

Good essay on organizational environment

[Business](#), [Company](#)



Organization Environment of the Google Company

Google Company has been the top ranked multinational company in the entire world for its high revenues and highly marketable products. In 2013, the company increased its employees to over 30, 000 around the world. Google's mission to ensure availability and ease accessibility of information to people across the globe has been facilitated by intelligent and creative management team. The management team has embarked on various products that have enhanced the company's sales. For instance, the company has established web search, Google chrome, image search, blog search, and alerts among other products that have made Google Company efficient in its operations. Since its inception in 1998, Google Company has exhibited an increased rate of sales and revenues from its products. In 2013, Google's stock was stated to be over \$1, 000. The annual company's revenue as per the Fortune was recorded to be \$50, 175 million. As a result of improved technology and competition among other companies, the company has taken a step forward in diversifying its products in order to match customers' expectations .

The company has sufficient workforce that is oriented towards the achievement of long-term goals and objectives. The Google Company operates under diversified workforce around the world with various experiences and skills that enable the company to emerge at the top of Fortune Magazine “ Best Companies to Work For”. Google Company has ensured diversity in the workforce through myriad business practices such the Employee Resource Group. This is a Google network of employees from around the world who take part in various social activities such as education,

mentoring, community service, and professional development events among others. The company is obliged to support and sponsor approximately eighteen Employee Resource Groups around the globe with the aim of learning and sharing best creative practices among the workforce .

Google Company is focused on providing the best products and services to their consumers without discrimination whatsoever. The company has ensured high ethical standards in business leading to adherence to laws and regulations, and treatment of all individuals with respect. As a result, Google Company has acquired a high reputation, therefore, attracting a high number of workforces of high standards. Adherence of Google's code of conduct is a responsibility of all employees that could, otherwise, lead to disciplinary actions such as termination of employment. Maintenance of high code of conduct within the organization plays an imperative role in the performance and efficiency of operations. The Google Company undertakes daily operations while observing some of the actions that could bring its reputation down. For instance, the company avoids conflict of interest among the workforce and the public in general so that it can act in line with the corporate responsibility .

The company has maintained high creativity and innovation as they extend their business operations around the world. Over the years, Google Company has ensured accessibility of information to all individuals as stated in its mission. Most of the company's decisions are framed towards achieving the desired objectives. Technological advancements have, positively, contributed to the success of the company through the introduction of various products. Innovations in technology remain to play an imperative part in achieving the

company's vision. Since 1998, the company has updated and improved various products in an effort to match the improved technology. This move to innovate and perfect Google's products has a significant contribution to the improved performance and efficiency. Looking for ideas everywhere and sharing them through the Employment Resource Groups has facilitated innovation and creativity of employees within the organization .

Google Company has carried out myriad business practices and strategies with the aim of increasing its productivity and performance across the world. The management team has offered a lot of innovative solutions that have increased the company's revenue over the years. In 2001 Google Company has acquired several companies in its mission of becoming a globally accepted organization. Keyhole Company was acquired by Google Company in 2004 in developing the Earth Viewer product. This product ensured Google's efficiency in viewing the earth in three dimensions. Later in 2005, the aforementioned Google service in concert with Keyhole was named Google Earth. The Google Company acquired Urchin Software that led to the creation of Google Analytics later in 2006. The management team has provided various partnership opportunities that have facilitated improvement of Google's products thus increase its revenue. The latest acquisition made earlier last year, 2013, saw Google acquire Channel Intelligence a move that enabled its customers to buy products through the internet .

Google Company has initiated quite a number of practices that are aimed at tax avoidance. The company is reported to pay the lowest amount of taxes out of the five largest multinational corporations in the United States. The company fulfills this strategy through its subsidiaries in different locations in

the world like the Bahamas, Netherlands and Ireland. This practice ensures that the company gets numerous profits from the tax exclusion.

Diversification of Google's products and services has also facilitated its expansion and improved performance. For instance, in 2002 the company introduced Google News service that helped customers view articles from a wide range of websites. It is reported that Google has an approximately 64 percent share of the worldwide Smartphone market. At the end of 2013, Google introduced Google Shopping Express service that has increased its usage among customers .

United States organizations have been attributed with some organizational practices that are directly connected with work attitudes. For instance, commitment and satisfaction to work has been an issue of concern with the United States workforces. Job satisfaction and commitment varied between different countries as a result of the expectations. In America, employees are reported to be more satisfied with their work only because they are less committed. On the contrary, Americans displayed low levels of commitment. This has been a major challenge in business organizations because it leads to poor performance. It is, therefore, important to set equilibrium between work, commitment and satisfaction in order to improve organizational productivity .

In the United States, decision making structures among employees and management have been centralized by the top management cadre. The decision making process is, solely, done by the managers while subordinates are anticipated to adhere to the set rules and regulations to the letter. Subordinates are, therefore, not given an opportunity in the decision making

process of an organization. This result in the delegation of powers from the highest hierarchy to subordinates who have less or no power to change decisions imposed on them in the workplace . United States organizations should decentralize decision making by allowing participation of workers. As a result, workers feel free to work in an organization through instilling a sense of ownership through the decision making. This practice ensures organizational goals and objectives are met through networking and participation of workers and managers in decision making processes.

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