

Technological advancements have changed and revolutionized the world with tech companies striving to sustain their performance and profitability in the ever-changing market. Even big tech companies like Microsoft are dealing with the issue and challenges involved in the ICT industry. Microsoft Corporation values how customers can utilize technology to create platforms and resources that can help bring a long-lasting positive impact on society. Despite that Microsoft Corporation is one of the renowned tech company in the ICT industry, the company still lacks innovation as well as experienced reduced market leadership capabilities, and various unsuccessful acquisitions. All these challenges demonstrate that Microsoft requires new strategies that would help improve its market performance and regain its leadership in the ICT industry.

This study's aim includes analyzing the importance of coordination and partnerships in Microsoft Corporation. Organizations that lack coordination abilities operate like a body without ahead. Coordination and integration begin with the top management level and goes down up to the bottom in the organizational structure. Coordination and integration help the company in fulfilling the firm's directives, enhances partnerships and leadership as well improves the company's productivity.

The key assumptions of this study include: Increasing coordination would increase Microsoft's partnerships, which will eventually help the company achieve its goal; coordination would enhance the company's leadership and management, which will also enhance the company's productivity. The information used in this study is obtained from past literature and documented research. Through analysis of the literature as well as verified interviews with two personnel in Microsoft Corporation, this study provides a reflective and insightful response on the company's coordination and partnership capabilities.

The key findings of this study show that Microsoft Corporation lacks innovation and that is why it has been growingly failing to improve its hardware product sales over the last years compared to other tech providers such as Apple and Google companies. Also, this study found that the reduced market performance of Microsoft Corporation has been as a result of declined market leadership. Unsuccessful acquisitions further demonstrate the company's inability to apply coordination skills in driving innovation and building a new market environment where it can compete with the currently leading tech companies like Apple and Google Corporations. Based on the above findings, this report concludes that increasing the company's coordination and partnerships may help Microsoft enhance its acquisition strategies; reduce the risks of lowered productivity and building new directive strategies. The report makes the assertion that focus on coordination and partnerships in Microsoft Corporation can help create an inclusive innovation in the company, which can contribute to the wider development in the company. This study recommends that Microsoft Corporation should adopt an integrated approach to its ICT program development, create more regulatory and policy frameworks to ensure compliance with the ethical standards, and promote capacity building to ensure that all employees are equipped with the updated knowledge and skills to drive innovation.

Despite little research on coordination and partnership in Microsoft, this study provides a qualitative analysis of the ICT development in Microsoft Corporation, which can help policymakers, researchers, and other managers in the ICT industry to understand the development of ICT companies. The limitation of this study is that the research relied on the personal experience and knowledge of the interviewees, which may have influenced the conclusions drawn from the study.