

socially responsible business; they comply with laws and ethics, maintain a transparent organizational culture, they respect stakeholders and they value the environment.

Economically, they can boast of revenue of ~~W~~228.692 trillion.

They have been sued many times by Apple Inc. for infringing patent rights.

Samsung is a proactive company, because they have set up welfare foundations. Samsung also have built libraries, schools, and also have a lot of ER programs.

Sony is a Japanese multinational conglomerate corporation based in Tokyo. They are known for creating the numerous Play Station Gaming consoles, which are popular all over the world. Sony is ranked 87th on the 2012 list of Fortune Global 500 which means they are not as economically powerful as either Apple or Samsung. However, they are extremely socially responsible and we have decided that Sony is the best corporate citizen out of the 3 companies.

We reached this company because of all the programs they have put in place to give back to society. They have a lot of discretionary initiatives set up. For example, they have the street football stadium project to provide street football facilities for the less privileged. They also have the Football for Hope Syakhona Media Skills Program, which helps to develop grassroots talents. They are also official sponsors for a lot of public events – most notably the 2014 FIFA World Cup. The company embodies all the elements of a proactive business. All the aforementioned points make up the reason why we chose Sony.