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## **1. Executive Summary**

The following study provides a critical examination of the management and leadership elements of Amazon.com. The report is based on the organisation's architecture within the global imperative. The following study focuses on the management approach and leadership of the company's founder and Chief Executive Officer, Jeff Amazon. CEO's accompanying leadership features and critical assessment of how these features fit well with the corporate objectives.

## **2. Introduction**

The following research aims to provide critical insight into the function of an archetype leader in or otherwise an organisational success. Leadership in the context of the study should be understood as the method by which others influence the optimal welfare of an archetypal organisation. An individual's capacity to influence their subordinates to accomplish their separate corporate objectives and aims via changing management is the underlying element of every effective leader.

The research was performed to highlight how companies worldwide are affected by successful leadership styles to accomplish the desired objectives (Verhoef & Bijmolt, 2019). The main reason for this research was to say to different management professionals that the globe is filled with genuine and aware leaders from all over the world, politicians, the corporate world and business organisations who have recorded the leadership abilities of their respective organisations (Head, 2017). Moreover, the suggested strategies to Amazon identify significant achievements in the steering of the company growth and its impact on the overall development path of the organisation.

### **3. Overview Amazon Inc**

Amazon Inc is perhaps the world's largest and most recognised e-commerce market, especially due to its worldwide reach. Originally designed as an online book sales platform, Amazon grew rapidly and was destined to compete with big stores like Walmart to generate huge revenues of USD 11.6 trillion by the end of the 2019 financial year (Kodiyan, 2019). The business is the unquestionable world leader in sales in many technological sectors, from internet services and logistics. Amazon is one of the biggest private equity employers in the US and is consolidating its place in the American and global economy as an essential component (Garzón et al., 2020).

The business focuses on several industries, including a pure e-commerce platform, digital video streaming, cloud computing, and artificial intelligence. For years, experts have seen Amazon as one of the top four technology start-ups as one of the most important economic and cultural forces, owing to its technological and creation disruptions. In this respect, owing to the free use of new technology as a general topic in its value proposition, the enterprise could disrupt and raise established and conventional markets. Over the years, the creation of Amazon Inc. has been widely recognised as a key urban legend, especially because of its owner and CEO Jeff Bezos's involvement. Jeff Bezos is one of America's most recognised business leaders, and his name is virtually synonymous with his firm Amazon Inc (Rivet, 2017).

Amazon has also diversified its workforce, with about 270,000 employees worldwide, due to its global nature. The company's affinity groupings include Black, White, Male, Female, Hispanic and Asian. Besides the women in Amazon engineering, there is also a network of black employees. Furthermore, it supports STEM education. It also enables many female learners and colour pupils to tailor their engineering and technology skills. In my opinion, the business does not engage in immoral and unethical activities (Sharma, 2020). Some Amazon private contractors

may adopt decadent behaviours; nevertheless, such activities will not reflect on them since the business is never directly linked to these immoral actions. It provides fair and cheap pricing for products and services, makes technological breakthroughs, employs varied human resources and sets the standards for online shopping.

#### **4. Leadership Practice**

The idea of leadership in corporate administration should be seen as an archetypal leader's broad mix of abilities, characteristics and behaviour in their respective relationships. While leadership as a concept is based on the characteristics and abilities of an individual leader, the essential element is their conduct (Sischka et al., 2020). Behaviour is the constant method of doing things that define an organisational leader in this context. Amazon Inc.'s leadership is closely intertwined with the personalities and assistants of its founder and CEO, Jeff Bezos. In this respect, Amazon Inc.'s general leadership approach is extremely autocratic, based on Jeff Bezos' features and general personality. As a business leader, Bezos exhibits profoundly autocratic tendencies in its management style, with experts as the primary cause for the meteoric growth in the firm, becoming one of the most formidable companies worldwide.

Proof of Jeff Bezos' authoritarian leadership style is his inclination for micro-management by monitoring and endorsing nearly every move at the company level. Autocratic leaders are recognised to take important organisational decisions with little or no involvement from other stakeholders. Bezos' management style may also be classified as one of the most successful managers in Corporate America (Arnett et al., 2018).

A job-centric leader is heavily engaged in the overarching objective of guaranteeing ease of work. The degree to which a typical leader resides in the work-cantered continuum of employees is assessed by how these people take over a normal organisation. A critical study of Jeff Bezos

leadership shows a deeply job-centred business leader with distinctive and unorthodox leadership abilities. The Amazon CEO's desire to constantly strive to offer innovative customer-centred methods to make the company a success. Jeff Bezos leadership is shown in his three great concepts: first, consumer interest, creativity, and innovation (Onyusheva & Seenalatataporn, 2018).

Three concepts, which Bezos has designed as the essential components for Amazon Inc's development, focus on getting the job done. The primary reason for Bezos' authoritarian leadership is because he is the founder and general authority of Amazon and hence not responsible to anybody else. Bezos's style of leadership allowed him to pave the route for his firm based on his intuition. The main element of his autocracy is his many investments in various segments of the economy outside of the industry (Verhoef & Bijmolt, 2019).

## **5. Critique Leadership Practices of Amazon**

Corporate leadership at Amazon is strongly rooted in the practically cultural respect of the founders and CEO Jeff Bezos. As a key US business leader, Bezos has a deep charm and a willingness to change an internal organisational culture, adapt to new technology, continually reorganise employees and empower organisational members. The organisational leadership qualities that the Amazon Chief promotes give him the freedom to influence the company's crisis management, culture, and diversity (Kodiyan, 2019).

As a transformation leader, Bezos has over the years shown its capacity to reorient the organisational culture of Amazon via the inclusion of new methods of doing business in the light of a highly dynamic business environment in the world today. For example, Bezos has managed to turn the organisation, via technology, from a simple retail shop to a value-added company. In this context, the corporate culture of Amazon relies heavily on the capacity to utilise technology to meet the increasing expectations of customers. Amazon's idea of organisational diversity

directly results from transformational leadership as a practical organisation that Jeff Bezos has started (Garzón et al., 2020). The overall concept of diversity at Amazon is memorialised in the declaration of the business that it is a customer-centred organisation via its involvement in the workplace.

Various inclusive Amazon teams are seen as having a beneficial effect on the products and services of the business. The company's diversity depends on the Chief Executive Officer's goal to recruit the finest people while creating an inclusive culture (Verhoef & Bijmolt, 2019). Amazon's strategic leadership techniques have a beneficial effect on how various levels of management respond to crises and organisational image challenges. Crises may have a detrimental impact on organisational performance if they are not handled correctly. Jeff Bezos' strategic leadership abilities are rooted in the capacity to take necessary measures to react successfully to crises. Such measures include the use of environmental surveillance methods to detect operational events that may cause future problems. Over the years, Bezos has taken intentional attempts to incorporate crisis management in the overall strategic management procedures of the business. It is enough to state that the Amazon CEO is skilled at creating an organisational culture with a certain knowledge of possible crises combined with appropriate mitigation measures to prevent harm to the company (Head, 2017).

## **6. New Leadership Style would Influence Company's Organization**

A lot of educational thinkers and mainly Kastner (Kastner, 2021) used the template for this leadership style. “Democracy is the inter-dependence of autonomous people”, Kastner emphasised. Under this style of leadership, people tended to be socially or group-centric and policy for individual members was mainly decided by the group. The leader was not dominating and objectively critiqued and complimented. This is why the typical communication pattern was

between the members and the leader in Amazon. As Jeff Bezos is following the authoritarian leadership style which lack the employees' opinion in decision making and communication (Head, 2017). Jeff Bezos must integrate the coaching element as a team leadership skill that is intended to enhance the organisation's workplace performance. Collaboration, honesty and courtesy replaced the extreme focus of authoritarian leaders on competitiveness and human people were seen as goals themselves (Verhoef & Bijmolt, 2019). There seemed to be personal satisfaction among members and there was no widespread indication of psychological tension.

The democratic style of leadership has shown to be the most effective, with authoritarian second running and laissez-faire last. People working with the democratic leader were happiest and most satisfied; they had very few tasks unfinished, attention paid to the task and their goods were objects of proud ownership (Garzón et al., 2020). Both leader and group regarded the job of Drudgery in the autocratic group, and many of the goods grew hostile. Everyone is allowed to join, ideas are openly shared and debate is encouraged. While the democratic process tends to concentrate on group equality and the open circulation of ideas, the group leader is nonetheless present to provide leadership and control.

Determination of membership and participation in group decisions rests on the democratic leader. People who study it say it's the most effective type since it increases productivity and moral standards in groups while also enhancing their contributions (Verhoef & Bijmolt, 2019).

Amazon's leadership style must change from authoritarian to democratic since autocratic leadership has a number of drawbacks. An ego-cantered dictatorship is the source of this kind of leadership (Onyusheva & Seenalasadaporn, 2018). As a result, leadership style has a number of drawbacks. Amazon employs a dominating, demanding, and dictatorial leadership style, which may be hazardous to workers' health and well-being. In addition, working in a doctoral atmosphere



may be difficult for anybody. It stifles the spirit and kills the imagination. In addition, it may lead to animosity among group members.

Many people who work in groups end up feeling as if they have no say in what happens. This is especially true when highly qualified individuals of a team feel as though their expertise and efforts are devalued (Robischon, 2017). Autocratic leaders face a number of challenges.

## **7. Strategy Implementation**

There will always be some change in the resource profile of businesses involved in the successful implementation of democratic leadership plans, as shown by Amazon, Jeff Bezos company, and its continuous technical progress and growth of acquisitions and joint ventures (Rivet, 2017). As a result of a lack of management engagement, however, many alternative approaches have failed. An effective plan requires resources, and both external and internal factors affect the democratic leadership's performance. If Jeff Bezos wants to enter the market ahead of a rival that has a similar idea, his approach must be executed at the right time, since timing is everything (Kodiyan, 2019).

### **7.1 Innovation**

Customer-focused innovation is the primary approach that Amazon implement. Some companies find innovation lucrative as their major strategy. This is why Amazon have focused greatly on continual innovation via the introduction of new technology to increase consumer experience (Rivet, 2017). Democratic leadership plans help it because employee work together strategically to meet the demands of clients and bring new services and constant change. Amazon's success lies in innovation, and this leads to success and competitiveness. Amazon needs to be more creative and this can only be done when everyone works together to bring their creative self. The competition is high as there are various online companies like Amazon. Innovation has to be

experimenting, testing, tinkering, brooding and waiting, while new ideas develop and take on form. However, Amazon's history has been stiff and constant innovation in electronic trade.

## **7.2 *Divergence***

Diversification is another technique that Amazon concentrate on. They have utilised diversity of products because still, some products are not available on Amazon. From time to time, Bezos must launch democratic leadership plans new goods to suit the expectations and requirements of consumers. This will increase millions of consumers by meeting their requirements. Democratic leadership plans will increase the diversity in products because a proper segmentation and a detail discussion will give an insight of the market and identify the space of improvement. According to Rivet (2017) “companies are struggling to manage their portfolios between present businesses with cyclical and contra cyclical sales between high-cash/low-chance and low-cash/high opportunities or debt-free and highly leveraged enterprises”.

## **8. Amazon’s Specific Practices and Their Key Influence**

The best practices involve utilising and discovering the best methods to conduct business operations in order to achieve the targets and objectives. They also need to be informed on the way the greatest companies function. Amazon prompts its employees to assess ideas and take risks as collective knowledge. Of note, this situation drives the company's ability to attempt to discover new opportunities to use data-intensive procedures to provide an online retail solution that is both efficient and effective. Benchmarking is one of Amazon's best practices. It involves learning from other businesses in the sector and gaining experience. Benchmarking enables Amazon to compare successfully with other companies such as to identify the parts that may call for development.

Other Amazon practises include audacity, uniqueness and client focus. The business encourages audacity among its employees, and this is seen in the way it pioneered the marketing

of a wide range of articles originally begun with books. In addition, its employees are generally encouraged to take chances, such as exploring new ideas, which significantly helps the company address problems and improve its business online. Customer centering is reflected in Amazon's vision statement and its corporate culture. It motivates workers, for example, to concentrate on client requirements and expectations, such as changing consumer preferences and applying them to their e-commerce and company growth.

Peculiarity as the practice of Amazon refers to the idea of thinking norms. Amazon believes that agreements frequently limit the potential development of the firm and thus motivate its employees to consider its entire potential beyond their own limits. Significantly, these approaches have an undervalued effect on Amazon results. First, it improves its competitiveness. They also boost revenue, improve employee skills, improve quality, reduce waste, and react quickly to developments in their industry.

## **9. Tool for Employee Communication using 21st century technologies**

This means Amazon will continue to create technology-based networks to encourage the exchange of information and creative ideas amongst its users. People that are able to interact effectively with each other are able to get an advantage over their rivals. As a matter of fact, most company owners rely on technology to interact with their workers, both within and outside of the workplace. So much cooperation provides for improved work-life balance for employees.

Technologically-based networks continue to be developed by organisations in order to encourage information exchange and creative thinking among their employees. The capacity to interact effectively with each other enables one to get ahead of the competition and get an advantage over the competition. As a matter of fact, most company owners rely on technology to

interact with their workers, both within and outside of the workplace. Employees are able to maintain a better work-life balance as a result of this level of collaboration. For example, there are companies that are hesitant to provide their workers with modern technology such as smartphones, laptops, and smart gadgets, among others. According to them, such items tend to impede production since they occupy workers. It's not true because if workers decide not to work, they will find a method to do it, even if they don't have these tools.

In the United States, individuals leave their employment because they don't feel appreciated by their employers. According to a study performed by Kastner (2021), almost 15% of businesses have HR managers who have access to suitable tools for recognising their employees. A new gadget that increases staff engagement and productivity is thus required by Amazon. Aside from that, individuals must have access to Amazon data relevant to their work in order to make an informed choice.

Bring your own device should become a new communication tool for Amazon. It's an IT policy that enables and even promotes workers to use personal mobile devices like as cellphones, tablets, and laptops to access corporate data and systems. BYOD has four basic degrees of access:

- Unlimited access for personal devices.
- Only have access to non-sensitive systems and data sources.
- Access to personal devices, applications, and saved data, but with IT oversight.
- Allowing access to data on personal devices, but prohibiting local storage.

Bring Your Own Device (BYOD) will help Amazon find a balance between controlled risk and productivity, the policy is crucial, especially during Covid-19. The adoption of BYOD as a work practice seems to be a foregone conclusion. "The tools they bring from their non-working

life are more effective and productive than the ones they bring from their job life," says (Garzón et al. 2020) in a study.

Permitting less-experienced workers to choose the most suitable defences, install tools, set them for optimum usability/security and maintain all of this in the face of an ever-changing background of newly-discovered vulnerabilities and attack types. It's a good bet that most IT companies are opting for option B, making BYOD inevitable for them and their employees. A person from finance working on quarterly results from their tablet at home becomes more than just a BYOD initiative (Rivet, 2017). A mobile workforce must be enabled while reducing hazards, and BYOD becomes an IT necessity.

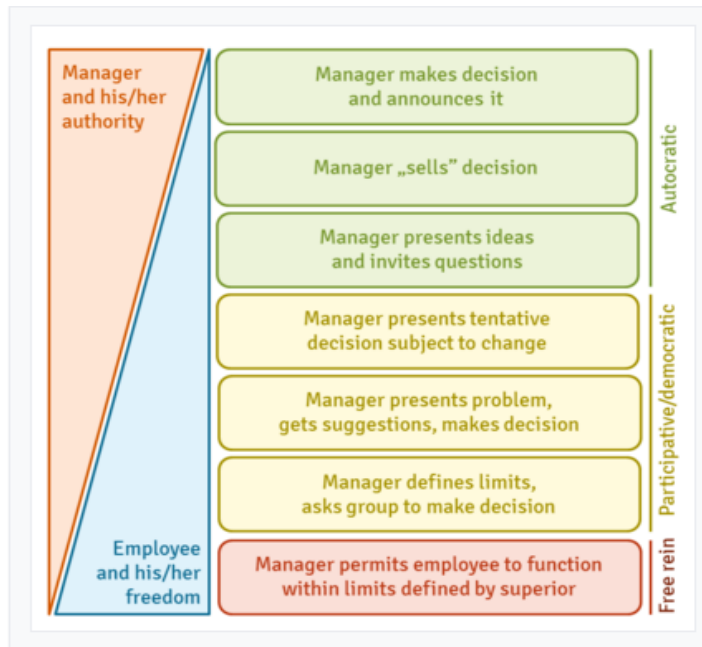
As a means of achieving company goals and objectives, discovering and using the most effective methods of conducting business operations is essential (Alshmrani, 2021). They should also be aware of how the best businesses operate. There is no doubt that Amazon's workers must be encouraged to take chances, evaluate and come up with new ideas as part of the collective knowledge. Data-intensive processes will be used in an effective and efficient online retail solution as a result of this scenario, which will force the business to explore new possibilities.

Agreements, according to Amazon, often restrict the company's potential growth, which encourages its workers to think about the company's full potential beyond their own personal limitations. This has a significant impact on Amazon's performance, which is often underappreciated (Robischon, 2017). For one, it increases its ability to compete in the global marketplace. Additionally, they increase income, enhance staff abilities, improve quality, decrease waste, and respond rapidly to changes in their industry's environment.

## **10. Final Summary of the networks that exist within the organisation**

There are various advantages of democratic leadership has many benefit such as positive effect on employee happiness and morale, maximum growth of workers and full exploitation of employees' potential are a few examples of these (Sharma, 2020). The authoritarian leader establishes clear expectations about what has to be done, when it needs to be done, and how it should be done. Democratic leaders guide group members, but they also engage in the group, promoting active member participation including in decision-making, while autocratic leaders guide but do not participate in the group and leave all decision making to group members (Arnett et al., 2018). Democratic leadership was the most successful in terms of results, with members feeling more involved and driven, and working together more collaboratively. However, their contributions were considered to be superior to those of the authoritarian group, even if they were less productive. The authoritarian group, on the other hand, was less productive while being more productive.

Democratic strategic plan includes dividing organisations into sub-unities and requiring that each of them accept responsibility for their competitive performance (Head, 2017). Due to their need for access to central resources, the use of information technology has been essential. Being able to access (or deny access to) a brand's power has become a way to exert influence on the companies that hold it (Arnett et al., 2018). It's no secret that project-based organisations have a competitive advantage in fast-moving industries, where innovation is crucial.



The democratic leadership alter the expectations of employee (Gradinaru, et al., 2020). Despite the fact that Jeff Benzo is on aucratic leadership plan that truly rely on his decisions and there is less involvement of employees. This approach is still working for some time which can be harmful for the business in the future (Kodiyan, 2019). Moreover, by introducing new technology in the company Jeff can make the work easy for employees specially in the pandemic. Employees may attend training courses whenever and wherever they choose. Mobile is a necessary technology that people cannot live without, and we utilise this kind of training to increase flexibility in the workplace and to encourage a love of learning. However, it is inevitable that people will carry their work home with them.

Those who have more flexible work schedules will be able to finish their mobile learning at home or anywhere they want to go. Employee engagement may be boosted by using technology in the office, especially mobile technology in the workplace. A new connection may be formed between employers and their workers by utilising technology (Robischon, 2017). Participation of the business's workers in social media has the potential to develop the brand and image of the

organisation as a whole (Kodiyan, 2019). When it comes to future projects and promotions, employees will actively assist their employer by submitting feedbacks. In addition, such initiatives will assist organisations in reaching out to new customers.

Employees may even assist their companies in finding the newest information about competing company goods and services by using social media. Employees may also be encouraged to adopt and utilise innovative working techniques in order to increase their enthusiasm for their jobs (Onyusheva & Seenalatataporn, 2018). The workforce of today is made up of people who use cellphones. In both the home and the office, employees cling to a variety of gadgets, including cellphones, computers, and tablets. As a result, workers should be permitted to utilise their own software and systems from time to time in order to get more comfortable with what they do. Instead of using laptops or desktops, the next generation of workers will be more productive if they are allowed to utilise mobile devices. Millennials are now the biggest group of workers in any company, and they are unable to function without their mobile phones and tablets (Taylor, 2018). So, it is recommending to let them utilise these instead. Technology may be used in six different ways to increase employee engagement.

## **11. Conclusion**

In short, leadership is a key component of organisational success, as demonstrated in the case studies. Leaders may set the tone for corporate success by integrating their characteristics and style of management. The key elements to discern the leadership role in organisational performance are individual leadership styles, team leadership practises, and leadership practises. The Chief Executive Officer of Amazon has shown excellent leadership abilities and his capacity to guide the company to one of America's most famous success stories; his management is inherent in disadvantages. Such disadvantages may have a detrimental effect on organisational performance



and thus, adjustment is needed. Therefore, new leadership has been introduced to increase the efficiency and employee communication. The strategies suggested include developing moves to grow further in the industry. However, Amazon is a strong, aggressive business with financial stability and industry strength. Amazon is an aggressive business, and Amazon's market development and product development are essential to maintain its position.

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