

The corporate culture of zappos

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The Case Study of Zappos

Considering the importance which Zappos gives the relationship between corporate culture and personal values, it is possible for the company to ask questions that measure the core value of an individual. While measuring an innate quality is difficult, it is easy to get a hint of what an individual perceives a situation (Nelson & Quick 541). This way, through the graduated rating scale, the company's Human resource team can use the answers given to evaluate the core values of the person. It is essential to mention that the interview focuses more on personality than technical capabilities.

For this reason, comparison between the core values of the organization and the individual perceptions of the applicant can tell their philosophies.

Lack of a formal feedback might bring up issues in the organization.

Formalities and bureaucracies have paramount importance as far as communication and consistency are concerned (Nelson & Quick 521). For instance, where an employee does not receive regular feedback, especially in writing, it is likely that any disciplinary action leveled against them will be treated as constructive discharge. As such, formal feedback is essential as it provides inspiration and a basis for employees to improve on their weaknesses as they judge themselves. To avoid such issues, the human resource group at Zappos should always issue a formal feedback.

Over time, there are many signs that can be seen in an employee that fits into the corporate culture of Zappos. One of the signs of a character that fits the culture is subordination of personal interest to organizational interest.

Additionally, such an employee will be motivated and satisfied with their job.

On the contrary, an employee that does not match the corporate culture of Zappos will be less concerned about organizational interests and will usually

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be a poor performer whose job is characterized by non punctuality, and less formality.

Work cited

Nelson, Debra & Quick, Campbell. Organizational Behavior: Science, the Real World and You (8th Edition). New York: South Western Cengage Learning, 2011. Print