

Case study- APPLE Inc.

(Human Resource Management, Leadership,
Culture)

Organization success and efficiency are based on leadership, human resource management, and through the coordination of both these factors organization culture is sustained. Company core values provide the route for the company regulation. Among all these aspects employees and customers need to feel valued after working under the company's competitive culture. Considering the study model Apple Inc which is the reality of the dream of Steve Wozniak. The organization is an electronic products provider firm headquartered in Cupertino, California. Organization success is mainly based on the effective culture and HRM strategy. Apple is earning its name globally since 1976. Organization management strategy uses a mixed plan strategy style which makes the Apple products innovative and more productive. The organization has globally before product launching highest deal records. Its result of effective leadership makes this possible for the organization to earn this status. Apple's vision statement is "brief but to the point". This statement clears the company's strategic thoughts for culture management. (Sanchirico, 2014)

Organizational culture is the personality of the company which included all the artifacts, values, assumptions, ideologies. All these factors are not measurable and have no defined scale. But the importance of these factors is not ignorable. The company has simple and clear cultural visions. Company culture is the feel the humans are connected to the firm sense. These are the shared ethos on which company people believe.

Considering the tangible aspects for the culture of the Apple organization which are the visible aspects. For this approach, Apple organization artifacts are globally known. Apple logo is enough for confirming the company products artifacts' importance. Besides the artifacts culture also included the core values of the company. Apple's core values have secrecy factors at the top which included standards and principles which involve the creativity, innovation, leadership, and competitiveness aspects. For the practical exposure of these factors, company employees and leaders adjust their performances accordingly for successful attainment. (Kim, 2019) Company culture also considers the assumptions which are the thoughts, beliefs of the company which did not play any such role but are very important for the values and artifacts formulation.

All of the above company ideology is the identification factor of the company. These ideologies make the company distinctive from its competitors. Apple organization ideologies have an organic structure as all decisions are taken by the company CEO. During the Steve period,

there was moderate combativeness. After Tim Cook's period approaches to more leadership and sociable strategy for the business culture. The company's strategy mission is to become the globally strongest brand with high-profit margins. (Budnikas, 2011)

For the evaluation of the company, cultural theories and models are taken under consideration. These models have measuring criteria for the company's performance. For the cultural performance determination, HOFSTEDE model is used. This model has certain norms for the organization's performance consideration. This model is developed by Geert Hofstede. This impacted the cross-cultural values of the organization. through this model collective programming is made distinct from one group to another. This theory helps understand the differences in the culture of a firm in its market, country, or globally. This strategy has defines the culture variance in different dimensions.

Hofstede's model express either company is internally or externally driven. Apple's organization is internally driven. As the company is driven by the management and company CEO. The company has strict work or easy-going working rules for the employees. Apple organization has an easy-going strategy for the working but there is innovation and creativity utmost need. The professional or local culture aspect in the Hofstede model, Apple has a professional culture. As all the working norms, management, and other standards are professionally assessed. This means the company has a professional strategy for the work and culture. Apple Inc's culture is purely professional in which top Notch excellence policy is considered for the best labor hiring. Apple's success is based on the excellence emphasis strategy in development, design, growth, and other relevant approaches.

Organization operation management is managed and controlled by the leaders of the firm. Leaders are the person who judges, guide, motivate the company employees for the achievement of the goals. Leaders lead the workers to direct them to the policies and rules required; workers should have to follow those instructions for the company performance objectives achievement. For the proper guidance of the team members leaders may also provide guidance, training, and self-development sessions. Through the regulation of these responsibilities, the working environment of the company is also got better. Through an effective working environment, workers will provide workers with more enthusiasm rather than getting pressured.

Leadership is the role and responsibility of the person who has several distinct characteristics. He is truthful, visionary, motivating traits which are needed for business effectiveness. Leader

through inspiring personality enhances the member's performance. Good leadership makes the working environment so comfortable that employees feel happy to work and provide their best. This strategy also leads to work without conflicts. This all is possible if the leader has transparent, clear, and effective communication abilities. Apple Inc leaders have excellent qualities which make the company operation management distinct in the world.

Considering the Apple firm as a case company leader has effective strategical planning minds. Apple organization has a competitive environment and has diverse needs of the customers to fulfill. Besides this due to technology and social media customers have more understanding of new trends and product variations. Apple Inc's products are getting more featured based and more trendy this is the impact of exceptional leadership. (Ceil, 2018) Business planning, environment, and cultural value are achieved if the objectives are pre-determined. The leader has strong research and market orientation mind to understand the weakness and strengths of the business. for this strategical planning, strong leadership is necessary along with the employee's close coordination.

Along with strategical planning, leadership has the strength of motivating the employees. As through a report, it is evaluated that motivated employees perform 30% more than ordinary employees. Through motivation personal productivity skills are improved, employees felt confident to perform better. Besides this, qualities of motivation time are also saved as employees work with more attention and work completed in less time. All these inspiring strategies will turn the environment of the workplace creative, innovative, and stress-free. Apple company motivates the employees by providing them incentives and strong pay. Besides this employee has effective working environment. Apple artifacts included top-class interior design and the cafeteria environment of the Apple organization.

Besides this strategy employees at Apple have strong bonding. Strong leaders also have the characteristics of team formulation. A leader individually will never handle the whole management of the company. leaders need a strong team that has to work in coordination and have collective goals. (Zhu, Zheng, Riggio and Zhang, 2015) These objectives are achieved if the leadership is so effective that employees are also concerned about their colleagues. By working together employees will reduce factors of jealousy and conflicts. Apple organization provides tours and outdoor tours for the employees. Through this type of strategy, employees will feel about their colleagues' strengths weaknesses and they will care for each other.

Leadership is the strong entity in the business operation, which has multi-layered activities to achieve success. Leadership has standards and values which are measured by the theories and models. Experts and leaders have their views on leadership which are theories. These theories relate to the leadership traits, which are maybe by birth or situation-based. Besides these traits, leaders may have behavior-based values for leadership effectiveness.

Great man theory is the leadership theory in which expert has the views that they have inborn leadership qualities. They have managing characteristics which is the attribute of the leader. All the qualities are inborn he has never learned from society. Apple leaders have this trait but there is also situational leadership impact as today's environment has a route to tackle the situation. but great man theory explains that “leaders are born, not made”.

Situation leadership theory expresses that leader has an impact on the society and community in which he is born and gets up. Herbert Spencer is against the great man theory because the community changes a man. But to some extent, the great man theory is for those who have no training and education but they have the same attributes as their ancestors in leadership. Situation leadership is more approachable as in business such as that of Apple organization for each task person leadership training is different and leader will work accordingly for facing the situation. Apple Inc leaders have the different leadership entities for launching ever new version of the iPhone mobile. (haerani, 2021)

Leadership is another model is Laissez-Faire in which employees have control of all decisions. The leader gives the workers responsibility and hands over the specific task. Through this model, workers will get involved, practice innovation, creativity and have fun. This will bring out the worker's exceptional strengths and results which is effective for the leader's future. But leaders need to create such a situation in which this model is practicable. Otherwise, the company may suffer if the model is practiced effectively.

Thus, leadership is not as simple as just leading a team, it's one of the difficult tasks to achieve the objectives of the company either to ruin the business through ineffective leadership. Leadership is concerned with human resource management too. As in human resource management recruitment of employees, workplace environment, training, and relationship of employees is made effective. This strategic process of planning is possible through maintaining the HRM.

Considering the human resource management functions such as employees' recruitment and retention. For this process leaders and management of the company is concerned. Apple Inc's

recruitment strategy is too tough because for the company skilled and highly qualified employees are required. Due to covid-19 employees recruitment process get more critical because every process gets online. The recruitment process is to provide an advertisement for the specified job.

One is internal and the other is an external process. In external job advertisement, talent pool screening, interview, and then training is done. Through this process pool of talent, candidates will apply for the seat. After checking their experiences and qualifications company will select the candidates which meet the company requirements for the interview via email. After email candidates will give an interview and among those selected candidates are recruited for the job. Those candidates will be trained. Besides this internal recruitment process includes the strategy in which previous or senior employees are trained and provided them development sessions so they could achieve the company objectives. After their promotions, they are recruited for the relevant job. Apple organization has more than 147000 employees who are recruited and trained in the full-time category. (Mohamad Yusoff, 2018)

After the recruitment of the employees, they are trained through providing the training sessions. In this process employees' weaknesses are assessed and areas of improvement. Due to the time of technology organizations' requirements and strategies for the operation of the company are also getting advanced. For this tactic, it's necessary to train the employees so they can handle the operations according to the technology need. In the pandemic, every business gets online and workers work at home. For this situation, employees need to be trained on how they could work from home.

For the employee's recruitment and HRM management effective regulation is made strong through acts. Such as the act of equity in this act all the rights and benefits in which employees will feel comfortable and satisfied are mandatory for the company to provide to employees. Besides this equality is the factor to treat each employee without any discrimination. Otherwise, the organization will be fined if the firm will operate this law. (McKinlay and Starkey, 1992) Redundancy law is that in which pay, counseling, related redundancy is included. HRM needs to work on the employee's welfare and happiness.

Customer services effectiveness is also included in HRM strategical planning. In this process how customers' needs and requirements are fulfilled. Besides this for the understanding of the trends, HRM may also design market research. In which company-related customers, brand

value, product requirements are fulfilled. Besides this Apple organization has joined their customers to HRM by social media, websites, and Apple apps.

Besides the employees and recruitment management also involve several other functions to take under consideration. The organization serves for the business goals alignment. In which all the production, finance, customers, and employees-related needs are taken into alignment. After this alignment, all these functions and related activities are operated in an effective means that the company should regulate smoothly. In the HR system, all the functions alignment is done for the financial and non-financial success of the company. the main function of strategic HRM is to earn productivity, profitability, and fame through the management process.

Several models are used for the HRM management of the company. The standard casual model is the most known HR model. This was published in the late '90s which define the strategic process through which the HR life cycle earns profit for the company and better the company performance. In this model HR practices such as that of recruitment effectivity in Apple organization and its outcomes which will improve the company performance are assessed. In company performance employee productivity, innovation, quality of products is matter. Apple has all the performance traits to achieve its financial objectives. Besides the performance financial benefits how the company is gaining from the recruitment. in financial objectives better turnover, profits, margins, and ROI are taken under consideration. This model is opted by Apple Inc. for the HR strategy as HR is derived from the overall strategy.

Another model for the HRM is the 8-box model which is developed by Paul Boselie in which internal and external factors are involved. In the external concern market, customers, stakeholders are taken. How the company is taking advantage of these external factors and managing. In internal factors staff hiring, recruitment, selection, sourcing, and firing are determined. For the internal context management acts such as that of redundancy law and trade union laws are taken as standards. Besides this intended, actual, and perceive practices the company is doing for effective management are involved. (SEongkwon Cheon, 2014) Such as manager and HR relation to who they are collaborating for the company actual practices execution.

Another model is the HR supply chain model which is developed by Paauwe & Richardson in 11997. In this model HRM outcomes and activities are taken as two main categories. Activities are daily operations such as hiring, training, succession plans. These activities are measured by efficiency metrics. While the outcomes are goals and aims company is compensated to achieve.

This is the satisfaction, retention, motivation of the employees for the better performance of the company. for the proper achievement of the objectives, it's necessary to keep the balance between these two factors. For the effectiveness of this model program-based practices are used for training, learning, and developing opportunities for the people. Such as that of Apple Inc. apps, websites, social media services are provided for the customers, stakeholders, trainers to attract them and achieve benefits for the company.

Company profitability and productivity is the basic need to achieve competitiveness in the market. Apple Inc is having a strategic culture that concerns the secrecy and excellence aspects to achieve for the company's benefit. The company has innovation and creativity-related aspects for the employees to hire and recruit. Apple Inc is the world-ranked organization that has approached HRM, leadership, and culture-based rules and regulations to achieve effective outcomes. But there is a need for further betterment to access the market competitive environment. Such as that of secrecy factor is high in the company which may limit the rapport among employees. All these consideration betterment and collaboration makes the enterprise world number one company.

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