Apple organizational culture is the basic factor for their success. Apple’s human resources enable to support various strategic goals. Also their culture traits are adjusted with innovation, and that what determines business competitiveness in the information technology, online services, and consumer electronics industries. By all of Apple’s leaders, the company continues to develop its culture to maximize human resource support for business relevance in different markets around the world. Apple organization has perfect creative innovation culture.

Innovation: Apple’s organization support industrial revolution and rapid technology and innovation. Apple company is one of the most innovative companies in the whole world, because the firm motivate it employees and train them with suitable culture and circumstances of innovation based of individual performance and contributions to product development

Top-notch excellence: It’s known about Apple organization that they are strict when about hiring employees, they have a policy of hiring only the best of the best in the labor market. The previous leader (Steve jobs) was known that he fires employees who didn’t meet his expectations. (Tim cook) continues this tradition, such a tradition encourages employees to do their best. Excellence is a major factor in the business, especially in a product needs development and design procedures.

Secrecy: The founder of Apple organization (Steve jobs) was circumspect to have an organizational culture of secrecy. The company continues to apply this procedure and it became a part of the organization’s strategy to reduce theft of proprietary information or anything else related. This strategic management enables Apple to be safe against its competitors.

Combative: Steve jobs was known that he has moderate combative approach. He was randomly challenge employees to ensure that they are able to work at Apple organization in any conditions. Tim cook’s leadership (the current leader of Apple organization) changed Apple’s organizational culture to more sociable and a less combative one. Apple organization has moderate degree of combativeness that presents challenges to make employees more desirable to enhance the outputs.

Apple company continue to take sustainable measures that will have positive influences through real world problems collaboration. In the past couple of years Apple company has focused on how to deal with electronic waste, recently, Apple designed a line of robots known as “Liam” that dissembled iPhones for recycling every 11 seconds. These robots could take apart 1.2 million phones per year and some of these components that have been disassembled and they make new products rather than just dumping these materials into landfills. Some of these materials could take years to decompose, so these robots are contributing significantly and will be continued to be used in various ways. Apple organization can continue to use these robots to fight other global issues. In addition, in February of 2016 Apple company was the first American tech company to issue around a 1.5 billion green bond which would be used to finance various environmental projects

Going back to carbon footprint effects, Apple wants to decrease these effects they leave on this earth by making collaborations with their intermediaries and limits the emissions that are produced by reducing raw materials production as much as possible and the electricity that is used in their factories.

Apple worked with their suppliers to create a suitable program to reduce their forest residues and energy use. So, Apple has created a program that tracks their energy use in details and by this useful process they saved more than 32 million dollars.

No doubt that informal relationships in organizations has negative effects. Idealize business culture has no informal power relationships, but badly in real circumstances there are informal relationships and abuses. For example; if a CEO manager was pursuing to apply an ethical business environment and enhance worker’s performance, and other employee has an informal power using it in a bad way and abuse that power in causing problems and vandalism CEO, in account of this, CEO manager can’t continue working in such a culture. Terrible consequences of informal power relationships are various, for instance, using informal power to have your own interest with no awareness about what could this behavior may result on other worker’s careers, it may reduce employee abilities and improvements, or deficiency in the system of corporate culture and other business systems. There are various factors that help informal power relationship to arise. For example; leak of information to an employee, then the information he/she knows use it to enforce other workers to do illegal practices by threating them, or numerous of employment harassments may happen because of a hostile work environment jointly with informal power practices.

First paragraph:

Apple's organizational culture is the fundamental factor for its continuing success in the business. Apple’s culture enables human resources to support various strategic goals. Moreover, their cultural traits are adjusted with innovation, and that what determines business competitiveness in the information technology, online services, and consumer electronics industries. By all of Apple’s pioneers, the company continues to develop its culture to maximize human resource support for business relevance in different markets around the world. Apple organization has a perfect culture of creativity.

Mostly, they focus on maintaining a high level of innovation that encourages creativity and a mindset that challenges standards. One of the key factors of successful business is cultural support. Which determinants of competitiveness, especially in addressing aggressive and rapid technological innovation and product development. Here are some of the main Apple’s corporate cultural characteristics: top-notch excellence, creativity, innovation, secrecy, and Moderate combativeness.