

Zooming in and out of Apple Inc.: An Organizational Behavior Analysis of Individual and Team Levels

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Abstract: Apple Inc. is widely recognized as a prominent global corporation. This study undertakes a comprehensive investigation of Apple Inc., including the leadership of CEO Tim Cook, the internal dynamics of the design team, and many organizational and external influences. By employing analytical frameworks such as Industry Analysis and PESTEL, this study examines the competitive advantage of Apple Inc. and identifies potential areas for enhancement. The findings indicate that Apple's dedication to innovation and ethical conduct has resulted in the establishment of a robust brand and a devoted consumer following. However, in order to remain competitive in a rapidly evolving technological environment, Apple Inc. must persistently adjust its strategies. Additionally, it is imperative for Apple to acknowledge and rectify concerns regarding labor and environmental practices that have been raised by critics. The objective of this study is to provide a comprehensive comprehension of the factors that establish Apple Inc. as a prominent player in the worldwide market.

Keywords: Apple Inc., global market, Organizational Behavior

1. Introduction

Apple Inc. is widely recognized as a prominent global corporation. The establishment of the corporation in 1976 was attributed to the joint efforts of Steve Jobs, Steve Wozniak, and Ronald Wayne. With a market capitalization of \$2 trillion, it has emerged as one of the most significant enterprises globally [1]. Apple is well acknowledged for its revolutionary nature, emphasis on design, and strong attention on meeting the needs and desires of consumers. The company endeavors to create high-quality products that incorporate elements of design, technology, and consumer experience [2]. This study will examine the actions of Apple at four distinct levels: the individual, the team, the organization, and the external environment. This article will examine the individual-level factors pertaining to Tim Cook, the chief executive of Apple, including his emergence, decision-making processes, communication strategies, motivational techniques, and ethical conduct.

This study will also examine the behaviors of other key Apple executives, such as former Chief Design Officer Jony Ive and Chief Operating Officer Jeff Williams, in order to get further insights into the influence of Apple's leadership on the company's performance. At the organizational level, this study would then analyze the behaviors of specific factions inside Apple, such as the architectural or engineering teams. This study will examine the communication and collaboration patterns among individuals within Apple, exploring factors that motivate them, their current job satisfaction levels, and the contributions made by those who aid in the achievement of Apple's organizational objectives.

The study will also examine the extent to which these commitments to collaboration with different teams within the business influence the company's behavior. At the macro-environmental level, this study will examine Apple's interactions with its competitors, suppliers, and government agencies. This study will additionally examine the impact of broader societal, economic, and technological transformations on the company's behavior. The primary objective of this study is to conduct a comprehensive examination of Apple's operations across four distinct levels of analysis, employing organizational behavior (OB) ideas and highlighting variations from the course material. This article will provide valuable insights into the operational dynamics and activities of Apple as a corporate entity. Additionally, it will provide us with the skills to effectively assess various companies and make significant contributions to the subject of organizational behavior.

2. Individual Zoom-Level Analysis of Apple Inc

In the realm of Leadership Style, Tim Cook has been recognized as an innovative leader that prioritizes inclusivity and transparency in his approach. The individual in question is widely recognized for his propensity to engage with staff members, and he has implemented several strategies to promote equality and inclusivity inside the business [3]. Cook's leadership style is characterized by his inclination to inspire and empower employees, along with his unwavering commitment to Apple's fundamental values and objectives. Furthermore, the extent to which Cook demonstrates the ability to motivate his team members is closely linked to his particular leadership approach. The individual consistently emphasized the need of maintaining a harmonious balance between one's career and personal life. They have taken the initiative to implement various initiatives, such as wellness competitions and opportunities for voluntary work, in order to support this notion. Furthermore, Cook has exhibited a strong commitment to advocating for the protection of the natural environment, and his unwavering dedication to this cause has served as a source of inspiration for others who align with his values and convictions [4].

Thirdly, Cook's management strategy places significant emphasis on the establishment of open and transparent communication channels. The individual has taken the initiative to enhance internal communication inside the organization and has emphasized the need of fostering transparency and integrity. As an illustration, he assumed responsibility for overseeing the execution of a program known as "Apple University," which was specifically developed to provide employees with comprehensive training in successful communication [5]. Furthermore, Cook is renowned for his practice of personally responding to client messages, a strategy that has contributed to the development of an organizational culture that emphasizes open communication and customer pleasure [5].

Furthermore, Cook has consistently demonstrated his unwavering support for privacy and human rights. The practices and rules implemented by Apple serve as evidence of his steadfast dedication to ethical conduct. Apple, as an example, has implemented strong measures to safeguard the privacy of its customers' data. Additionally, Tim Cook, the CEO of Apple, has expressed strong opposition to federal initiatives that infringe upon private rights [6]. Apple has implemented initiatives to improve labor conditions across its supply chain. These methods include the provision of a behavioral standard to suppliers and conducting audits to ensure compliance with this standard. Tim Cook's leadership style, ability to inspire employees, commitment to effective communication, and ethical conduct have collectively played a significant role in contributing to Apple's success at both the individual and organizational levels. The focus on openness and inclusivity has contributed to the establishment of a corporate environment that fosters cooperation and innovation. Additionally, the commitment to principles such as privacy and sustainable development has effectively enhanced Apple's brand and reputation [7].

3. Team Zoom-Level Analysis of Apple Inc

The design team By working together and using innovative ideas in product development, Apple has built a strong reputation. The team is mostly varied designers who brainstorm together to create a solid concept. A collaborative approach would have helped Apple create user-friendly and automated goods, helping it stand out [8]. Due to its meticulousness and dedication to quality, the team has a steady record of success. This has helped ensure Apple's goods are both attractive and useful. The design team aims to create functional and attractive products. The company's purpose matches Apple's: to create new products that improve people's lives. The team's main goal is to create a product that's attractive, user-friendly, and visually appealing [9]. The team's success is shown by Apple's goods' global recognition and customer interest. Communication between design team members is crucial to their success. Apple knows its employees regularly react to management emails in the morning. UniBox may be used by the individuals [10]. The software interfaces with the company's voicemail platform and delivers Apple alerts to employees' phones.

Jonathan Ive is known for his design skills and dedication to Apple's mission. He leads the design team due to his exceptional skills and dedication [11]. Jonathan Ive, on the other hand, pays close attention to detail, strives for excellence, and prioritizes subordinate contentment. He is well-known for his involvement in product development from design to launch [12]. As Apple's CEO, Tim Cook has led the company's engineering staff and products to success. The company's design team strives to create useful and attractive products [13]. Most designers are passionate about their fields and inspired by the possibility to develop things that change consumers' lives. The staff is also driven by appreciation for producing excellent products [14]. The Apple design team's unique and ambitious approach has earned it several awards. These awards have boosted the team's enthusiasm and dedication to excellence. Apple follows business standards. From our perspective, Apple's business practices are as important as its innovative products. The company's Business Conduct and Compliance standards formalize its values and operations. Apple's design team prioritizes ethically designed products that provide them an edge over competitors. Apple's products are successful due to the product development team's teamwork, attention to detail, and dedication to quality. The team's congruence with Apple's goals and beliefs, good communication, and ethical behavior have reinforced its dedication to high standards and motivation.

4. Organizational Analysis of Apple's Zoom Level

The present study aims to conduct an analysis of Apple Inc.'s organizational culture, norms, processes, and purpose in order to gain a comprehensive understanding of the company's operational dynamics. This study aims to investigate the impact of these factors on the behaviors and performance of both individual employees and the overall company.

4.1. Culture, Policies and Procedures

The culture of Apple is widely recognized for its strong focus on innovation and aesthetics. The concept pertains to a philosophical approach wherein individuals strive to achieve excellence in all their pursuits. The motto "Think different" serves as a source of inspiration for individuals, encouraging them to question established norms and engage in unconventional thinking [15]. Furthermore, Apple places significant emphasis on the values of cooperation and collaboration within its corporate culture. The organization focuses considerable importance on fostering a feeling of community and inclusivity within its workforce, thereby pushing members to collaborate towards common goals [16]. Apple implements a set of regulations and procedures to influence the conduct of its employees. The paramount aspect pertains to the firm's code of conduct, which delineates the prescribed norms for employee conduct and ethical comportment in a comprehensive manner. The

purpose of these criteria is to ensure that the firm conducts its operations in an ethical manner. The aforementioned code of conduct encompasses the prohibition of various negative behaviors, including but not limited to extortion, bullying, racism, and unfair treatment of individuals [17]. Apple implements a variety of standards and procedures to foster ethical conduct, ensure adherence to legal requirements, and uphold its code of conduct. As an illustration, the organization provides a thorough employee training program that covers several areas such as compliance, data security, and ethics [17]. Integrity entails conducting business in a consistently moral and trustworthy manner. Apple consistently demonstrates a commitment to treating its customers, business partners, and workers with the utmost care and respect they rightfully deserve. Ensuring the protection of private rights for Apple's employees, clients, business partners, and suppliers is of utmost importance [17].

4.2. Mission and Behavioral Analysis

The primary objective of Apple is to disseminate enjoyment worldwide through the implementation of groundbreaking product design. As a result, Apple will gain the confidence and reliance of its customers. The company places significant emphasis on the creation of distinctive and captivating products to ensure that its customers are provided with access to state-of-the-art technology. Furthermore, Apple has made a commitment to mitigate the environmental consequences of its operations. In order to achieve this objective, the organization will seek to enhance its utilization of renewable energy sources while concurrently reducing its reliance on nonrenewable resources (Denoncourt and Janice).

The organizational behavior of Apple is influenced by its culture, conventions, procedures, and overarching objectives. The organizational culture of the company fosters an environment that promotes creativity and cooperation, thereby motivating employees to engage in innovative thinking and collaborative efforts towards the attainment of shared objectives. The implementation of this approach has facilitated the cultivation of a robust sense of community and affiliation among employees, leading to elevated levels of motivation and dedication [18]. The policies and processes implemented by Apple exert significant effect on business conduct. The implementation of a company's code of conduct and training programs plays a crucial role in fostering ethical conduct and ensuring adherence to legal and regulatory frameworks. This is of utmost importance as it directly impacts the company's reputation and the faith placed in it by consumers. Apple's mission serves as a significant catalyst for organizational behavior. The company's adoption of innovative and ecologically sustainable products has certainly contributed to its prominent position in the technology market. The sustained expansion and achievement of Apple can be ascribed to the company's capacity to motivate its employees and customers through its unwavering commitment to its initial goal [19].

In conclusion, Apple's conduct is influenced by several key factors at the organizational level, encompassing its culture, regulations, procedures, and mission. The organization's emphasis on fostering creativity and collaboration has resulted in elevated levels of employee involvement and commitment. Simultaneously, the company's established guidelines and procedures promote ethical behavior and adherence to legal and regulatory standards. The ultimate objective of Apple serves as a fundamental driver of organizational behavior, instilling motivation among both employees and consumers, and propelling the ongoing growth and achievements of the company.

5. External Environment Zoom-Level Analysis of Apple Inc

The external environment of Apple Inc. will be analyzed in this section, employing several frameworks and concepts discussed throughout the course. The external environment comprises

external factors that exert an impact on the operations and performance of the company. Subsequently, an examination of Industry Analysis, Competitive Analysis, and PESTEL Analysis will be conducted.

5.1. Industry Analysis and Competitive Analysis

The examination of the industry aids in the understanding of the structure and dynamics of Apple's respective industry. In the highly competitive smartphone industry, numerous businesses contend for a portion of the market. According to a study conducted by [20], Apple holds a substantial share of the high-end smartphone market. The firm exhibits significant entry barriers as a result of substantial research and development investments required for product development, the establishment of brand value, and the achievement of economies of scale. The formation of a robust brand image has been facilitated by the distinctiveness of Apple's products [20]. However, the company faces significant competition from Samsung and other Chinese smartphone manufacturers, who offer similar products at more affordable costs. The competitive analysis enables the comparison of the company's strengths and weaknesses with those of its competitors. Apple's main competitors are of Samsung, Google, and Huawei. Apple possesses several key characteristics, namely its aptitude for product invention, its strong brand recognition, and its exceptional design capabilities. However, Huawei and Xiaomi provide cost-effective options in the Asian market. Samsung's closest rivals in terms of market share are Huawei and Xiaomi, as indicated by recent research [21].

5.2. The PESTEL Analysis

The PESTEL analysis is a systematic approach used to assess the external macro environmental elements impacting an organization. It is imperative to thoroughly evaluate all the political, economic, social, technological, environmental, and legal dimensions.

Political: Apple is obligated to adhere to a multitude of legal frameworks and regulations, encompassing areas such as taxation and labor constraints, while engaging in commercial activities across different nations. The corporation has faced numerous legal issues, including antitrust action and patent infringement conflicts [22].

Economic: The global reach of Apple exposes the company to the potential consequences of economic downturns and recessions, which can lead to decreased consumer interest and a decline in purchase behavior [22].

Social: Apple has successfully established a robust brand identity and fostered a loyal client base. However, the enterprise has faced criticism about its labor practices and environmental issues [22].

Technological: Apple is widely recognized as the predominant figure in the technology sector, particularly in terms of its advancements in research and development. Nevertheless, it is imperative for the firm to have assistance in order to effectively adjust to the dynamic and evolving technology environment, as well as meet the evolving demands and preferences of its consumer base [22].

Environmental: Apple has made a commitment to engage in a range of initiatives aimed at mitigating the adverse environmental impacts of its operations and enhancing its adoption of renewable energy sources. However, the corporation has faced criticism for its environmental practices, particularly its poor utilization of scarce resources [22].

Legal: Apple is subject to a diverse range of legal regulations, encompassing areas such as privacy, antitrust, and intellectual property rights. The corporation possesses a tumultuous legal background, encompassing allegations that span from patent infringement to antitrust offenses. The corporation has faced multiple legal actions [22].

It may be concluded that the external environment in which Apple operates is characterized by intense competition and dynamism. The company operates inside the smartphone industry, a highly competitive field, and consequently faces substantial competition from other firms. The PESTEL

analysis is a valuable instrument for gaining a deeper comprehension of the organizational factors that are impacted by the broader environmental framework. Apple has successfully established a strong brand identity and fostered a loyal customer base. Moreover, the organization has faced significant scrutiny for its treatment of employees and the adverse environmental impact it has generated. In order to sustain its market leadership, Apple must allocate significant financial resources into research and development, while also exhibiting adaptability in response to the rapidly changing landscape of technology.

6. Conclusion

The complete examination of Apple Inc. through a four-level inquiry facilitated a thorough comprehension of the organization's behavioral patterns. The leadership style of Tim Cook was evaluated on an individual basis, leading to the determination that his adoption of a transformational leadership strategy had a crucial role in the development of Apple. The engineering and design teams, which are integral to the development of innovative goods, were the primary focus at the team level. The investigation revealed that these teams exhibit a culture of collaboration and have a strong commitment to achieving their objectives through a well-defined and organized approach. The corporate culture of Apple has been found to place a high emphasis on innovation, quality, and customer happiness inside the firm. The company's achievement can be attributed to its emphasis on developing user-friendly and comprehensible goods. Apple has implemented robust regulations and procedures to maintain a competitive edge in the technology domain. At the macro-environmental level, the investigation centered on the influence of external influences on the behavior of Apple Inc. Based on the research findings, Apple has demonstrated a keen awareness of external factors, including shifts in customer tastes, advancements in technology, and alterations in regulatory frameworks. The company has also implemented measures to uphold its favorable reputation through its environmentally and ethically conscious practices. In summary, the thorough examination of Apple Inc. across four levels of analysis has yielded a full comprehension of the organization's behavioral patterns. The success of the business can be ascribed to its robust leadership, a culture that fosters collaboration, innovative regulations and procedures, and a proactive approach in adapting to external circumstances. This study could potentially serve as a framework for evaluating other enterprises and mitigating organizational errors.

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