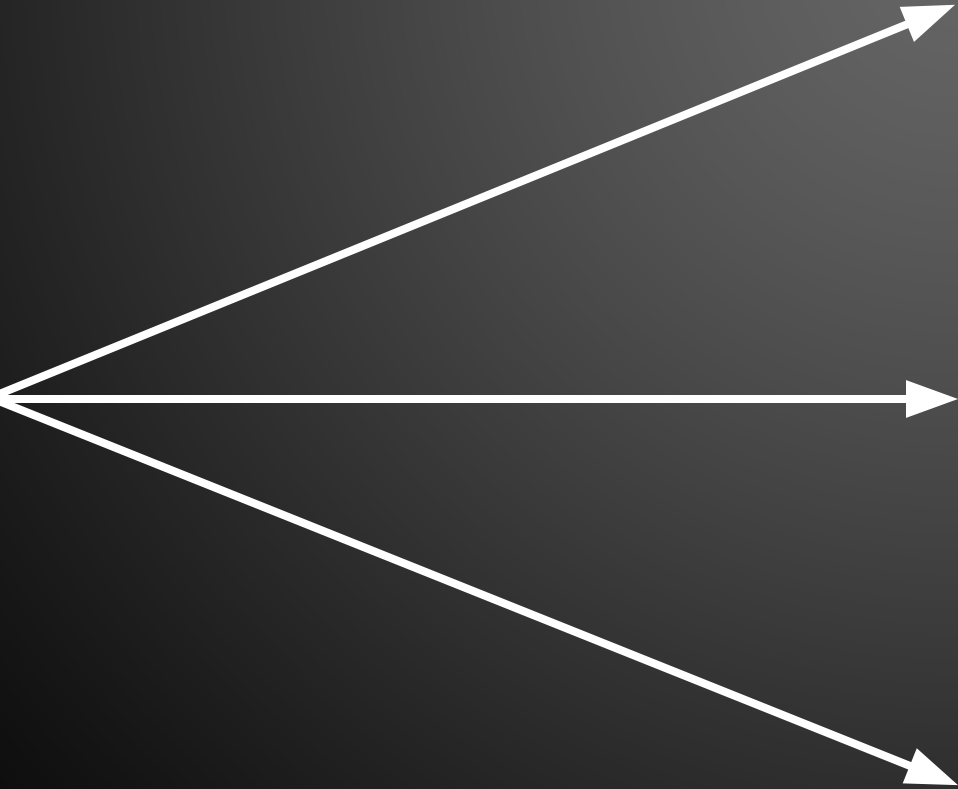
# METHODOLOGY

- OFFICIAL WEB-SITE ANALYSIS
- NEWS ARTICLE REVIEW AND ANALYSIS
- COMPARING INFORMATION OF THESE TWO SOURCES



HOW

# CSR IN MICROSOFT



• PRINCIPLES



• PEOPLE



• PLANET

# PRINCIPLES

- LABOUR AND HUMAN RIGHTS
- LEGAL PART OF WORK
- PRIVACY AND SECURITY OF DATA
- BUSINESS ETHICS



# PEOPLE

- MICROSOFT EDUCATING AND EMPOWERING WORKERS
- AVAILABILITY OF PRODUCTS
- MICROSOFT SUPPORTING LOCAL COMMUNITIES
- MICROSOFT AND GENDER EQUALITY AND MINORITIES

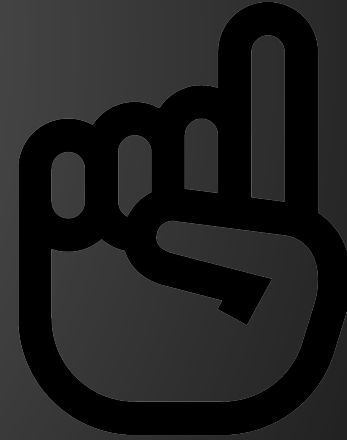


# PLANET

- ENERGY CONSUMPTION BY MICROSOFT
- WASTE REDUCTION AND RECYCLING BY MICROSOFT
- CARBON EMISSIONS BY MICROSOFT



HOWEVER...



- HUGE LAYOFFS
- UNFAIR LABOUR CONDITIONS, OVERWORKING
- LAST SCANDAL CONNECTED WITH 'SCHOOLGIRLS' PERFORMANCE

# MANAGERIAL RECOMMENDATIONS

- HARD TO SAVE REPUTATION IN SUCH A BIG COMPANY
- MICROSOFT – POSITIVE EXAMPLE OF CSR



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