



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialization:	MBA in Hospitality & Tourism Management
Affiliated Center:	CEO Business School
Module Code & Module Title:	MGT560- Leading Organisation
Student's Full Name:	Moustafa Abdou Ahmed Aly Abdallah
Student ID:	EIU2021956
Word Count:	3537
Date of Submission:	2024-03-15

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E-SIGNATURE:
DATE:

Moustafa Abdou Ahmed

2024 -03 - 15

EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33 144 857 317 | **Mobile/WhatsApp:** +33607591197 | **Email:** paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908 | **Mobile/WhatsApp:** +33607591197 | **Email:** info@eiu.ac

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Introduction

Amazon's leadership style has been categorized as pragmatic. The pragmatic executives established rigorous criteria to motivate personnel to achieve the necessary targets. Jeff Bezos, the author and CEO of the firm, is an exceptional leader. Bezos enhances imaginative leadership strategies and provisions, while also providing exceptional customer support, which forms the core of the marketing system. The Strengths-Based Leadership Theory has been cited and linked to Amazon, since it improves the company's effectiveness and performance by focusing on and continuously enhancing support capabilities (Löwstedt and Räisänen, 2018, p.697). It might be argued that this style shaped the situation in the beginning of Amazon when it had to establish its position as a rapidly growing company.

Amazon's leadership methodologies

Amazon, the dominant leader in the e-commerce business, adheres to a pragmatic style of leadership. Moreover, it has been observed that Jeff Bezos employs several management approaches. It is worth noting that although other kinds of online marketing prioritize a calm and easygoing environment for their employees, Bezos has pioneered a different approach. His focus is on serving 164 million people, rather than only catering to the needs of 56,000 privileged employees. The explanation for his leadership trait may be understood by applying the potential leadership theory. In relation to the contingency management theory, the efficacy of a leader is inherently uncertain and depends on the specific management style employed in a given circumstance. Bezos's leadership style has been characterized as rigorous and exacting.

- Amazon's success as a corporation may be attributed to the adherence to a set of leadership principles that encompass several crucial areas (Tou, et al 2019). Amazon implements these leadership patterns in its daily operations. Managers at Amazon benefit from leadership in order to improve the firm and effectively manage new initiatives. This includes making informed judgments and applying innovative approaches to address prospective or existing issues. This is the reason why Amazon is ascending in its industry benchmark. consumers are given the highest level of importance and the firm is renowned for its dedication to both its existing and new consumers. Leaders must consistently exert effort and energy to maintain the trust of their consumers. The leaders of Amazon prioritize analyzing competitors and devising

innovative ways to ensure the company's success in the oligopolistic market. However, their primary focus remains on retaining and satisfying consumers. Another idea that the organization follows is to empower its executives to act as intrapreneurs. The individuals who possess the corporation Amazon are its leaders (Ansell and Boin, 2019).

- They are provided with the opportunity to engage in long-term thinking without compromising their principles for the sake of achieving short-term gains. The leaders facilitate the internal and external growth of the organization by going beyond ordinary teamwork and applying their analytical skills. They are collaborating with several departments that function collectively, and it should never be said that it is not an individual's occupation. The leadership style employed by Amazon is characterized by pragmatism, with executives emphasizing innovation and invention. They prioritize good team management and strive to streamline the application process. The leaders possess a comprehensive understanding of global events and actively seek innovative ideas from all available sources, without any restriction on their origin. Amazon adopts a pragmatic leadership style in the present market environment, with leaders who are observed to be practical researchers who approach situations from a realistic perspective. The leadership style emphasizes the implementation necessary for achieving any objective, assignment, or endeavor. The utmost objective is to ascertain efficient team management in order to accomplish the assignments within a specified timeframe. Amazon employs a pragmatic and logical approach to its operations and mindset, which may differ from the way idealism theorists or leaders approach their thoughts. Amazon's leadership style is characterized by the establishment of rigorous standards, with leaders who hold themselves and their teams accountable for meeting these standards without compromise. Amazon intends to establish its second headquarters in Northern America, with the objective of creating over 50,000 job opportunities in the next years. The objective is to provide \$5 billion towards a substantial enhancement of corporate philanthropy.
- Amazon combines the principles of collaborative work and a common goal with its distinctive inclusiveness and other obligations. Their behavior has consistently been characterized by dynamism and a disregard for authority, instead emphasizing the importance of pragmatism and empowering others. According to the leadership principles, Jeff Bezos emphasizes the need of finding common ground in order to enhance productivity. Jeff Bezos emphasizes the

need of prioritizing a sustainable, long-term objective while making company decisions. He implements a leadership technique that is applied throughout the whole Amazon community.

The leaders possess a forward-thinking perspective and collectively embrace a unified vision that permeates across all echelons of the business. The leadership style implemented is characterized by its imaginative and audacious nature, while ensuring that staff are encouraged to apply their views and ideas in an equitable manner. Although it may need a significant amount of time, the technique is consistently maintained to ensure improvement for future generations. The source cited is Andía (2018). Amazon recognizes the need of continuous learning for its executives. They actively seek out other sources of information to acquire techniques that may be utilized within the company. Amazon's employees are consistently pushed to embrace their leadership ideals, fostering a thirst for knowledge and a drive for continuous improvement. The executives of Amazon advocate for a continuous flow of improvement within their leadership team to explore new options and take appropriate measures.

Evaluate the leadership methodology employed by Amazon.

At Amazon, modelling refers to the process of proactively taking acts that individuals believe others should follow before inviting others to adopt these behaviors. Employees should prioritize the actions of their leaders rather than their words. (De SANTIS et.al 2018) argued that practices should clearly articulate the desired patterns of behavior, promote the values, and put them into action. Leaders must foster cooperation by strengthening shared objectives and cultivating trust among leaders and other members. Amazon serves as an excellent illustration of this approach. (Denning, 2018) proposed that leadership may be effectively performed by empowering the team through the provision of accurate information, hence enhancing their ability to make informed decisions. The leaders of this organization are dedicated to thoroughly and respectfully evaluating options, even when doing so is challenging or tiring. Managers possess self-assurance and exhibit strong resolve. They do not accept or strive for communal unity. Once a resolution is formulated, they execute it completely.

- Leaders are also dedicated to thoroughly evaluate options when they are troublesome, even when doing so is challenging or tiring. Managers possess self-assurance and exhibit resolute determination. They reject the idea of communal togetherness (Simpson, 2017). Once a

resolution is drafted, they execute it completely. The leadership style of Amazon aligns with the needs and demands of both consumers and businesses. They promptly gather and uphold consumer confidence. While administrators may take into account the concerns of opponents, they ultimately have more power and influence on customers. Amazon, a leading retail corporation, efficiently delivers its items to customers. This leadership approach enables the organization to concentrate on the intricate aspects of job execution. Developing a framework for the strategy aids staff in completing their tasks efficiently.

- The primary focus of this theory is to determine the most crucial priority, which is the efficient completion of tasks by employees within a limited timeframe. Utilizing this leadership idea, the firm expanded its client base by over 164 million and currently employs over 56,000 individuals. Leaders are the most productive employees in the firm. They possess the ability to effectively manage any scenario in order to enhance the employees' working skills. The Pragmatic philosophy of leadership facilitates the methodical execution of tasks inside the firm.
- Amazon organizations cater to the demands of its consumers by implementing effective communication strategies and plans. The company's executives demonstrate exceptional efficiency in their job, inspiring people to enhance their own working talents in an equally effective manner. This will facilitate the enhancement of the company's operating standards (Waghid, 2020, p.58). The company's chief adeptly manages adverse situations.

The CEO of this firm exhibits authenticity when faced with unconventional situations. A good leader understands the possible ramifications of their efforts and actively seeks to gain important insights from their mistakes. An authentic leader continually strives to share their skills with their staff. As a result, the employees will learn important lessons from his mistake and strive to improve their professional skills, so promoting fast growth inside the firm. The CEO of Amazon tirelessly strives to accomplish their duty and serve the firm.

The company's leadership style and strategic plan.

This paper demonstrates the necessity for Amazon, a prominent retail corporation, to enhance their leadership philosophy in order to enhance the company's workforce capabilities. Leaders has the greatest capacity to inspire and exert influence on their people. Research demonstrates that leaders play a pivotal role in enhancing the functioning capabilities of an organization.

a. An assessment of the existing leadership style inside the Organization and a modification of the present leadership policy will facilitate the company's progress.

Amazon, the corporation or organization, adheres to the Pragmatic philosophy of leadership. This notion facilitates the improvement of the company's working skills. This leadership philosophy will enable the organization to concentrate on the intricate aspects of any work. Developing a well-defined plan structure facilitates efficient completion of tasks by staff. The primary focus of this theory is to optimize the efficiency of personnel in completing tasks within a limited timeframe. Utilizing this leadership approach, the firm significantly expanded its client base by over 164 million and currently employs more than 56,000 individuals (Frega, 2017). Leaders are the most productive employees in the firm. They will proficiently manage any circumstance to enhance the employees' working skills. The Pragmatic philosophy of leadership facilitates the methodical execution of tasks inside the firm. Amazon implements numerous ideas to enhance the professional qualities of its corporate executives.

1. Authentic: Leaders must be authentic in order to enhance their ability to fulfill their tasks. A real leader will effectively carry out their task by employing this principle in a very constructive manner. Using this approach, leaders may effectively establish transparent accountabilities with their staff and colleagues (Dresen et al., 2019). The leaders have the ability to exert a significant impact on any employee via their sincere and open conduct. These leaders possess a high level of self-discipline, enabling them to have a clear understanding of their own limitations, strengths, and emotions. This self-awareness is beneficial in facilitating the leader's comprehension of their personnel. Amazon implements the Pragmatic leadership paradigm, wherein the company's leaders exert a significant and impactful influence on its workforce. The leaders' regular and frequent interactions with employees would provide a deep understanding of the employees' state of mind, so encouraging them to be more open and expressive in the presence of the leaders. The company's chief adeptly manages adverse situations. The CEO of this organization demonstrates their genuineness when confronted with unusual circumstances (Shah et al. 2019). An authentic leader comprehends the potential consequences of their actions and diligently endeavors to glean insights from their failures. A genuine leader consistently endeavors to impart their expertise to their personnel. Consequently, the employees will acquire knowledge from his error and endeavor to enhance their professional aptitudes, so facilitating rapid growth of the organization. Within

Amazon, the company's leader diligently strives to fulfill their role in serving the organization. This notion greatly facilitates the leader of the organization in augmenting their authenticity.

2. Socialise ideas: The company's management acknowledge that change can be unsettling for a significant number of individuals. Through this approach, leaders aim to circumvent the unease associated with unfamiliar tasks and consistently seek opportunities for social interaction. This will enable the organization to cultivate acceptability and enhance employees' proficiency. The company's leaders diligently strive to enhance their proficiency in novel endeavors. This will facilitate the expansion of the firm. The executives of this corporation bear the responsibility of establishing a functional work milieu. The company's management often solicits input from both employees and consumers, which aids in enhancing the company's operational proficiency.

b. An elucidation of how your selected leadership style would impact the organizational culture.

Evidence demonstrates that Amazon employs the Pragmatic theory of leadership to efficiently manage their firm. However, in order to further expand and improve their operations, it is advisable for the corporation to embrace the Strengths-Based Leadership Theory. This leadership approach facilitates leaders in directing their attention towards the organizational assets of the corporation, including the computer system, tools, workers, and consumers. The Strengths-Based Leadership Theory emphasizes that executives in a firm should focus on cultivating and enhancing their strengths rather than attempting to correct their deficiencies (Ding and Yu, 2020). The proponents of the Strengths-Based Leadership Theory prioritize the cultivation and utilization of their followers' individual strengths. In order to bolster the company's capabilities, the leaders must embrace the Strengths-Based Leadership Theory and recognize the significance of the employees in fortifying their proficiency in the workplace. The corporation Amazon should enhance their working skills by using the Strengths-Based Leadership Theory.

The Strengths-Based Leadership Theory is implemented to cultivate enduring beneficial behaviors. The use of this tool will facilitate leaders in gaining a comprehensive understanding of their workers, enabling them to effectively comprehend their employees' mental condition and exert influence over them to enhance the company's growth (Soria et al., 2019, p.18). The Strengths-Based Leadership Theory explores the concept of delineating different duties. By allocating distinct roles, individuals may efficiently carry out their tasks with more ingenuity and creativity. It will

facilitate the company's expansion. Understanding the employees' capabilities will enable management to enhance the company's overall strength and improve the employees' skills. The work happiness of employees is essential for enhancing the company's success. Research indicates that people who experience job satisfaction have higher levels of performance. In order to enhance work happiness inside the organization, Amazon should consider using the Strengths-Based Leadership Theory.

C. An enhanced interdepartmental communication strategy that effectively leverages advanced technologies of the 21st century.

Improving departmental communication plans can enable any organization to boost employees' working skills. The corporation Amazon is seeing a significant increase in its industry standing. consumers are given the highest priority and the firm is renowned for its unwavering dedication to both its existing and potential consumers. Leaders must consistently exert vigorous effort to maintain the trust of their consumers. The company's management must establish and implement departmental communication strategies utilizing digital platforms and including feedback mechanisms.

1. Digital technologies: are the fundamental means of communication. The company's leaders must engage in promoting their company's services. It will enable the organization to captivate the clients. The company's leader must advertise their several deals on various digital platforms in order to attract client attention. The CEO of Amazon must utilize diverse social media platforms, including Facebook, Instagram, Twitter, as well as multiple websites, to effectively promote the firm's offerings and establish a solid brand presence. This strategic approach enables the company to rapidly expand its client base and engage with a large audience (Rosson and Weeks, 2018). The corporation must disseminate a comprehensive synopsis to ensure the organization's openness. This will cultivate the confidence of customers in the firm. The firm's CEO must enhance their digital technology to effectively promote the company. The company's management must proactively champion the use of diverse digital technologies.

2. Feedback: Feedback is the sole means to enhance and cultivate client confidence in the firm. Additionally, it aids the organization in identifying consumers that are loyal and reliable. The corporate executives must establish a feedback platform to engage with both consumers and staff.

The company's clientele has the ability to directly engage in communication with the company's executives. The company's CEO must respond to every client inquiries in order to foster confidence and enhance their understanding of the customers' significance. The firm's CEO regularly engages with consumers to ascertain their precise requirements, enabling the company to deliver tailored goods. Feedback will facilitate the expansion of the communication sector inside any firm. Another advantageous aspect of this feedback is that it will foster the rapport between the employees and executives of the firm (Ding et al., 2020). The company's management must develop enhanced communication techniques by utilizing feedback to gain insight into the employees' requirements. Employees are the primary catalyst for the growth of every organization. In order to enhance the significance of the employees, it is imperative for the company's executives to improve their feedback mechanism for the employees as well.

D. An exhaustive overview of the networks presents inside the organization and strategies for optimizing their utilization by the leadership in the future.

Amazon has prioritized its fundamental strengths by focusing on the expansion of its online marketplace to meet customer demands and leveraging internet technologies extensively. Amazon's strategic endeavor has been categorized into many domains through the utilization of technology and information. The corporation has achieved advantages and a prominent status by being the pioneering company in the globe to offer internet-based services. Amazon caters to clients through its online retail platform, prioritizing competitive pricing and convenience (Swesha and Dubey, 2018). The firm has implemented a user-friendly program that improves the efficiency and reliability of its services, while also promptly addressing client needs. The available applications facilitate traders in selling products and services through websites that may be accessed using various devices. Amazon is currently one of the largest corporations, and individuals have begun engaging in purchasing and selling activities on its platform. The company is widely acknowledged as the largest global e-commerce entity and has acquired other organizations or enterprises due to their popularity and profitability (Zulu et al., 2018). An organization such as Amazon endeavors to possess exceptional leadership in order to achieve success at such a high level. Effective leadership is crucial for every organization to achieve success in their industry. The organization's success is contingent upon its attentiveness to its clients and its ability to cultivate trust. Amazon leaders are required to generate a novel solution that facilitates commercial operations. A leader should possess

the ability to recruit the most suitable individuals to join their team. Amazon's pioneering strategy in internet marketing has positioned it as a leader in cost efficiency. The firm necessitates exploring other methods to get competitive benefits as well. The rivals have also discovered methods to achieve cost optimization using it.

The technology is not sustainable in the long term due to the widespread adoption of modern technologies by several rivals. Amazon has achieved unparalleled customer care in just 15 years with a distinctive online business approach. It enables firms to gain a significant competitive advantage and become cost leaders in the industry. The procedure surpasses the supply chain by utilizing an innovative network technique to reach clients. The customer and design structure in an organization might vary in terms of network management flow. Constantly assessing at different points in this process enables organizations to differentiate distinct operations within the supply chain. Amazon has consistently aimed to align with wholesalers and publishers who enable them to maintain a reduced inventory or a low inventory holding value. The affiliation between wholesalers and publishing firms not only enabled the organization to save storage expenses, but also to obtain substantial savings. Sufficient or requisite information is sufficient to obtain consumer-selected items (Swesha and Dubey, 2018). The issue of product manufacturing is addressed by properly organizing the production process, ensuring the availability of the product, and fostering confidence and loyalty among consumers towards the organization. The networking site may have downtime due to intricate IT configuration, similar to the situation encountered in 2008 with a sophisticated computer architecture. The organization must enhance and develop a novel approach to incentivize personnel. Amazon prioritizes the continuous research and development of enhanced methods to serve its customers. Amazon is a prominent retail behemoth that excels in providing exceptional service. The organization has greatly benefited from the influence that has been created.

In conclusion

Amazon, one of the largest retail corporations, is found to employ the Pragmatist leadership paradigm. Jeff Bezos, the organization's author and CEO, is an exceptional leader. Bezos enhances imaginative leadership strategies and facilities, while also providing exceptional customer support, which is the core of the marketing system. The Strengths-Based Leadership Theory has been associated with Amazon, since it focuses on enhancing efficiency and success by consistently

leveraging and amplifying support capabilities. Utilizing this notion, the company's executives facilitate the expansion of the organization. Amazon's adherence to leadership ideals is integral to its remarkable success as a corporation. Amazon implements these leadership patterns in its daily operations. Managers at Amazon benefit from leadership in guiding the company's improvement and managing new initiatives. They also rely on effective decision-making to develop innovative approaches for solving future or existing problems. Amazon demonstrates the effective use of the Pragmatic theory of leadership. However, in order to further strengthen and expand their firm, it is recommended that they adopt the Strengths-Based Leadership Theory. This leadership paradigm enables leaders to prioritize the organizational assets of the firm, including the computer system, tools, people, and consumers.

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