



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialisation:	
Affiliated Center:	
Module Code & Module Title:	
Student's Full Name:	
Student ID:	
Word Count:	
Date of Submission:	

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amazon

The Amazon logo, consisting of the word "amazon" in a bold, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the 'a' to the 'z'.

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1. Introduction

The leadership of a firm is one of the most crucial factors of its success. Leaders as key decision makers determine the acquisition, creation, and execution of organizational capital, as well as the translation of these resources into useable goods and services and the distribution of value to organizational stakeholders. As a result, they can provide significant management and long-term competitive advantages (Rowe, 2001).

According to prior longitudinal studies and Meta analyses, leadership has a positive impact on personal success and organizational outcomes. Many recent longitudinal studies have found that transformative leadership enhances business results and follower success (Bass, et al., 2003).

The process of directing and encouraging others toward the attainment of corporate goals is the third essential managerial function. A leader can be anyone in an organization, regardless of their position, who has the ability to persuade others to act or follow them, frequently against their will. According to the organizational structure, managers are appointed leaders, yet they may need to utilize negative consequences or coercion to achieve change. Top managers utilize leadership abilities to set, share, and garner support for the company's goal, vision, and values, like Jeff Bezos does at Amazon ("Leading, guiding, and motivating others – Introduction to business," 2018).

To meet the challenges of today's workplace, all employees must be focused on attaining corporate objectives, with managers fostering a work atmosphere where everyone strives for personal effectiveness and continual progress (Mills, 2016).

Performance management is the practice of connecting organizational goals to individual performance expectations and motivating employees to meet those goals. (Scott & Meaney, 2017).

Because the principles and practices give a methodical strategy for diagnosing and resolving people issues through the perspective of what it takes to lead an organization, lead people, and manage effective relationships, the Leadership Framework has increased my capacity to deliver exceptional HR (Mills, 2016).

without a clear grasp of what is required, the manager's responsibility, establishing a high-performance workforce, improving staff engagement, transforming an organization's culture, promoting innovation, and successful change management(Mills, 2016).

The organization's leadership team is directly responsible for four factors.

The following are examples of these:

1. The position of a manager is not clearly defined.
2. Organizational models are in short supply.
3. Insufficient work processes to assist managers in their managerial responsibilities.
4. The absence of positive role models (Mills, 2016).

It is possible to lead an organization by establishing a vision and encouraging teams with praise, encouragement, and inspiration. The firm vision or mission statement serves as the beginning point for leaders. They maintain the vision in their crosshairs at all times and encourage the rest of the team to do so as well. Managers and administrators are just as vital as leaders, but they frequently have less authority. Managers are task-oriented and pay attention to minor things. Managers serve as vision facilitators, allowing the leader to focus on the vision's real progress (Monica Patrick, n.d.).

The leadership style of Amazon has been labeled as pragmatist. Pragmatist leaders "establish high expectations and unabashedly demand themselves and their staff to meet those goals." Jeff Bezos, the company's founder and CEO, is a successful businessperson with a record of accomplishment of success. Bezos effectively combines visionary and servant leadership styles, emphasizing the need of excellent customer service in Amazon's operations ("Amazon leadership: Visionary leadership focusing on customer service," 2020).

Among Amazon's leadership concerns is maintaining the company's profitability despite the current low profit margin. To now, the company has been able to meet this challenge by implementing process improvements, maximizing the value of human resources, and continually expanding into new business categories("Amazon leadership: Visionary leadership focusing on customer service," 2020).

Because of the research, four main leadership styles have been identified....

The Pragmatist is a person who believes in logic and reason. This leader sets high expectations for themselves and their personnel and expects them to be met without

reservation. Pragmatists are goal-oriented and competitive, and they place a high importance on achieving their objectives.

The Idealist is a type of person who strives for perfection. This leader is a high-energy achiever who believes in the good potential of everyone in their immediate environment. Idealists desire to grow and learn, and they want the rest of the team to do the same.

The Steward is a character in the story. This leader is the organization's rock, as he is dependable, loyal, and helpful. Stewards place a high importance on norms, processes, and collaboration and they act as a calming and stabilizing factor for their colleagues.

The Diplomat is a fictional character. This leader values interpersonal harmony and acts as the group's social glue and affiliative force. Diplomats are often pleasant, gregarious, and generous, and they form close personal connections with their staff (Murphy, 2015).

2. Amazon, leadership practices.

In its day-to-day operations, Amazon employs various leadership patterns. It assists Amazon's executives in leading the company to greater success and managing newer projects, as well as making decisions on conducting and applying newer approaches to remedy any possible or active problem. This is why Amazon's industry standard is growing. Customers are given top priority, and the organization is known for obsessing over both old and new clients. Leaders are constantly working hard to maintain their customers' trust. Amazon's executives also pay attention to competitors and develop new ways to assist the company compete in such an oligopolistic environment, but their primary concern is keeping customers.

Amazon combines the values of collaborative work with a shared goal, as well as its unique inclusivity and other responsibilities. Their actions have always been dynamic, implying increased pragmatism by empowering people in the process rather than following the power of authority. A comment by Jeff Bezos, who believes in being in the common ground to boost productivity, is included in the leadership principles.

The organization's leaders are visionaries who share a single vision that is shared at all levels. The leadership style used is both imaginative and daring, and all employees' ideas

are encouraged to be put into practice equally. It may be time-consuming, but the method is maintained at a consistent pace for the benefit of future generations.

2.1 Obsession with the consumer

"Leaders begin with the customer and work their way backwards. They put in a lot of effort to win and keep customers' trust. While Amazon executives are aware of their competitors, they are preoccupied with their customers."

Customer obsession, according to Jeff Bezos, is the healthiest and most effective strategy of all. As a result, it is at the top of the Amazon leadership principles list. In 1997, Amazon began to "Obsess over Customers" and transformed their garage-based business into one of the world's biggest corporations. Amazon's executives are well versed in their clients' desires. They pay close attention to the smallest things and value input from clients. Customer Obsession is exemplified by Amazon Prime, Amazon Web Series, and the Washington Post, which are all classic examples of Amazon's success .

2.2 Simplify and Innovate

"Leaders anticipate and demand creativity and invention from their staff, and they are continuously looking for ways to make things easier. They are conscious of their surroundings, look for new ideas everywhere, and are not bound by the phrase "not invented here." We accept that when we try new things, we may be misunderstood for a long time."

If you know it will work, it isn't an experiment.

What does Invent and Simplify mean, exactly?

Amazon's executives, on the other hand, are always trying out new ideas. It could be anything, such as a new scale, new goods, or new platforms, as 'create' as a leadership principle implies. 'Simplify' as a principle, on the other hand, means making things easier, faster, and less expensive in order to improve efficiency. In addition, after all, who wouldn't want to put such a notion into practice in order to improve and accelerate their company's growth?

Amazon combines the values of collaborative working with a shared goal, as well as its distinctive inclusivity and other responsibilities. Their actions have always been dynamic, implying growing pragmatism by empowering people in the process rather than following the power of authority. A comment by Jeff Bezos, who believes in being

in the common ground to boost productivity, is also included in the leadership principles. The organization's leaders are visionaries who share a single vision that is shared at all levels. The leadership style used is both imaginative and daring, and all employees' ideas are encouraged to be put into practice equally. It may be time-consuming, but the method is maintained at a consistent pace for the benefit of future generations.

3. Critique for Amazon leadership style.

In Amazon, modeling entails being told to go ahead and continue the acts that others must pick before they are invited to accept them. Employees should pay attention not to what leaders say, but to what they do afterward(De SANTIS et.al 2018).

This organization's leaders are committed to politely scrutinizing options whenever they arise, even if doing so is unpleasant or tiresome. Managers are self-assured and determined. They aren't content with communal togetherness. They complete a resolution once it has been prepared.

Leaders are also dedicated to examining alternatives courteously when they arise, even if doing so is tough or exhausting. Managers are self-assured and determined. They are not content with communal togetherness(Simpson, 2017).

With the consumer and business in mind, Amazon's leadership style is on the rise. They move rapidly to gain and keep consumer confidence. Despite the fact that administrators pay attention to their opponents, they have the upper hand when it comes to customers. Amazon, as one of the greatest retail companies, provides prompt service to its customers. With the support of appropriate communication strategies and plans, Amazon companies serve their customers according to their needs. This company's leaders are so effective at what they do that they affect the company's workforce. They will be able to grow and expand their professional talents in such an efficient manner.

4. New leadership style strategy.

4.1 Evaluation of the current leadership style.

When discussing customer service, it is less likely that the conversation will end without mentioning Amazon. Jeff Bezos, the founder of Amazon, the world's largest customer-

oriented online retailer, has led the company effectively for years, yet his leadership style has been attacked for reflecting the company's culture. While some have hailed Bezos for his transformational leadership abilities, the company's founder has also been accused of creating a poisonous work atmosphere (Jeff Bezos's Leadership Style and The Culture within Amazon, 2021).

Amazon is a company or organization that follows the Pragmatic Leadership Theory. This theory aids the company in improving its functioning abilities. This leadership theory will assist the company in concentrating on the details of any task. It aids in the creation of a plan structure that will assist personnel in completing their tasks. Leaders are the company's most productive employees. They will readily handle any circumstance in order to improve the employees' working skills. Pragmatic theory, a leadership philosophy, aids the organization in performing its tasks in a systematic manner. To improve the working skills of Amazon's executives, the corporation adheres to a number of principles, including:

- **Share ideas:** The company's management recognize that change is uncomfortable for many people. As a result, the leaders try to avoid the tension of dealing with new situations by socializing with others. This will assist the organization in gaining acceptability in order to increase working skills. The company's leaders work hard to increase their ability to learn new skills. This will contribute to the company's expansion. This company's management are in charge of providing a pleasant working environment. This company's CEO listens to employee and customer feedback on a regular basis in order to improve the company's operating skills.
- **Authentic:** To strengthen or improve their responsibilities, leaders must be genuine to themselves. With the support of this theory, a real leader will carry out their duties in a very good manner. Leaders can simply establish honest obligations with their staff and coworkers using this method. With their honest and transparent acts, leaders have the ability to readily influence any employee.
- **Strive to be the best employer on the planet:** Every day, leaders strive to make the workplace a safer, more productive, higher performing, more diverse, and more just place to work. They are empathic leaders who enjoy themselves at work and make it easier for others to enjoy themselves. Leaders question themselves, "Are my coworkers improving?" Are they in a position of power? Are they prepared for

what's to come? Leaders, whether at Amazon or elsewhere, have a vision for and dedication to their people' personal achievement.

- **The Best People to Hire and Develop**

With each new hiring and promotion, leaders raise the bar on performance. They recognize and promote excellent talent throughout the firm. Leaders groom future leaders and recognize the need of coaching others. We create methods for development on behalf of our people, such as Career Choice.

- **Disagree and Commit; Have Backbone**

Even if it is painful or exhausting, leaders must respectfully dispute decisions with which they disagree. Leaders are tenacious and have conviction. They don't make concessions in the name of social cohesiveness. They fully commit once a decision has been made.

4.2 Transactional leadership for Amazon

The sharing of information between the leader and the followers is the foundation of transactional leadership. Followers carry out their government's wishes and directives, and their contributions are rewarded positively. The baseline is reward, which can be negative, such as disciplinary punishment, if followers fail to obey, or positive, such as praise and acknowledgment, if subordinates follow the leader's goal and advice and succeed.

According to Robbin (2008), transactional leadership creates a strong link between job performance and incentives by offering either positive rewards for meeting defined goals or negative consequences for failing to meet them. As more positive incentives are presented for out-performance, employees see tangible results in terms of job progression and boss satisfaction.

As more positive incentives are presented for out-performance, employees see tangible results in terms of job progression and boss satisfaction.

They drive people using incentives and threats, effectively transforming the leader-follower dynamic into a business transaction. According to Premack (2009), a critical leadership role is to seek out opportunities to promote target engagement, which may be accomplished through improving individuals' outcome expectations and self-efficacy. Transactional leadership is a viable means of reinforcing Apple subordinates' goal dedication by providing the necessary clarifications for Apple workers about how to achieve job goals and what

intrinsic and extrinsic benefits they will receive upon goal achievement, thereby encouraging them to make significant contributions to improving corporate efficiency.

4.3 Effective departmental communication strategy 21st-century technologies

Amazon is becoming more and more well-known in the sector. Customers are given top priority, and the organization is known for obsessing over both old and new clients. Leaders are constantly working hard to maintain their customers' trust. Using digital planning and feedback, firm executives must design or practice departmental communication plans.

Digital technologies are the most significant communication strategy. The company's leaders must market the company's services. It will assist the company in attracting clients' attention. To attract clients' attention, the company's leader must promote their various offers on any digital platform.

The Amazon CEO must use numerous social media platforms such as Facebook, Instagram, and Twitter, as well as various websites, to provide a good structure and products for the company, allowing it to reach thousands of clients in a short amount of time.

In order to promote their business, the company's leader must upgrade their digital technology. The company's leaders must take the lead in promoting diverse digital technologies.

The only way to increase or build client trust in a firm is through **feedback**. It also aids the organization in attracting loyal and trustworthy clients. The company's management must establish a feedback area to connect with both customers and staff. The company's customers have direct access to the company's leaders. Feedback will assist the organization in expanding its communication section. Another advantage of this feedback is that it will aid in the development of relationships between employees and company executives.

The company's management must develop better communication tactics based on feedback in order to comprehend the needs of the employees. Employees are the most important aspect of any company's growth. To improve the importance of employees, the company's management must also improve their employee feedback segment.

4.4 Overview of the organization's networks and the leadership in the future.

With the use of technology and information, Amazon's strategic goal has been divided into several areas. Because it was the first company of its sort in the world to provide service via

the internet, the organization has benefited and achieved a position. Amazon's retail website caters to customers with a strong focus on fair pricing and convenience.

If the company does not pay attention to its customers and does not win their trust, it will fail. Amazon executives are expected to come up with a business-friendly innovation. A good leader should be able to select the ideal person for their team. Amazon's cost leadership is due to its unique approach to internet marketing. The company must also seek for additional ways to get a competitive advantage. Competitors to achieve cost optimization have also used it.

Amazon has always sought to keep wholesalers and publishers on its side, allowing them to store shortened inventory or inventory with little holding value. The company was able to cut warehousing costs while also receiving substantial discounts because of these wholesaler-publishing house links.

Amazon must maintain a laser-like emphasis on research and development of better methods for its customers. Amazon is a massive retail behemoth that prides itself on providing great customer service. The organization's influence is a huge plus.

With the adoption of advanced technology by numerous competitors, the technology is no longer defensible for a long time. With a unique online business strategy, Amazon has developed exceptional customer support in just 15 years. It enables businesses to get a competitive advantage and become cost leaders within their industry. Through a unique network strategy, the procedure bypasses the supply chain to reach customers.

4.5 chosen leadership style will influence the company's culture

One of the most important aspects of creating outstanding corporate cultures is having effective leadership. Leaders, regardless of rank, set the tone for company culture (How does Leadership Influence ORGANIZATIONAL culture,2021). The importance of leadership culture in the development of corporate culture cannot be overstated. The way leaders engage with one another and their team members is referred to as leadership culture. It's how leaders conduct themselves, communicate, and make decisions. It's also about their daily work environment, including their activities, interactions, attitudes, and values.

Is the way leadership influences culture helping you achieve the culture you want? Is it helping you construct a strong corporate culture through the way they hire people, form

high-performance teams, execute company strategy, and engage their employees for the long haul?

Leaders must recognize their role in building a company's culture, and companies must make deliberate efforts to train its leaders. Effective leadership development extends beyond training sessions, organizational structure expansion, and establishing the correct cultural fit when hiring new leaders. Creating modern leaders is the best method to ensure that your leadership culture is positively contributing to your organizational culture.

Instead of micromanaging and gatekeeping, modern leaders mentor and coach. Rather of trying to do everything themselves, they advocate for their employees and encourage them to achieve excellent job. Employees are valued, opportunities are provided, and success is shared. Modern leaders are inherently inclusive and encourage their people to form bonds.

5. Conclusion.

The conclusion is that Amazon, one of the largest retailers, employs Pragmatist leadership theory. Jeff Bezos, the founder and CEO of the firm, is a great leader. Bezos enhances innovative leadership approaches and accommodations, as well as great customer service, which is the marketing system's essence.

Amazon's leadership principles are tied to a number of factors that contribute to the company's success. In its day-to-day operations, Amazon employs various leadership patterns. It assists Amazon's executives in leading the company to greater success and managing newer projects, as well as making decisions on conducting and applying newer approaches to remedy any possible or active problem. Pragmatic theory assists leaders in focusing their attention on the company's organizational resources, such as the computer system, tools, staff, and consumers.

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