

# Reshaping Organizational Culture in the Era of Digital-Intelligent Economy: A Case Study of Apple Inc.

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**Abstract:** With the rise of the digital intelligence economy, the continuous progress of artificial intelligence (AI) and other technologies has had a profound impact on the production mode, management mode and organizational culture of various industries. Especially for the world's leading technology company - Apple Inc., how to adapt to the development trend of emerging technologies through innovative organizational culture reshaping under the background of digital intelligence economy is one of the keys to its long-term leading position in the industry. Through the case study of Apple's organizational culture, this paper discusses the path of reshaping corporate culture in the era of artificial intelligence, and analyzes the influence of artificial intelligence on Apple's culture, including openness and cooperation, privacy protection and care for special groups. The research shows that Apple has made significant changes in collaboration, privacy protection and inclusiveness by leveraging the technical advantages of artificial intelligence, providing powerful practical guidance and theoretical support for the transformation of corporate culture in the era of smart economy.

## 1 INTRODUCTION

With the rapid development of global digital and intelligent technology, digital intelligence economy (digital and intelligent economy), as a new economic form, is profoundly changing the operation mode of traditional economy (Jobs, 2011; Fernandez, 2017). Based on emerging technologies such as big data, artificial intelligence and the Internet of Things, the digital intelligence economy uses intelligent means to promote industrial upgrading, efficiency improvement and innovative development. Its core features are data-driven, technology convergence, innovation iteration, and the spread of intelligent economic activities, which are bringing unprecedented changes to industries, enterprises, and management models on a global scale. Compared with the traditional economy, the digital intelligence economy emphasizes the deep integration of information technology and the key role of technology in innovation. In this new economic form, enterprises are faced with unprecedented challenges and opportunities. On the one hand, the rapid development of technology provides enterprises with more innovation opportunities and promotes the improvement of productivity and work efficiency. On

the other hand, the rapidly changing technological environment also makes enterprises face many adaptability problems in the traditional management mode, organizational structure, and employee skills. Therefore, how to reshape organizational culture to adapt to technological change under the background of digital intelligence economy has become one of the key factors for the sustainable development of enterprises in modern competition.

The age of digital intelligence economy has put forward new requirements for enterprise culture. Traditional corporate culture is often based on fixed values, organizational structures and management styles, which may not be able to adapt to new technologies and market demands in a rapidly changing environment. Therefore, the reconstruction of corporate culture has become a necessary means to cope with the challenges of the digital intelligence economy era. Especially under the guidance of artificial intelligence, big data and other technologies, corporate culture must not only maintain the spirit of innovation and collaboration, but also flexibly respond to changes in technology and social environment, and promote the deep integration of technology and culture. The reshaping of culture is not only to enhance the adaptability and flexibility of

the organization, but also to stimulate the creativity and cooperation of employees in a technology-driven context, thus driving the sustainable development of the enterprise (Herman, 2019).

In this field, the previous research results are mainly concentrated in two directions: one is the relationship between technology and corporate culture, and the other is the impact of the era of digital intelligence economy on organizational culture. Some scholars believe that technological advances, especially the application of artificial intelligence, are becoming important factors in shaping corporate culture (Tao, 2020). Markus et al. (2019) pointed out that AI can not only change the way enterprises work, but also reshape the communication and decision-making mode within organizations. Lu et al. also believe that with the advancement of technology, the traditional corporate culture is facing the challenge of transformation, and enterprises need more open, innovative and flexible cultural characteristics to cope with the future technological environment (Lu & Zhao, 2018). On the other hand, Zhao et al. believe that the arrival of the digital-smart economy requires corporate culture to pay more attention to employees' technological adaptability, cross-departmental collaboration, and data ethics (Zhao, 2019). These studies show that technological change is profoundly affecting all aspects of corporate culture, especially the cultivation of innovation-driven and collaborative spirit.

However, although the existing research provides us with a theoretical framework for the reshaping of organizational culture in the era of digital intelligence economy, there are still some gaps in practice and case studies. Most studies focus on theoretical discussion and industry analysis, and lack case studies of specific enterprises, especially how to promote the effective application of technology and the cultural identity of employees through cultural innovation and reshaping in specific enterprise environments. In addition, how to promote technology while maintaining the core values of traditional culture, especially in privacy protection, employee care, etc., is still a problem to be further studied. Therefore, this study will discuss how emerging technologies such as artificial intelligence promote the transformation and innovation of corporate culture through an in-depth analysis of Apple's organizational culture reshaping in the era of digital economy, and provide new perspectives and ideas for the change of corporate culture in the era of digital economy.

## 2 APPLE INC.'S DEVELOPMENT STATUS

Founded in 1976, Apple has become one of the most influential technology companies in the world. The company has always adhered to the core concept of innovation as the driving force, and through superb product design and excellent user experience, continue to shape the industry standard. Apple's products cover many fields such as smart phones, personal computers, smart watches, and software services, and through the highly integration of self-developed chips, hardware, software and other technologies, Apple has built a seamless closed-loop ecosystem (Zhang, 2021).

Apple has a unique organizational culture that emphasizes the innovative spirit and autonomy of employees, and is committed to creating the ultimate products that meet the needs of users. In terms of internal management, Apple emphasizes a high degree of confidentiality, privacy, and a work ethic of excellence, which helps the company always stay ahead in the fierce market competition.

However, with the rapid development of digitalization and artificial intelligence technology, Apple's traditional corporate culture began to face challenges, especially in how to organically integrate artificial intelligence technology with the existing culture. How Apple ADAPTS to technological change through cultural reshaping in this new economic era will be the core content of this paper (Vasconcelos & Araujo, 2021).

## 3 APPLE'S ORGANIZATIONAL CULTURE RESHAPING PRACTICES

### 3.1 Openness & Collaboration: Cultural Shifts in the AI Era

Apple has always adhered to the concept of independent development in technological innovation, emphasizing the closed-loop of its own technology. However, in the context of the rapid development of artificial intelligence, Apple has gradually turned to a more open cooperation model. For example, in the application of artificial intelligence, Apple has chosen to cooperate with industry leading companies, introduce OpenAI technology in some high-level areas, and integrate Siri voice assistant with ChatGPT. In addition, Apple has also partnered with China's Alibaba and Baidu to

provide cloud large models and data review services. This pattern of collaboration suggests that AI is not only promoting technological advancement, but also driving more open and inclusive values in corporate culture, especially in terms of cross-industry collaboration and resource sharing (Brynjolfsson & McAfee, 2014).

### **3.2 Privacy Protection: Upholding Core Values**

Apple has always emphasized user privacy as a core component of its brand value. In the era of rapid development of artificial intelligence technology, personal data security has become a global issue. Apple ensures the encryption and protection of user data through its own designed hardware and software. In product advertisements, Apple has repeatedly promoted its privacy measures, emphasizing that "personal information is safe, which is very important for iPhone." This shows that in the era of digital intelligence economy, Apple still adheres to the corporate culture of privacy protection as the core, and ensures the sustainability of privacy protection through technological innovation (Huang & Rust, 2021).

### **3.3 Inclusivity: AI-Driven Social Responsibility**

Apple has always been concerned about social responsibility, especially for people with disabilities. Internally, Apple provides the necessary support and convenience for employees with disabilities so that they can work to their strengths. For users with disabilities, Apple continues to develop accessibility features to ensure that all users can equally enjoy the benefits of technology. With the progress of artificial intelligence, Apple has also launched more intelligent assistance functions to help more special groups improve the quality of life and promote social inclusion and harmony (Chesbrough, 2020).

## **4 CHALLENGES IN CULTURAL RESHAPING**

### **4.1 Technological Adaptation vs. Cultural Friction**

With the continuous introduction of artificial intelligence technology, Apple Inc. is faced with the problem of how to balance the conflict between

technological innovation and the original culture. While technology drives company progress, it can also create employee resistance. Many employees are used to traditional ways of working and processes, and the introduction of new technologies, especially artificial intelligence and automation, may change the way they work and function, which in turn affects their sense of work identity. In the process of rapid technological change, how to avoid cultural and emotional conflicts when employees adapt to the new technology has become a difficult problem for Apple's cultural restructuring. Companies must focus on the psychological adaptation of their employees and ensure that technological innovation does not lead to a cultural disconnect or identity crisis among employees.

### **4.2 Technological Standardization**

Apple has always taken innovation culture as the core, emphasizing user-centered design concepts and product innovation. However, when applying emerging technologies such as artificial intelligence to products and management, how to maintain this spirit of innovation and avoid the application of technology becoming too "cold" or mechanized is a concern. The introduction of technology may make some originally creative processes become highly standardized, and even affect the uniqueness and personalized design of products. How to make technology enable innovation rather than undermine it is one of the key challenges in reinventing Apple's culture. Apple must balance its use of technology with creativity to ensure that technology not only drives efficiency, but also continues to drive its culture of innovation.

### **4.3 Workforce Identity in Cultural Transition**

Apple should strengthen interdepartmental cooperation and communication, especially in the application of artificial intelligence technology. Cross-departmental collaboration can not only promote the collaboration between technical personnel in different fields, but also help the company better integrate technical and cultural resources and promote the innovation of the company's culture. The introduction of artificial intelligence technology involves the joint efforts of multiple departments, including research and development, marketing, production and customer service. Apple needs to ensure barrier-free information flow between departments and promote teamwork. Cross-departmental cooperation not only

contributes to the efficient implementation of technology, but also promotes the integration of different cultures, thereby promoting the innovation and upgrading of organizational culture. By strengthening collaboration, Apple can improve its overall competitiveness in the era of digital intelligence economy and ensure that corporate culture is consistent with technological development.

## 5 RECOMMENDATIONS

### 5.1 Enhanced Workforce Upskilling

Apple should continue to promote the combination of artificial intelligence technology and employee skills, especially for the application of emerging technologies, and regularly hold training activities for employees to help them improve their technological adaptability. These trainings should not only include the learning of technical operations, but also cover how to optimize working methods and improve work efficiency in the new intelligent work environment. Through systematic training and skill upgrading, employees can better adapt to the intelligent working environment, reduce the psychological resistance brought by technological change, and enhance their sense of identity and enthusiasm for technology. Training programs should also focus on helping employees understand the innovative ideas behind technology and enhance their positive response to and participation in technological change.

### 5.2 Safeguarding Cultural DNA

Although AI and other advanced technologies are bringing great changes to businesses, Apple should still maintain its traditional core cultural values such as innovation, collaboration, and putting people first. The development of technology should not cause the company culture to be lost or broken. Apple should ensure that it continues to emphasize these cultural values as it advances its technology. For example, innovation remains at the core of Apple's culture, and the independent thinking and creativity of employees should be fully exploited. When companies introduce new technologies, they should ensure that they enhance, not diminish, their original cultural values. The continued transmission of cultural values is critical to maintaining employee loyalty and company consistency, and Apple must maintain the uniqueness of its culture as it transforms its technology.

### 5.3 Participatory Cultural Evolution

Apple should strengthen cooperation and communication between departments, especially in the application process of artificial intelligence technology. Cross-departmental collaboration can not only promote the collaboration between technical personnel in different fields, but also help companies better integrate technical and cultural resources and promote the innovation of corporate culture. The introduction of AI technology involves the joint efforts of multiple departments, including research and development, marketing, production and customer service, and Apple needs to ensure that the flow of information between departments is barrier-free and promote team collaboration. Cross-departmental cooperation not only contributes to the efficient implementation of technology, but also promotes the integration of different cultures, thus promoting the innovation and upgrading of organizational culture. By strengthening collaboration, Apple can improve its overall competitiveness in the digital intelligence economy and ensure that its corporate culture is aligned with technological developments.

## 6 CONCLUSION

By analyzing Apple's organizational culture remodeling in the era of digital intelligence economy, this study found that AI technology not only promoted the company's product innovation, but also had a profound impact on the change of the company's internal culture. Apple has successfully reshaped and innovated its culture by strengthening open collaboration, privacy protection, and care for special groups. However, with the continuous development of technology, Apple still needs to face the challenges of technological adaptation, innovation culture and employee identity. In the future, Apple should continue to promote technological development while maintaining the value of its core culture, ensuring the integration and win-win of technology and culture.

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