

trends. As Apple continues to expand its global footprint, its strategies will likely evolve to meet the changing dynamics of international business [5]. However, the core principles of its approach – innovation, adaptability, and a deep understanding of local markets – will undoubtedly remain central to its continued success.

Apple's journey through the intricacies of international management offers valuable insights for any company looking to thrive in the global marketplace. The blend of global consistency with local relevance, underpinned by a commitment to sustainability and customer-centricity, is a model that many can learn from.

Apple's approach to international management illustrates the company's strategic agility in balancing global standardization with local customization. Through centralized decision-making, supply chain excellence, cultural sensitivity, and leveraging global talent, Apple effectively navigates the complexities of global markets. This strategy has not only sustained Apple's growth but also cemented its status as a global leader in technology. As global markets continue to evolve, Apple's dynamic approach to international management will undoubtedly serve as a benchmark for companies aspiring to achieve global success.

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EMPLOYEE WELFARE MANAGEMENT

In modern enterprises, employee welfare management is regarded as an important human resource management measure. Many organizations recognize that providing good employee benefits can attract and retain outstanding talent and improve

employee job satisfaction and loyalty. However, my company has some problems with employee welfare management.

There are many factors affecting this problem.

1. Unreasonable welfare policy. The company's welfare policy is not flexible and cannot meet the needs of different employees. For example, some employees are more interested in flexible working hours, while others are more focused on health insurance and retirement plans. Therefore, we need to re-evaluate and redesign the company's welfare policies to ensure meeting the various needs and expectations of the employees.

2. Optransparent welfare communication. The company has problems in communicating welfare information to employees. Sometimes, employees do not know enough about the benefits they enjoy, which leads employees to ignore some of the benefits that should be used. Therefore, we need to improve benefits communication strategies to ensure that employees fully understand their welfare interests and how to make the most of those benefits.

3. Lack of employee feedback mechanism. The company lacks an effective employee feedback mechanism to evaluate the employee's satisfaction with the welfare policy and to make suggestions for improvement. This makes the company unable to obtain the employees' real thoughts and opinions about the welfare management. Therefore, we need to establish a feedback mechanism, such as regular employee satisfaction surveys, to improve our welfare management strategy.

From the existing literature resources, we can learn about the following content to solve the existing problems:

1. Rationality flexibility. According to research, flexible welfare policies can improve employees' job satisfaction and loyalty. Therefore, we need to adopt flexible welfare policies to allow employees to choose the welfare programs that they are interested in according to their needs and priorities.

2. Clear and transparent communication. Research has shown that good welfare communication can improve employees' awareness of the welfare plan and promote them to make full use of these benefits. We can enhance benefits communication by organizing regular meetings, sending emails or posting information on the company website and ensure transparency in benefits policies.

3. Establishing feedback mechanism. Research shows that the establishment of employee feedback mechanism can help enterprises understand employees' satisfaction with welfare policies and improve their strategies. We can collect employee feedback through regular and anonymous employee satisfaction surveys, welfare consultation meetings, and employee suggestion boxes.

For the employee welfare management problem of our company, we can take the following measures to solve the problem:

First of all, reevaluate and redesign benefit policies to meet the needs and expectations of different employees; secondly, improve benefits communication strategies to ensure that employees are fully aware of their benefit rights; finally, establish a feedback mechanism to collect employee feedback on welfare management and suggestions for improvement.

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CHALLENGES IN IMPLEMENTING AGILE MANAGEMENT PRACTICES TRADITIONAL ORGANIZATIONS

Agile management practices have gained significant traction in recent years due to the increasing adoption of agile methodologies in software development and project management. The Agile Manifesto, which emphasizes collaboration, adaptability, and iterative development, has revolutionized the way organizations approach project execution. However, implementing agile management practices in traditional organizations can be challenging due to various reasons. This paper aims to elaborate on the problems associated with implementing agile management practices in traditional organizations and provide an in-depth analysis of these challenges.

Traditional organizations often have rigid hierarchies, top-down decision-making processes, and a focus on command-and-control management styles. These organizations have well-established procedures, protocols, and standardized practices that might hinder the implementation of agile management practices. Agile practices, on the other hand, require significant organizational and cultural changes to be successful. The implementation of agile management practices faces the following problems:

Resistance to Change: Traditional organizations are usually resistant to change, as they have been operating under a specific set of rules and practices for a long time. Implementing agile practices requires a significant shift in mindset, roles, and responsibilities. Employees may resist the change due to fear of job insecurity, a lack of understanding of agile principles, or skepticism about the benefits of agile management.

Lack of Cross-functional Collaboration: Agile management practices emphasize the importance of cross-functional collaboration and self-organizing teams. In