Equality, Diversification, and Inclusion Problems in Daily Management of Apple Organisation

Yanjin Li[1], Haiying Qiao[2]

[1]University of Nottingham, United Kingdom
[2]Zhumadian Municipal Health Sports Commission, China

[1]1142408420@qq.com, [2]2916261aaaa@163.com

Abstract. In recent years, high-tech companies have become more likely to raise issues of inadequate equality, diversity and inclusion (EDI). However, the natural EDI issues for tech companies differ from what they claim. While U.S. internet tech companies often refer to 'diversity' when discussing corporate culture, sexism and sexual harassment scandals erupt. Using Apple as an example, this paper will analyze the natural lack of organization in the field of EDI in technology companies in the context of selected literature and official data, highlight some of the problems faced by companies in terms of equality, diversity and inclusion, and offer some suggestions on steps that companies can take to address this issue.

Keywords: EDI, Daily management, Inclusiveness, Technology companies, Prejudice

1 Introduction

The likelihood of this high-tech company triggering inadequate equality, diversity and inclusion (EDI) issues is reported to be higher. So far, with the rise of technology in recent years, tech companies have taken over the world with their own rules in organizations. However, looking at the data, tech companies employ the least number of Hispanics and blacks. Men control and rationalize management, and women are gender restricted in their employment process. Many academics claim this is because men have a natural advantage in science and engineering, leading to reasonable and acceptable gender inequality. More interestingly, the issue of EDI in gender discrimination over the last decade reflects not only incidents of discrimination against women. In the high-tech industry, men also have fewer days off than women but are under more pressure. There is no denying that diversity, gender equality and the inclusion of differences have improved over the last two decades. However, for high-tech companies, the natural EDI issues seem very different from what companies claim. This report will highlight the biological shortcomings of tech company organizations in EDI.

2   Literature Review

Pringle and Strachan (2015) [13] defined equality at work in terms of working conditions, pay and remuneration. They explained that the working conditions should be free of bias, compensation should strictly be determined by the work done only, and payment should be enough to afford the workers a decent life outside work. Pendry et al. (2007) [12] explained that diversity in the workplace should touch on gender, ethnicity, and race. Meriläinen et al. (2009) [9] expounded on various factors, including sexuality, ability and disability, religion, career, cognition, and other social factors such as age, lifestyle, and education level. Companies must adhere to diversity in employment, promotion, laying off, or employee retention. Diversity should also be reflected throughout the hierarchy, from management to the essential employees, such as cleaners and guards in an organization. Bernstein et al. (2015) [3] defined inclusivity as an individual's sense of belonging, worth, and value in an organization. All three of these factors are in a delicate ecosystem where one requires the presence of the others for maximum efficacy. Equality and diversification without inclusion are not enough to make a company successful. Èzbilgin (2009) [5], in his book Equality, Diversification, and Inclusion at Work: A Research Companion, looked at the history of EDI and noted that there had been tremendous improvement since the mid-and late-90s, but there is still room for more. In tandem with the emerging issues of racism and sexuality nowadays.

Scarborough et al. (2019) [14] conducted studies on female and male workers and concluded that female workers are more concentrated in fields that require social, caring, and people-centered skills. Men, on the other hand, mainly work in areas that need production-centered skills. To relate this to the I.T. and tech industry, Panteli et al. (1999) carried out study research that highlighted the position of women in the I.T. industry and concluded that the sector does include women. However, it also needs to do more to promote or retain them. Inequality is prominent in the tech industry. As captured above, diversity spans an extensive network of equally important issues. As captured in The State of ethnic minorities in U.S. Tech: 2020 article, a Wired Survey in 2019 established that combined black, Hispanic, and indigenous population accounted for only 5% of the tech industry workforce, with the Asian counterparts having well-established themselves in the industry accounting for about 16%—the absent diversity and inclusion of minority groups in the tech industry.

3   APPLE's Data and Its Staff Diversity and Inclusion

Apple is one of the world's top five U.S. technology companies, and it is an international technology company. By 2021, Apple will have approximately 154,000 employees, 34.8% female and 65.2% male (Apple, 2022). In its technology sector, women comprise 24.4% and men 75.6%. By 2021, 68.6% of executives will be men, and the rest will be women. Nearly 44% of executives are minorities; the rest are white (see Figure 1).

The most common race in the company is white, at about 43.8%. Followed by Asians at 27.9%, Latinos at 14.8%, Blacks at 9.4%, and the remainder of unknown races. As

shown in Figure 1, the percentage of women dropped to 24.4%, and the percentage of Asians increased to 41.2%. The percentage of whites did not change significantly, but the percentage of blacks and Latinos decreased significantly. The proportion of men and women in management did not change much, but the proportion of whites rose by nearly 14%.
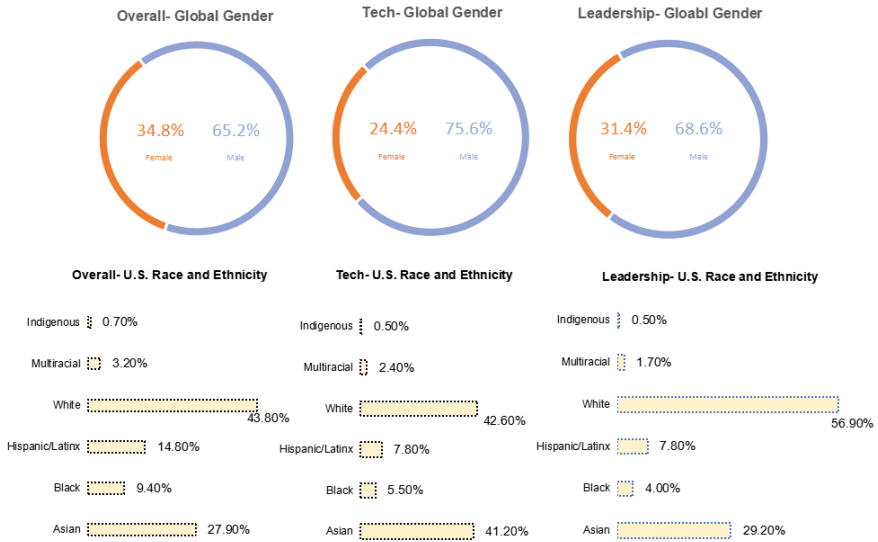

Overall- Global Gender — 34.8% Female 65.2% Male
Tech- Global Gender — 24.4% Female 75.6% Male
Leadership- Gloabl Gender — 31.4% Female 68.6% Male

Overall- U.S. Race and Ethnicity
Indigenous 0.70%
Multiracial 3.20%
White 43.80%
Hispanic/Latinx 14.80%
Black 9.40%
Asian 27.90%

Tech- U.S. Race and Ethnicity
Indigenous 0.50%
Multiracial 2.40%
White 42.60%
Hispanic/Latinx 7.80%
Black 5.50%
Asian 41.20%

Leadership- U.S. Race and Ethnicity
Indigenous 0.50%
Multiracial 1.70%
White 56.90%
Hispanic/Latinx 7.80%
Black 4.00%
Asian 29.20%

Fig. 1. Diversity of Apple Workforce (Extract from https://www.apple.com/diversity/)

The most commonly spoken language in the company is English, followed by Spanish, French, and Portuguese. 63% of Apple employees have at least a bachelor's degree. The majority of Apple employees are between the age of 20 to 30 years, with the under-18 age categories being the least, accounting for less than 1%. Most employees stay at the company for about 1 to 2 years, and it is infrequent for an employee to work with the company for more than eight years (Apple Inc, 2022) [2]. On average, an Apple employee stays at the company for about 4.5 years (Apple Inc, 2022). About 99% of Apple's jobs are regular, with less than 1% accounting for remote jobs, considerably less than fellow tech companies ((Apple Inc, 2022) [2]. Most employees earn a salary of about 100k to 200k dollars a year, with the least amount being less than 25k dollars a year earned by about 0.1% of the staff.

4   Equality in Customer Management and Apple's Questioned Credit Card

The Apple Credit Card, issued by Apple, has been challenged for discrimination and injustice in Apple's customer management system. Apple launched its credit card, the Apple Card, in August 2019. This credit card was recently found to offer different limits for men and women, raising questions about gender discrimination (Grewal, 2018;

Arkadan, 2022) [1]. The New York Department of Financial Services has begun investigating whether Apple has violated New York State law. The New York Department of Financial Services said in a statement that any algorithm that discriminates against women or other protected groups, intentionally or unintentionally, violates New York State law. They will investigate to determine whether Apple violated the law and to ensure that all consumers, regardless of gender, are treated equally.

The tech business owner who complained about the Apple Card says it highlights that it is not just people who are discriminating, but algorithms as well, and that the Apple Card is a sexist program. The problem, however, is not the intentions of Apple executives but the beliefs they put into the algorithm. What they did was a manifestation of discrimination [7]. The credit card's investment bank reported that they determined credit limits based on the customer's creditworthiness, not on the user's gender, race, age, sexual orientation or any other factor prohibited by law. The BBC's technology news editor said the incident suggests that unintentional bias has invaded the system for determining credit limits [11]. That is because the data used to train the algorithm when it was developed showed that women were at a higher financial risk than men, have led the software to assign lower credit limits to women in principle, even though the algorithm behind the software was based on assumptions that may not be consistent with most people's. In addition, the software may be a black box, i.e., it only generates judgments without explaining how the software determined each outcome, adding to the complexity of the problem.

5   Discussion

In the case of Apple, there is an intangible that is influencing the realization of EDI. Conventional theory suggests that there are natural gender component differences in high-tech firms because of differences in the gender ratios of those who choose these professions (Verdugo-Castro et al., 2022) [16]. This cannot be directly identified as inappropriate EDI behavior of firms. Natural differences in male and female interests are partly responsible for the current gender imbalance in high-tech firms. However, in the case of Apple, the gender imbalance in management seems to suggest a male-dominated world. This leaves open the question of whether internal promotions at Apple are more male-friendly than female-friendly (Chaudhry, 2019) [4].

In theory, gender inequality in organizations has a negative impact on employee performance, job satisfaction, and psychological well-being. Better gender equality in the workplace can engage both genders, leading to more important innovations, better ideas and decisions, and a more productive research culture (Gabriel, 2020) [6]. Pure gender equality means that men and women are treated equally, while a complex definition involves defining the rights of women and men (Gabriel, 2020) [6]. How this equity is achieved has become a very vague concept for companies, especially high-tech companies. In the case of Apple, it is undeniable that its members reflect an imbalance between men and women. However, it is questionable whether this means that this imbalance can be called unfair. Since the Apple case highlights the differentiation of cus-

tomer management, the starting point of corporate management behavior does not involve an evaluation of female personality, but only a possible estimation of risk [10]. Therefore, it is difficult to say whether such behavior discriminates against women. Companies must take drastic measures in specific areas to show whether gender inequality exists.

Diversity is evident in Apple's case, but its data does not confirm that it fully and perfectly exists. Because most employees are white, between 20 to 30 years old, and have bachelor's degrees. Diversity refers to the diversity of people's backgrounds and cultures within an organization's internal structure (Mensi-Klarbach, 2019) [8]. This diversity is not determined by the number of types but by the proportion and number of components (Mensi-Klarbach, 2019) [8]. In the case of Apple, the corporate organizational culture is still predominantly white. Few blacks and Latinos seem to have much to do with it. It may be a common phenomenon in enterprises in multi-ethnic countries; the mainstream group culture is also the mainstream culture of enterprises.

To avoid gender discrimination, start with affirmative measures to re-eliminate gender-based vertical and horizontal barriers in the hiring process. Ensure that women and men are equally represented on hiring committees [15].

On the other hand, increasing opportunities for women in non-traditional jobs and management positions are also significant. From a sexual harassment perspective, codes of conduct should be developed to prevent sexual harassment and sexual assault in the workplace.

6   Conclusion

From this case study, it is not entirely clear that Apple and tech companies, in general, have failed to achieve equality, diversity, and inclusion, but problems exist. Spans from gender, pay, ethnicity, and age to level of education. Equality, diversity, and inclusion are the company's mission, strategy and practice to support a diverse workplace and leverage the impact of diversity to gain a competitive business advantage. Companies that create diverse, inclusive workplaces are more adaptable and creative and attract top talent. The company must work on this and ensure they set targets to see them improve their EDI. This study has highlighted some of the problems faced by the company in matters of equality, diversity, and inclusion and has also offered some advice on steps the company can take to combat this.

References

1. Arkadan, F. (2022). Apple card: Transforming the customer experience of using a credit card--Journal of Information Technology Teaching Cases, 204388692211273.
2. Apple Inc. SWOT Analysis. (2022). *Apple Inc SWOT Analysis*, 1–8.
3. Bernstein, R.S., Crary, M., Bilimoria, D. and Blancero, D.M., (2015). Reflections on diversity and inclusion practices at the organizational, group, and individual levels. *The Oxford Handbook of Diversity in Organizations*, *109*, pp.1–14.

4. Chaudhry, H., Wall, A. E., & Wall, J. L. (2019). Exploring the gender gap in tech companies: Why aren't more women? *Competition Forum*, 17(2), 275-280.
5. Èzbilgin, M. ed., 2009. *Equality, diversity and inclusion at work: A research companion*. Edward Elgar Publishing.
6. Gabriel, D. (2020). *Transforming the ivory tower: Models for gender equality and social justice.* UCL Institute of Education Press, University College.
7. Grewal, R. (2018). Report: Goldman Sachs partners with Apple to launch a credit card. SNL European Financials Daily.
8. Mensi-Klarbach, H., Risberg, A., Danowitz, M. A., Hanappi-Egger, E., & ProQuest (Firm). (2019). *Diversity in organizations: Concepts and practices (Second ed.)*. Red Globe Press.
9. Meriläinen, S., Tienari, J., Katila, S. and Benschop, Y., 2009. Diversity management versus gender equality: The Finnish case. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, *26*(3), pp.230-243.
10. Morehead Dworkin, T., & Schipani, C. A. (2018). The Role of Gender Diversity in Corporate Governance. *U. Pa. J. Bus. L.*, *21*, 105.
11. Panteli, A., Stack, J., Atkinson, M. and Ramsay, H., 1999. The status of women in the U.K. I.T. industry: an empirical study. *European Journal of Information Systems*, *8*(3), pp.170-182.
12. Pendry, L.F., Driscoll, D.M. and Field, S.C., 2007. Diversity training: Putting theory into practice. *Journal of Occupational and Organizational Psychology*, *80*(1), pp.27-50.
13. Pringle, J.K. and Strachan, G., 2015. Dueling dualisms. *The Oxford Handbook of Diversity in Organizations*, p.39.
14. Scarborough, W.J., Sin, R. and Risman, B., 2019. Attitudes and the stalled gender revolution: Egalitarianism, traditionalism, and ambivalence from 1977 through 2016. *Gender & Society*, *33*(2), pp.173-200.
15. The state of ethnic minorities in U.S. tech: 2020. (2020). Computerworld. [online] 21 Sep. Available at: https://www.computerworld.com/article/3574917/the-state-of-ethnic-minorities-in-us-tech-2020.html.
16. Verdugo-Castro, S., Sánchez-Gómez, M. C., & García-Holgado, A. (2022). University students' views regarding gender in STEM studies: Design and validation of an instrument. *Education and Information Technologies*, 27(9), 12301-12336.