
Google's Organizational Culture And Main Strengths

Google is one of the most well-known companies in the world especially in the technological industries due to its various contributions that lead to the current state of the internet and the technology overall. Google is an American multinational technology company founded in 1998 by Larry Page and Sergey Brin with the help of Scott Hassan while they were Ph.D. students at Stanford University, and they began working on the project in January 1996 as a research project for their Ph.D. Google's parent company is Alphabet Inc., which was the 4th company in the US to reach a valuation of 1 trillion dollars, but it is the most cash-rich company in the world as it holds \$117 billion in liquid reserves. Google's most famous product is its search engine which helps us find the relevant result to the things we are looking for, and it also has a huge market in the smartphone industry since android is designed by Google and googles itself manufacture a lot of smartphones called the pixel series.

Google didn't have a lot of organizational environmental changes because of the current circumstances we are living in, there is simply no opportunity for a lot of competitors or any technological breakthroughs, and google is a very well-established company that won't be easily affected by these circumstances. However, Google knows that its popularity is a double-edged sword, and if its platform is used to spread misinformation especially regarding the virus it will heavily affect its reputation, which is why Google is always monitoring the publics interest and staying knowledgeable any component of the people search for so that it always provides the people with the correct information and avoid unnecessary backlash due to misinformation, which is why I consider the CEO and the company to be working in a stable and complex environment.

Google has an organizational culture where openness and innovation are widely encouraged, which motivates the employees to think outside of the box to be able to emerge into new and different markets around the world. It also focuses on the progress of the employees which is the reason it offers lots of training programs so that the employees thrive in their work, and it also cares about maintaining a high level of social interactions between the workers so that they can brainstorm and share ideas which also helps in improving the overall atmosphere of the workplace.

As mentioned before, Google knows that its platform can be easily used to spread misinformation especially regarding the virus, which is why google facilitated any search regarding the new verified news and developments regarding any potential vaccines, and help the people know the symptoms of the virus and encouraging people to follow social distancing guidelines and stay at home. Google also removes any wrong information or at least mark them as potentially misleading articles/papers/news. This shows that Google follows the market approach as they provide the customers with the necessary information that they need regarding any global environmental problem while also removing and hiding misinformation. These initiatives will simply build better trust between the customers and Google since it always ensures that it provides correct and accurate information.

Google operates in nearly every country in the world since its services are mainly internet reliant, and nearly every country in the world has internet access. Some countries ban a lot of

google's services but the people are still able to access some of the services provided by Google since it offers multiple products (google search engine, android, smartphones, etc.). Google's global attitude is geocentric, since it is one of the biggest companies in the world and it is in nearly every country it should have a good balance of matching all the good practices from around the world. The company's entry model to the market is through exporting in the case of smartphones since it manufactures the smartphones and exports them to the rest of the world, and also through licensing in the case of its software, android, by permitting them to other companies such as Samsung, Huawei, and oppo to use its software in their smartphones.

Google's growth strategy heavily relied on diversification in the markets in which it had no to limited operation. The most significant example would be acquiring youtube in 2006 which is now one of the biggest platforms on the internet, and also android itself was acquired by Google in 2005.

Google's Strengths:

1. Strong brand image.
2. Large organizational size.
3. Patented products.

Google's Weaknesses:

1. Heavily dependent on the internet.
2. Limited physical presence.

Google's Opportunities:

1. Reach for more mobile users through software applications.
2. Emerge into markets with consumer electronics.

Google's Potential Threat:

1. Tough competition.
2. Imitation of some products.

To conclude, Google is one of the most reputable and respectable companies in the world that helped in the growth of the internet and technology while maintaining a friendly work environment for its workers.