**Which corporation do you choose?**

**Activision Blizzard**

**What are the candidates (at least 3) you researched before picking yours?**

My choice revolved around GameStop, Sony, Rockster games, and Activision Blizzard.

**What are the reasons you settle on your choice?**

My great interest in games has informed my choice in gaming companies and thus the need to evaluate one of the publicly traded game companies in the US. However, among the three, I am much interested in close evaluation of Activision Blizzard Company as it is the youngest, among others. Being founded in July 2008 and having achieved the global coverage the company has realized, it indicates that it has one of the best risk management systems. For Sony, Game store, and rock star, they were founded in 1946, 1984, and 1998 in that respective order. Its way of formation is also unique as it came to existence through a merger of other preexisting institutions. This can be an indicator of the existence of a hybrid corporate culture and policy. A critic of such kind of policy regarding international matters can thus be valued. Activision Blizzard has also been identified to be the largest game company within Europe and America in terms of capitalization and revenue (Rajanen & Tapani, 2018). This shows that the company has done a good market penetration within the global market. This requires a robust foreign currency risk management policy that is in a position to manage the foreign currency exchanges that it is involved in. It is similarly worth evaluating how such a new brand in the market has been in a position to surpass other American companies in terms of revenues and capitalization. An evaluation of the financial books of the company shows a GAAP net revenue of $6.49 billion and $ 7.50 billion in 2018 (Activision Blizzard, Inc., 2020). These are promising figures in its ability to steer its business activities to profits. The company also reports major progress in the acquisition and development of business international. This is only possible when one is able to manage the potential risk associated with international businesses.

**References**

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