

# **The Cultural Economy: Pixar Animation Studios' Corporate Culture**

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## **Abstract**

At first, Pixar Animation Studios has not been profitable for a long time; therefore, Steve Jobs found Lawrence Levy to be the chief financial officer of Pixar. Then, Pixar became famous after releasing the first feature film Toy Story made by 3D computer technology. Pixar has produced 20 feature films and all of them have received praises and commercial success. However, I thought the reasons why Pixar is famous is maybe not only because of their story but also their famous corporate culture: offend their supervisor. Therefore, I want to know more about Pixar's corporate culture (focus on people aspect) and know how Pixar's corporate culture helps this studio. I used content analysis as my research method. Because my needed data are available, I could find them from books, academic journals, papers and so on related to my topic. I also used google scholar, National Digital Library of Thesis, Dissertations of Taiwan and Airiti Library and UK Essays to find more information. After I analyzed the data I collected. They have a special corporate culture that is different from other companies (about people aspects). But at the same time, I also found something that was exactly the opposite of Pixar's usual impression. Such as unequal treatment of men and women, sexual harassment, etc....Therefore, in my essay, people can not only learn more about Pixar's corporate culture but also see the side that didn't know.

Keyword: Cultural Economy, Cultural Industry, Pixar Animation Studio, Corporate Culture