

Apple
company case
study

Apple Case Study

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Introduction

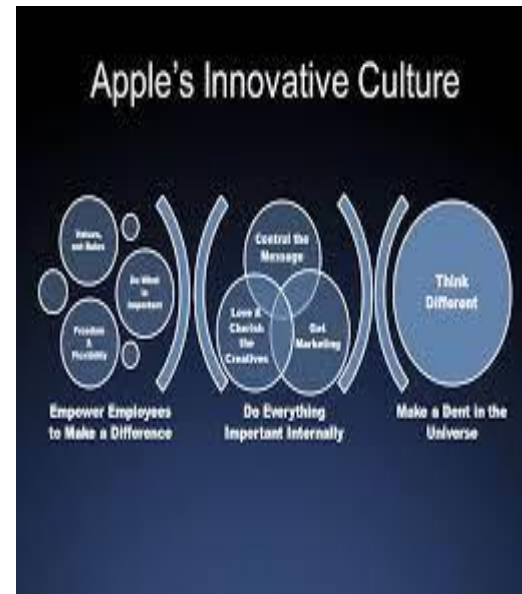
- Apple is an American Multinational corporation it designs personal computers, smartphones, tablet computers, and computer software. (Abushaeva et al, 2015)
- It was found on April 1, 1976 in United States.
- It is classified as the largest information technology company and considered the world's most valuable company. (Gonin et al, 2012)
- It is performing its operations through 55 stores all over the world.

Main body

- Culture model-Innovative culture
- Characteristics of Apple's organization culture
- Ethical stance of organization
- Corporate social responsibility
- Ethical behaviors affecting employees
- Unethical behaviors effecting employees

Culture model-Innovative culture

- In the Apple company organization culture for creative innovation is followed.
- The purpose of an innovative culture is to come up with creative and latest ideas to improve the products and to meet the changing demands of customers. (Susanto et al, 2021)
- With the help of innovative culture, employees can find solutions with the help of freedom of experimentation.



Apple's corporate culture

Characteristics of Apple's organization culture

- High level of innovation is focused on the company's culture.
- It leads to rapid technological development and product development. (Dacin et al, 2022)
- The property of secrecy is also followed within the culture of the organization. (Laguecir,, 2021)



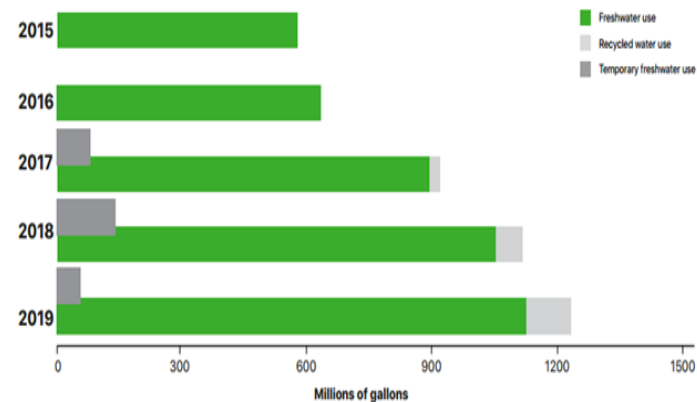
Ethical stance of organization

- Apple's company business is followed four business practices such as respect, honesty, compliance, and confidentiality. (Paharia, 2020)
- Workplace behaviors are followed by individual accountability and business integrity.



Corporate social responsibility

- The company contributes to society in a positive way by setting environmental goals to achieve social objectives. (Kaptein, 2019)
- Health and safety standards are kept in mind by the company and it provides learning opportunities to the employees.



Apple corporate CSR

Ethical behaviors affecting employees

- The company is always concerned about the health and well-being of its employees (Kish et al, 2010)
- It has a good maternity leave policy.
- Employees are treated with respect and their confidentiality is maintained. (Javed, 2019)
- With CSR, the employees are provided with learning opportunities ensuring the protection of the environment.

Unethical behaviors effecting employees

- Although Apple is a highly committed company but still some ethical issues affect the employees.
- Sometimes the working conditions are not safe for the people and it leads to several health and safety risks for the employees. (Gaughan, 2018)
- There are crucial communication gaps that lead to unsafe working conditions for workers.
- Child labor abuse practices have been seen in many cases as well

Unethical behaviors effecting employees

- Due to safety problems and harsh working conditions the image of Apple company has gone down in the past few years.
- Child labor abuse practices have been seen in may cases as well.
- Poor environmental reporting and contribution to e-waste has also put a negative effect on the company's image



Conclusion

- The company's culture plays a significant role in the positive image of the company.
- If the employees are not well-treated in a company the productivity of employees is affected.
- To Ensuring the health and safety of the employees is the main duty of any organization.

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