

Exploration of the Impact of Corporate Culture and Ethical Standards on Corporate Development——A Case of Starbucks

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ABSTRACT

In today's rapidly developing technology industry, corporate culture and ethical standards have become crucial measures of a company's success. By taking Starbucks for example, this study focuses on exploring the actual impact of corporate culture and ethical standards on corporate development in order to provide useful reference and enlightenment for other enterprises.

KEYWORDS

Corporate culture; Ethical Standards; Starbucks

1 Introduction

In today's increasingly complex and highly interconnected global business environment, enterprises are facing unprecedented challenges and opportunities. With the awakening of consumer consciousness and the transformation of social values, the measurement standard of corporate success is no longer limited to the maximization of economic profits, but extends to deeper cultural connotation, ethics and social responsibility. This transformation requires enterprises not only to continue innovation and excellence in product quality and service experience, but also to actively build and spread a corporate culture that can be widely resonated as the cornerstone of sustainable development. Starbucks Coffee Company (hereinafter referred to as "Starbucks"), as the leader of global coffee culture and the model of chain operation, its brilliant achievements are behind the deep understanding and unremitting pursuit of corporate culture and ethical standards. Starbucks is not just a store that sells coffee, it is a platform that combines the concept of high-quality life, humanistic care and social responsibility. From the selection of coffee beans to the creation of a warm and comfortable atmosphere in the store, from the unique "third space" concept to the personalized consumer experience design, Starbucks is always committed to creating a space for customers to socialize and relax beyond the boundaries of traditional coffee shops. This paper aims to explore the impact of Starbucks' corporate culture and ethical standards on the company itself, in order to provide useful reference and enlightenment for other enterprises.

2 Literature review

Corporate culture refers to the sum of common values, codes of conduct, management systems and external forms formed in the long-term operation of an enterprise. It is not only the cornerstone of the enterprise's internal management, but also an important window for the enterprise to show its image. According to relevant research, corporate culture has multiple functions such as guiding employee behavior, enhancing corporate cohesion, and enhancing corporate image and brand

value. In the highly competitive market environment, excellent corporate culture can become a unique competitive advantage of an enterprise and help it stand out. Ethical standards are the moral norms that enterprises must follow in the process of operation, which are related to the social responsibility and public image of enterprises. Enterprises' compliance with ethical standards not only helps to improve the social reputation of enterprises, but also enhances the trust and loyalty of customers. At the same time, ethical standards can also guide enterprises to make correct decisions and avoid damaging the long-term interests of enterprises due to short-term interests. Relevant research points out that the level of corporate ethical standards directly affects the sustainable development ability and market competitiveness of enterprises.

In order to make up for the loopholes in previous studies, this paper will deeply discuss how Starbucks maintains the consistency and uniqueness of its corporate culture under different cultural backgrounds, and how to promote its development by adapting to the cultural characteristics of different markets. This cross-cultural in-depth analysis helps to reveal the importance and challenges of corporate culture and ethical standards in the context of globalization. And from the multi-dimensional point of view, comprehensively explore the influence mechanism of corporate culture and ethical standards on the development of enterprises. This includes but is not limited to the comprehensive impact on enterprise innovation ability, market competitiveness, customer loyalty, social responsibility fulfillment and other aspects. Through the multi-dimensional analysis of the influence mechanism, the role and value of corporate culture and ethical standards in the development of enterprises can be revealed more comprehensively.

3 Analysis of Starbucks' Corporate Culture and Ethical Standards

The core of Starbucks' corporate culture is "people first", which emphasizes respect for every employee, customer experience, excellence and innovation, and community development and cooperation. The formation and development of this cultural concept began with the establishment of Starbucks Coffee Company in 1971, and has been continuously enriched and perfected in the following decades. By providing quality coffee and a comfortable social environment, Starbucks is committed to inspiring human potential and helping people enjoy life better. As a world-renowned coffee chain brand, Starbucks' success is inseparable from its unique corporate culture and firm ethical standards. Starbucks' corporate culture is customer-centered, emphasizing innovation, high quality, and respect for diversity. Starbucks is also committed to ethical practices such as sustainability, community engagement and fair trade. These corporate culture and ethical standards together constitute the core competitiveness of Starbucks and lay a solid foundation for the long-term development of the company.

Starbucks always puts customers first and is committed to providing customers with high quality coffee and excellent service experience. Its core values are customer-centered, constantly pursuing excellence and meeting customer needs. This customer-oriented corporate culture not only enhances customer satisfaction and loyalty, but also enhances the market competitiveness of the enterprise. It also encourages employees to innovate continuously and provides a positive working environment where employees are encouraged to come up with new ideas and solutions. This innovative spirit is not only reflected in product innovation, but also in service innovation, marketing innovation and other aspects. The inheritance and development of the spirit of innovation has brought continuous vitality and competitiveness to Starbucks. Starbucks pursues high-quality coffee beans and ensures the quality of every cup of coffee through strict quality control. High-quality products not only meet the taste needs of customers, but also enhance the brand image and market position of the enterprise. Starbucks' insistence and pursuit of quality is an

important part of its corporate culture. Importantly, Starbucks encourages its employees to respect everyone's differences and create an inclusive and diverse work environment. This respectful and diverse corporate culture not only enhances employees' sense of belonging and satisfaction, but also enhances the cohesion and innovation ability of the enterprise. By creating an inclusive and diverse working atmosphere, Starbucks has attracted a large number of outstanding talents to join the company, providing a strong guarantee for the long-term development of the company.

Starbucks is committed to sustainability, reducing its impact on the environment by sourcing sustainably grown coffee beans and promoting environmentally friendly practices. Starbucks' environmental efforts not only enhance the company's social reputation, but also enhance customer trust and loyalty. Sustainable development is an important part of Starbucks' ethical standards and an important guarantee for its long-term development. Starbucks actively participates in community activities, supports the development and improvement of local communities, and builds a good corporate image. Through community engagement activities, Starbucks not only promotes a harmonious relationship between the company and the community, but also enhances the company's sense of social responsibility and public image. Starbucks supports fair trade and builds long-term relationships with coffee bean suppliers to ensure a fair and transparent supply chain. Through fair trade practices, Starbucks not only protects the interests of coffee bean suppliers, but also enhances its brand image and market competitiveness.

4 Exploration of the Impact of Corporate Culture and Ethical Standards on Starbucks

First of all, Starbucks' unique corporate culture and firm ethical standards have established a good brand image for it. When customers enjoy Starbucks coffee, they also feel the values and cultural connotation conveyed by Starbucks. The building of this brand image not only enhances the loyalty of customers, but also attracts the attention and love of more potential customers. Secondly, Starbucks' corporate culture and ethical standards give it a unique competitive advantage in the market. By providing high quality coffee and excellent service experience, Starbucks has earned the trust and reputation of customers. At the same time, Starbucks has maintained its leading position in the market by constantly innovating and meeting customer needs. This improvement in market competitiveness has laid a solid foundation for Starbucks' long-term development. Starbucks' corporate culture and ethical standards provide a good working environment and development opportunities for employees.

Starbucks attaches great importance to employee training and development, and helps employees achieve their personal career goals by providing comprehensive training programs and career development opportunities. In addition, Starbucks also advocates a corporate culture of teamwork and respect for diversity, creating a harmonious working atmosphere. This promotion of employee development not only enhances the sense of belonging and satisfaction of employees, but also enhances the cohesion and innovation ability of enterprises. Starbucks has made positive contributions to social progress by fulfilling ethical standards and practices such as social responsibility and promoting sustainable development. Starbucks promotes environmental protection and community development by sourcing sustainably grown coffee beans, promoting environmental practices, and participating in community activities. Finally, Starbucks also protects the interests of coffee bean suppliers through fair trade practices, promoting fairness and transparency in the supply chain. Such fulfillment of social responsibility not only enhances the social reputation and public image of the enterprise, but also injects new impetus into the long-term development of the enterprise.

5 Conclusion

Cultivating a positive and adaptable corporate culture is essential for long-term success. Leaders play a crucial role in shaping and reinforcing cultural values that align with the organization's strategic goals. By fostering a culture of collaboration, transparency, and innovation, organizations can create an environment that motivates employees, drives performance, and supports sustainable growth.

Corporate culture change will focus on improving adaptability, employee engagement, and value creation. In order to meet rapidly changing market requirements, Starbucks must build a good learning environment that encourages employees to continuously learn and adapt to new technologies. Employee participation is crucial to improve job satisfaction and work efficiency, so corporate culture change will also find new ways to stimulate employee participation. At the same time, Starbucks will also attach importance to the cooperation with owners, suppliers and other parties to jointly create corporate value and fulfill corporate social responsibility. This oriented corporate culture will be a powerful driving force to promote the sustainable development of enterprises. The results of our study suggest that corporate culture of Starbucks plays a significant role in shaping employee engagement, innovation, and overall organizational performance. Positive cultures, such as clan and adhocracy cultures, are associated with higher levels of employee satisfaction and creativity, while negative cultures, such as rigid hierarchies, can lead to organizational dysfunction.

Through the in-depth analysis of the corporate culture and ethical standards of Starbucks Coffee Company, we can draw the following conclusions: corporate culture and ethical standards are one of the key elements for the sustainable development of the company. By building a customer-centered corporate culture, encouraging innovation, pursuing high quality and respecting diversity, as well as adhering to ethical practices such as sustainable development, community participation and fair trade, Starbucks has not only enhanced its brand image and market competitiveness, but also promoted employee development and social progress. Therefore, other enterprises should also pay attention to the construction of corporate culture and ethical standard system in line with their own characteristics in the process of development, so as to enhance the core competitiveness and sustainable development ability of enterprises. At the same time, the government and all sectors of society should also strengthen the guidance and supervision of corporate culture and ethical standards to promote the healthy development of enterprises and social harmony and progress.

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