**Class Activity 21-09-2022**

**Name: Anusha Saad**

**ID: 19K-0281**

**Section: H**

In November 2019, Google fired four employees involved in internal activities. These employees were taking internal action against Google's decision to accept security-related contracts with the US government. Google claimed that these employees' actions violated Google's Privacy Policy and Code of Conduct. Google struggles to contain the impact related to employee relations issues. Sundar Pichai must decide how to regain employee trust without jeopardizing Google's unique culture. Workplace culture can also affect a company's financial performance, according to research. The founding principles of Google co-founders Larry Page and Sergey Brin were central to the company's early culture. The phrase "Don't Be Evil" has become a central feature of Google's Code of Conduct. Google looked for candidates who embodied Google values ​​through an intangible quality known as "Googleness." His TGIF meetings at Google provided an opportunity for employees to ask questions and challenge companies. By 2019, Google has grown into a technology giant that functions as a search engine, advertising service, and email platform. Some observers have argued that the limited technology diversity is the result of "pipeline problems." One school of thought believed that cultural issues in technology created a hostile work environment for women and underrepresented minorities. Others attribute the lack of diversity in technology to the belief that success in technology "depends almost entirely on natural genius" rather than on collaboration. Language culture has always been difficult to navigate. Some outside observers believed that Google's focus on being Google-esque stifled diversity efforts. Hiring based on cultural fit can be problematic for diversity initiatives. Interviewers may be more likely to select candidates who are similar to most of the other employees. Google co-founder Sergey Brin urged employees to empathize with his colleagues across political and ideological lines. Googlers publicly expressed their views on political issues. In November 2017, Google fired a transgender engineer for violating the company's code of conduct. After Tankard announced a U.S. travel ban on citizens of seven Muslim-majority countries in 2017, some Google employees went on strike at headquarters. Google CEO Sundar Pichai has vowed to oppose projects that integrate AI into weapons and other potentially deadly technologies. About 10 employees resigned in protest against the contract.