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Introduction

In today's rapidly evolving business environment, Human Resource (HR) policies play an essential role in identifying a company's employee satisfaction, competitive advantage, and overall success. Such HR policies can not only influence employee morale and retention but also shape the employee's perception and interactions with the customers of the company. The chosen company for conducting developing this report regarding HR policies is Apple Inc. Apple Inc. a prominent American-based manufacturing company known for its innovative products and high-quality services (Apple, 2022).

The global presence and diverse workforce of the company necessitate robust and efficient HR policies. However, every company must face challenges regarding employee retention and turnover challenges, internal and external communication barriers, and changing customer service demands and preferences regardless of their market position and rank. Apple's HR strategies, with its leadership status, can set examples for several businesses across the world. The primary objective of this report is to examine the company's current practices and recognize potential gaps or areas of improvement in its HR policies.

This assignment will illustrate a comprehensive review of Apple's already existing HR policies. Additionally, it will offer strategic recommendations to strengthen employee retention, integrate technology for enhanced communication, enhance customer service, and revise performance appraisals. Moreover, it will provide insights into planning job listings for newly shaped roles within the company in order to ensure that the starting salaries are competitive and according to the responsibilities of each position. Lastly, it will provide a deep analysis of the significance of employee health, safety, and well-being in an ever-evolving business landscape. Therefore, a particular guide for focusing on health, safety, and well-being areas will be created

by keeping in view the unique desires, wants, demands, and problems faced by Apple's diverse workforce.

Apple Inc.

Apple Inc. is an American-based multinational technology company that offers innovative products and unique and high-quality services. The company's headquarters is situated in Cupertino, California. The company was established in 1976 by Apple Computer Company under the supervision of Steve Jobs, Ronald Wayne, and Steve Wozniak. The company is currently operating in industries such as consumer electronics, online services, and software services. The products that are offered by the company include Mac, iPhone, iPad, Apple Watch, and AirPods Max, and service includes App Store, AppleCare+, Apple Books, Apple Music, Apple News Apps, and others. The mission of the company is to provide a unique or exclusive user experience to customers through offering innovative hardware, software, and services (Apple, 2022).



Figure 1 Products of Apple Inc.

Critique of Apple Inc.'s HR Policies

Apple Inc., a leading pioneer in technological innovation, has always been gaining public attention not just for its revolutionary products but also for its effective corporate culture and HR policies. However, even global leaders are not exempt from inspection, and some aspects of Apple's HR policies permit a deep look (Apple, 2022). The critiques on Apple Inc. HR policies are described below:

Secrecy & Collaboration:

One of the fundamental elements of Apple's success is its unmatched secrecy. Employees frequently work on projects without knowing the comprehensive picture or how their tasks fit and are suitable for such a large company's objectives. While this secrecy has secured Apple's intellectual property and kept product inaugurations and launches a secret or surprise for the public, it can also reduce employee collaboration. When employees work in an environment where they remain unaware of wider company goals, it can restrict excessive innovation power and limit the exchange of ideas within the company (Joseph, 2020).

Diversity and Insertion:

Apple has made significant progress in diversifying its workforce, but there's still space for further improvement and tapping new opportunities. According to their 2022 Diversity Report, most of their leadership roles are performed by men, which indicates gender discrimination at the higher level positions. Strengthening an environment where diverse opinions are heard and valued at all organizational levels can further reinforce Apple's market position (Apple, 2023).

Work-Life Balance:

With a reputation for developing high-technology solutions, Apple has a corporate culture of high expectations and demands. While this has led to revolutionary products, it has also been associated with employees facing exhaustion and burnout at the workplace. There have been examples reported where the burden to meet product launch deadlines caused extended work hours without sufficient breaks, affecting employees' overall well-being (Joseph, 2020).

Feedback Mechanism:

Apple's complex hierarchical structure may obstruct open feedback mechanisms. Employees, particularly those lower in the level, might hesitate to raise their voices regarding their concerns and needs or provide feedback, be afraid of potential consequences. A more transparent and anonymous feedback mechanism can nurture a culture where concerns are elevated and addressed quickly (Aubagna, 2020).

Remote Work Flexibility:

In the rouse of the COVID-19 pandemic, many tech companies have incorporated flexible work-from-home policies. Apple has been slower in adapting to this trend with its focus on physical collaboration and confidentiality. While protecting IP is vital, finding an equilibrium that permits employees some flexibility in working can raise job satisfaction (Stern, 2022).

Apple remains a desired workplace and industry forerunner, but there are areas in its HR policies that can be modified and improved. Addressing these areas can improve employee satisfaction and drive even new innovative thoughts and ideas, further reinforcing Apple's position as a global leader in tech (Stern, 2022).

Proposed HR Policies for Apple Inc.

a) Employee Retention

Holding and retaining top talent remains a keystone for any successful company, particularly for industry frontrunners like Apple. As the underlying aspects of the modern workplace change, the expectations, needs, demands, and requirements of employees are also fluctuating. Here are proposed HR policies to enhance Apple's employee retention rates:

Flexible Working Hours:

Modern place of work has begun to realize that the customary 9-to-5 working hours' structure may not essentially be favorable to bring optimum productivity for each employee. Introducing a flexible working hours policy enables employees to design their work schedules around their highest productivity times and personal obligations. By offering such flexibility in work, Apple can foster a culture of trust and belief, empowering employees to accomplish their tasks in a timely manner while fulfilling their job requirements (Half, 2023).

Opportunities for Remote Work:

The global pandemic emerged the feasibility of remote work for many tech job positions. While Apple's culture of secrecy and physical office collaboration is fundamental to its operations, offering some extent of remote work flexibility can be an important retention technique. Whether permitting 1 or 2 days of remote work in a week or providing the choice for certain roles to be fully remote, this flexibility can improve work-life balance, decrease travel stress, and provide a wider talent pool that respects and values this flexibility (Rodríguez-Sánchez et al., 2020).

Personal & Professional Development Workshops:

The tech industry is in a continuous state of change because of the regular emergence of new tools, languages, and practices. Apple can strengthen its commitment to employee personal and professional growth by managing and initiating monthly or quarterly skill development workshops. These workshops can range from soft skills, technical skills, and leadership training to internal collaboration and communication knowledge. By investing in their employees' growth, Apple prepares them to overcome future challenges and strengthens the impression that the company values their long-term career development (Half, 2023).

Competitive Benefits Package:

While Apple already offers a vigorous employee benefits package, it is very crucial to continuously review and modify this package according to growing employee needs. Frequent and regular surveys to understand employee needs can be helpful. Introducing or enhancing healthcare benefits, inclusive dental coverage, and competitive retirement plans can make Apple's offer even more persuasive. Furthermore, considering the mental health tendency, counseling services, presenting wellness programs, or self-analysis workshops can be effective (Rodríguez-Sánchez et al., 2020).

b) Customer Service Practices

In today's digital period, the importance of exceptional customer service cannot be exaggerated. Companies, regardless of their size or industry position, thrive on building and sustaining strong relationships with their customers. Apple Inc., well-known for its matchless and unique products, also needs to ensure an exceptional customer service experience to match its product quality. Here are some proposed improvements in customer service practices that must be considered by Apple:

Regular Training on Best Practices:

Customer service is not stationary; it changes with shifting technological advancements, consumer expectations, and industry standards. Apple should invest in steady and regular training programs to keep its customer service representatives (CSRs) updated with the latest practical experiences. This training should include both the technical features of Apple products and the soft skills required to manage customer queries efficiently. Scenario-based learning, role-playing, and workshops with industry experts can improve CSRs' expertise, ensuring customers receive accurate, timely, and compassionate support (Pingrey, 2023).

Monthly Feedback Sessions from Clients:

Feedback is the foundation of the company's continuous improvement. Apple can introduce monthly feedback sessions or surveys where clients can share their experiences, concerns, and suggestions about the customer service they obtain. This direct communication allows Apple to recognize any periodic issues, areas of excellence, areas of improvement, and possible gaps in service. By vigorously involving clients in the feedback process, Apple not only gathers valuable insights but also strengthens the message that they value and respect client opinions (Pingrey, 2023).

Reward System for Excellent Customer Service:

Acknowledging and rewarding brilliant performance can drive motivation and increase morale. Apple should introduce a system where excellent customer service efforts by CSRs are recognized and rewarded. This could depend on customer feedback scores, peer suggestions, or managerial observations. The rewards are not necessarily monetary every time; they could range from public appreciation in company meetings, extra vacations, or even further training and

development opportunities. Such a system not only incentivizes CSRs to steadily deliver their best but also creates a culture of appreciation and gratitude (Pingrey, 2023).

c) Technology for Interoffice Communication

As businesses grow and become progressively global, the significance of continuous interoffice communication becomes vital. Technology provides extraordinary tools that can leverage this, ensuring that distance or opposing time zones don't obstruct the flow of information. Apple Inc., with its massive workforce and countless projects, can considerably benefit from increasing its technological tools for effective internal communication (Serrat, 2021). Here are some strategic recommendations:

Implementation of Slack or Microsoft Teams:

While email remains a leading form of professional communication, digital platforms like Slack and Microsoft Teams offer a more active and instant way of team collaboration. These platforms provide systematized channels for particular projects, direct messaging competencies, report and document sharing, and video conferencing. Apple's teams can interact in real-time, ensuring instant decision-making and more efficient project development and progression. For example, product development teams can have strong channels with members from the design, engineering, and marketing departments, enabling inclusive communication (Serrat, 2021).

Adequate Training in Technological Tools:

Introducing new communication tools is not just essential; it is also important to ensure that the whole workforce can efficiently use them. Regular training sessions should be managed whenever a new tool is announced, or significant updates are made to prevailing tools. These sessions can be enabled by in-house IT experts or representatives from the software providers. Moreover, creating a fountain of online tutorials, FAQs, and guides can help employees overcome

and handle common issues themselves, reducing interruption and ensuring steady communication flow (Serrat, 2021).

Integration of Project Management Tools:

While platforms like Slack and Microsoft Teams enable communication, project management tools like Trello and Asana provide structured insights into ongoing projects. These tools permit team members to monitor progress, set deadlines, assign tasks, and comment on particular project elements. For Apple, where projects often involve numerous teams and difficult deliverables, using such tools can restructure processes, ensure everybody is on the same page, and help in recognizing potential bottlenecks or delays in real time (Serrat, 2021).

Technology has extremely redesigned how businesses communicate internally. Adopting and training its workforce on these tools for a giant like Apple isn't just about remaining updated; it's about increasing efficiency and productivity and ensuring that every team member feels unified and valued, irrespective of location (Serrat, 2021).

d) Employee Performance Appraisals

Performance appraisals are essential to any organization's progress, providing both the company and its employees with an understanding of areas of growth, performance, and future development areas. For a cutting-edge organization like Apple Inc., refurbishing the appraisal system can lead to more correct evaluations, improved motivation, and overall improved productivity. Here are proposed policies for a more effective employee performance appraisal system:

Introduction of 360-Degree Feedback:

Conventional appraisal methods often involve just the manager's evaluation, which can sometimes provide an incomplete perspective. On the other hand, a 360-degree feedback system collects feedback from a broader audience: peers, supervisors, subordinates, and even external stakeholders like customers or partners. This comprehensive method ensures an inclusive view of an employee's performance, interpersonal skills, work behaviors, and leadership abilities. At Apple, where collaboration is crucial, such comprehensive feedback can support in recognizing both strengths and areas needing development (Terra, 2022).

Quarterly Reviews:

Annual reviews, however standard, can frequently be reflective, focusing on past performance rather than future growth. Shifting to a quarterly review system ensures feedback is relevant and timely and permits rapid rectification. Employees at Apple, given the dynamic nature of their projects, would benefit from more regular feedback, enabling them to adapt and improve their performance in real time. These periodic reviews can also help set short-term goals that align with Apple's fast-paced atmosphere (Terra, 2022).

Setting Clear KPIs and Objective Criteria for Performance:

Subjectivity in appraisals can lead to perceptions of bias or injustice. Apple should create strong Key Performance Indicators (KPIs) designed to numerous organizational roles to counter this. These KPIs, aligned with company objectives, ensure performance valuations are based on quantifiable results. For example, a developer's KPIs might include the successful implementation of code, while a salesperson's could be tied to units sold or new accounts acquired. Along with KPIs, setting objective criteria like leadership skills, teamwork, and problem-solving abilities can provide a structured framework for assessments (Terra, 2022).

Job Listing: Secretary for Apple Inc.

a) Job Listing for Secretary Position:

Apple Inc. is an equal-opportunity-providing employer. A Company celebrates diversity and is committed to making a comprehensive environment for all employees.

Position: Secretary

Location: Cupertino, California

Job Description:

As a Secretary at Apple Inc., you will play an essential role in ensuring the smooth functioning of our office operations. You will lead our team's communication, providing secretarial support to our administrators and officials and supporting daily office needs and requirements (GTI Futures Ltd., 2022).

Key Responsibilities:

- Manage executive schedules, including setting up meetings, arranging appointments, and ensuring schedules are followed and valued.
- Ensure effective office communications, routing callers, screening phone calls, answering queries, and creating conference calls.
- Draft, oversee, and distribute office memos, emails, reports, invoices, and other types of written letters (GTI Futures Ltd., 2022).
- Perform clerical tasks, including photocopying, mailing, sending, and organizing electronic files.
- Assist in making presentations and spreadsheets as mandatory.

- Act as a bridge between departments, smoothing internal communication.
- Coordinate travel preparations and set routes for executives and visiting staff.
- Maintain a systematized filing system in the form of electronic and physical documents.
- Provide overall support to visitors by directing them regarding the right personnel or department (GTI Futures Ltd., 2022).

Requirements:

- Bachelor's degree in Business Administration or a related field.
- Expert in MS Office suite, particularly Word, Excel, and PowerPoint.
- Brilliant verbal and written communication skills.
- Robust organizational skills with the capability to prioritize tasks.
- Ability to work in a fast-paced atmosphere and maintain a professional manner.
- Minimum 2 years of experience in a parallel role would be appreciated.

Starting Salary:

The starting salary will be \$35,000 monthly. This is based on industry standards and the size of the company.

Employee Benefits:

Benefits include paid time off, health insurance, and access to Apple's employee training and development programs.

How to Apply:

Interested candidates are invited to submit their resumes and a cover letter describing their relevant experience to the company's HR email.

b) Job Listing: Marketer for Apple Inc.

Position: Marketer

Location: Cupertino, California

Job Description:

As a Marketer at Apple Inc., you will be at the front of our brand's communication, responsible for making and implementing innovative marketing strategies that maintain our position as a leader in the tech industry. Your role drives our brand's transparency, engagement, and overall growth.

Key Responsibilities:

- Plan and implement inclusive marketing strategies that align with company objectives and target audiences (Fleishman, 2021).
- Manage and supervise advertising campaigns across different platforms, ensuring reliability in messaging and maximum return on investment.
- Analyze market trends, customer feedback, and competitor data to inform and regulate marketing strategies accordingly.
- Coordinate with the design, sales, and content teams to ensure unified brand representation and messaging across all networks (Fleishman, 2021).
- Evaluate the efficiency of campaigns using key metrics and provide reports on performance, making essential adjustments for future campaigns.
- Stay updated with the newest trends in digital marketing, ensuring that Apple remains at the leader of marketing innovations.
- Foster partnerships and collaborations that can raise Apple's brand positioning in the market.

- Manage marketing budgets, ensuring optimum allocation and spending for maximum impression (Fleishman, 2021).

Requirements:

- Bachelor's degree in Marketing, Business, or a related field.
- A minimum of 3 years of experience in a similar marketing role, preferably in the tech industry.
- Expertise in digital marketing tools such as SEO, Google Analytics, and marketing automation platforms.
- Robust analytical skills with the ability to interpret data and decode it into actionable strategies.
- Extraordinary communication skills, both written and verbal.
- Creativity, with a good sense of aesthetics and particulars.
- Ability to work collaboratively in a team environment and manage multiple projects consecutively (Fleishman, 2021).

Starting Salary: \$45,000 monthly

Employee Benefits:

Benefits include health insurance, company-sponsored professional development, and access to Apple's latest products for research and understanding.

How to Apply:

Interested candidates should submit their resume and a portfolio presenting past marketing campaigns and results to HR email.

c) Job Listing: Operations Manager for Apple Inc.

Apple Inc. remains at the competitive advantage of the tech industry, and we seek professionals who are innovative, driven, motivated, and ready to accept challenges. We are an equal opportunity employer, encouraging diversity and inclusivity in the workplace.

Position: Operations Manager

Location: Cupertino, California

Job Description:

As the Operations Manager at Apple Inc., your main role will be to forefront the continuous functioning of our day-to-day operations. You'll drive the company's operational efficiency, ensuring that processes are rationalized, teams are aligned, and goals are achieved steadily.

Key Responsibilities:

- Supervise daily operations across several departments, ensuring harmonization, synchronization, and efficiency (Kumar, 2022).
- Lead, manage, and guide a diverse team, nurturing a culture of collaboration, innovation, and excellence.
- Constantly analyze operational processes, suggesting and implementing optimization strategies.
- Collaborate with other department representatives to align operational strategy with corporate goals (Kumar, 2022).
- Ensure that operational standards are met and adhere to Apple's global quality standards.
- Monitor operational budgets and ensure perfect allocation of resources.

- Handle unexpected operational challenges, developing rapid and effective solutions.
- Implement and uphold safety and compliance protocols across the operations.
- Stay informed about the latest trends in operations management, presenting innovative practices that can help Apple's operational efficiency (Kumar, 2022).

Requirements:

- MBA or equivalent degree in Operations Management or a related field is preferred.
- A minimum of 5 years of experience in operations, with a track record of leading teams and managing complex processes.
- Robust leadership skills, with the ability to inspire and motivate teams.
- Exceptional problem-solving skills with an analytical mindset.
- Ability to make informed decisions rapidly and under pressure.
- Tremendous communication skills, with the ability to communicate complex operational strategies to a diverse audience.
- Expertise in operational software and tools (Kumar, 2022).

Starting Salary: \$60,000 monthly.

Benefits Package

Apple offers a competitive benefits package, including retirement plans, health insurance, stock options, and access to constant professional development opportunities.

How to Apply:

Eligible candidates are encouraged to submit their resume, underlining their operational achievements, to HR email.

Health, Safety, and Wellbeing Guide for Apple Inc.

Section A: Health

At Apple Inc., the well-being, safety, and health of employees are vital. The company believes that a healthy workforce is useful for boosting the productivity, efficiency, and morale of the company. Therefore, the company is committed to leveraging employees with resources and initiatives that prioritize the physical and mental health of every member (Vera San Juan et al., 2020).

Regular Health Check-ups:

Apple ensures that all employees have access to regular health check-ups. This proactive approach lets early diagnosis of potential employee health issues, providing timely mediation and better consequences. Employees are encouraged to participate in these screenings, which are accompanied by specialized medical professionals, ensuring correctness and secrecy (Vera San Juan et al., 2020).

Influenza & Vaccination Rollouts:

Influenza can disrupt a company's operations and upset the well-being of employees. To avoid this, Apple arranges annual flu shot drives, providing free vaccinations to employees who wish to contribute. Beyond just flu shots, in response to emerging health threats or epidemics, extra vaccination drives might be planned to ensure the safety of the workforce (Vera San Juan et al., 2020).

Mental Health Awareness Sessions and Counseling Accessibility:

Identifying the significance of mental health in well-being, Apple is devoted to raising a supportive work environment. Regular mental health awareness sessions are piloted to embrace

discussions around mental health, providing employees with information and resources. Moreover, identifying that employees might face challenges both individually and professionally, Apple provides access to professional counseling services. These services are confidential, ensuring employees can seek help without fright of judgment or complications (Soregaroli, 2022).

Section B: Safety

Safety is a vital aspect of Apple Inc.'s commitment to its employees. A company believes that every employee has the right to work in a harmless and safe environment. In this context, the company established rigorous safety guidelines that provide the physical infrastructure of the workspace (Soregaroli, 2022).

Comfortable Workspace Guidelines:

Understanding the long hours that employees invest in, Apple underlines the significance of comfortable workspaces. Every workplace is designed by keeping the ease and comfort of employees in mind, ensuring the right attitude, decreasing the risk of repetitive injuries, and endorsing overall well-being. Employees are provided with flexible chairs, computer stands, and other necessary equipment to modify their workspace according to their comfort. Moreover, regular workshops on the significance of comfort and best practices are conducted to teach employees (Soregaroli, 2022).

Regular Fire and Safety Trainings:

To prepare employees for emergencies, regular fire and safety training is important at all Apple departments and facilities. These trainings ensure that every employee is aware of evacuation actions, knows the location of emergency exits, and can use safety apparatus when necessary. By simulating real emergencies, the company aims to diminish panic and ensure rapid and harmless evacuations (Soregaroli, 2022).

Clear Guidelines on Workplace Harassment:

Apple Inc. has zero tolerance for any form of harassment. The company has set clear guidelines on what creates harassment and the penalties for those found guilty. Every complaint is treated with extreme seriousness and secrecy. It also ensures regular training sessions to train and educate employees about the nuances of workplace harassment, raising an environment where everyone feels safe and valued (Soregaroli, 2022).

Section C: Wellbeing

Apple Inc. believes in promoting an environment that cultivates not only the professional but also the personal development and pleasure of its employees.

Encouraging Adequate Breaks:

Nonstop work without breaks can lead to exhaustion and declined productivity. Apple, we encourage employees to take short, steady breaks during their workday. This not only aids in uplifting their energy but also increases creativity and focus. Selected break areas are equipped with comfortable seats and refreshments to ensure employees can genuinely relax and refresh (Soregaroli, 2022).

Holding Team-Building Activities:

Building strong interactive relationships is key to raising a cooperative work environment. To facilitate this, Apple holds various team-building activities during the year. From workshops to off-site dinners, these events are designed to reinforce team links, increase communication, and nurture a sense of community.

Extra-Curricular Activities Zone in the Office:

Apple has devoted relaxation zones within the office premises for extra-curricular activities. These zones are designed to be peaceful spaces where employees can take a moment for themselves. Equipped with comfortable seating, games, soothing lighting, and ambient music, these zones serve as an escape from a busy work environment (Soregaroli, 2022).

Conclusion

At the end of a detailed examination of Apple Inc.'s HR policies and practices, it can be concluded that this report highlights several aspects of the organization's HRM, from criticizing existing policies of Apple Inc. to proposing innovations for employee retention, enhanced customer service, interoffice communication, and performance appraisals. Moreover, specific job listings with associated salary standards and created a guide focusing on the health, safety, and well-being of the employees ensures that Apple Inc., as a global tech front-runner, reflects the significance of prioritizing employee-centric strategies for ensuring long-term growth and success.

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