



INTRODUCING MODERN WORKPLACE

LBB4003



Assignment Title: Organisational Structure
& Culture



MARINELA ANDREICA
ID:2010777

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Introduction

This report will be discussing about Amazon's organisational structure, culture, job design, working environment and arrangements that have gone through a progressive modification to not only enhance their performance but also to achieve Amazon's objectives. Moving forward there are following questions that are based on Amazon success during pandemic, which will be discussing on in the report, also there will be coherently analysis on relationship between structural culture, people and organisational performance; will identify the essential nature of managerial work, the role of leadership, explain the variables that determine effective management and leadership; in the end will be evaluating the behavioural approach to management through understanding the factors that affect differences in individual behaviour.

Question 1:

With evidence to what extent do you believe that Amazon's structure, cultures, and behaviours have influenced them to achieve 44% additional sales and 220% profit in the first quarter of 2021?

Answer: I believe that during pandemic Amazon warehouses have been operating more efficiently as the company is investing already in future growth, this way Amazons achievement has been influenced by structure that helped them to manage the high volume of orders.

(Weise, 2021)

Amazon's Structure:

The organisational structure of Amazon is classified as hierarchical structure that is based on three stages: corporate structure, flexibility of business, stability in the top management. With this structures Amazon is flexible and can adapt to the changes on the external business environment. I believe that the company's organisational structure will remain in dynamic way so that could be changed in the future.

Evidence of Amazon's structure has been given in appendix A

(Dudovskiy, 2020)

Amazon's Culture:

Building a culture that's inviting and comprehensive fundamentally to an individual doing their best work and it's basic to what we can accomplish as a company. We take steps to guarantee workers have a sense of having a place, value, and opportunity. There are 12 fondness groups employee asset groups with more than 87,000 workers over hundreds of chapters around the world, this effectively in list individuals frame different candidates through our association. Moreover, centre on sex differing qualities an incorporation building aptitude for teach pioneers from different foundations, engaging the following era openings in stem programmes, to celebrate LGBTQ+ community, military activities, small businesses and more.

(staff, 2018)

In my opinion culture has supported Amazon to achieve their extra profit trough their innovative culture that came up in the pandemic so it could help the drivers, and staff to work in a better environment.

Amazon's particular organisational culture provides a performance driven atmosphere that encourages employees to innovate in the quest of an exceptional, ever improving customer experience. Its brand identity is built on providing customers with the same disruptively innovative experience.

Evidence of Amazon's structure has been given in appendix B

(Yohn, 2018)

Amazon's Behaviours: when they achieved the best sales Amazon has highly supported their employees with different benefits package, including free employee assistance programme and providing confidential 24/7 support, they were working on employee's safety they have been giving sick pay bonuses, and providing right safety measures.

Question 2: In your opinion, based on behavioural approach, discuss various factors with evidence that have influenced individual behaviour at Amazon towards their mammoth sales and profit.

Answer: In the pandemic Amazon has become the best, their sales and profit were leading, while all other businesses were struggling, and some of them even shut down. To maintain Amazon on the first position, they decided to take the best approach which was to follow their leadership principles.

customer obsession	ownership	invent and simplify	are right, a lot
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learn and be curious	hire and develop the best	insist on the highest standards	think big
Bias for action	frugality	earn trust	dive deep
have a backbone; disagree and commit	Strive to be arts best employer	success and scale bring broad responsibility	

I will discuss about three best behavioural approaches that in my opinion Amazon took, to influence individual behaviour at Amazon towards their huge sales and profit.

Earn trust- they made each customer to have the feeling of buying product that is in good quality as they have option to return in case of any problem, through this way the customers were feeling safe while purchasing the items.

Bias for action- through this principle they are focusing on speed of delivering the purchased item, this was sufficiently for making customers get delivered in the same day or in the next day.

Invent and simplify - with their innovation, Amazon earned customer trust, As the customers became obsessed with their invention Amazon has delivered variety of items That were useful to the customers in the pandemic.

(staff, 2018)

Internal factors: What have influenced Amazon to achieve 44% sale and 220 profit %, was Amazon prime that have reached over 54 million members and counting, also the way they have showed brands on the market, their pricing, descriptions, image quality and reviews that has helped other customers buy more stuff.

What also helped on their sales achievement what's whole day organised the team management that was supporting customers online, the drivers that they have been delivering to customers even through the pandemic time, Amazon must keep employees safe and motivate so they could accomplish their work, for example:

Reward:

this will influence employee's individual behaviour and performance by producing feeling for reward pleasure, this will help on multiple aspects of thinking that helps us to make decisions, action planning motivation reinforcement and reward perception.

Motivation

To create positive environment will help employees to focus on their tasks and their work, Amazon offered employee rewards, share positive feedback, offer flexible scheduling, and raised the pay to employees that have been loyal to the company.

Communication

There are different ways in which different kinds of communication happen in the Amazon the use email list usually this one is 4 organisational updates discussion groups project collaborations; they also have website with news and all information that employees may need.

External factors: In my opinion I believe the Covid-19 had influenced Amazon to achieve their huge sales and profit, as most of the people they had to self-isolate, or work from home; most of them got bored of seeing the same things in their house, so they started to make changes, and on everything they were ordering they choose Amazon.

Will consider PESTLE analysis for the external factors.

Political:

Government has supported Amazon with e -commerce which has increased sales.

Government support on cybersecurity.

Political stability is going to help Amazon growth.

(McAfee, 2021)

Economical

At the end of 2019, Amazon has employed more than 30,000 people in the UK. They had supported large number of jobs in the supply chain, investing in UK, tax contribution.

economic stability.

(blog, 2020)

Social

They made minimum wage higher; Supporting small businesses, and local businesses; Supporting small community.

Increasing e-commerce buying, increasing online buying habits which could be an opportunity.

This increases the potential off company success.

Technological

Revolutionary innovation: Amazon has introduced in 2016 professionals that will support technology in Amazon robotics in UK.

Increasing competences in IT.

This gives a boost to Amazon company as can increase its competitive advantages

(Staff, 2018)

Legal

Amazon has kept international legal rules and requirements. Increasing environmental protection, strengthening of brand image internationally.

Amazon web services provide and keep safe the international organization for migration.

Environmental

Encouraging recycling from early age, by increasing interest in environmental campaigns. Increasing sustainability.

Amazon company has power to enhance its environmental impact by investing more in environmental factors. Also, by adopting low carbon life style that will enhance their reputation, also they could apply energy use saving strategies, which could help towards climate change.

Conclusion:

It can be concluded from the above report that the Amazon which aimed to be earth biggest customer centric company, has targeted online

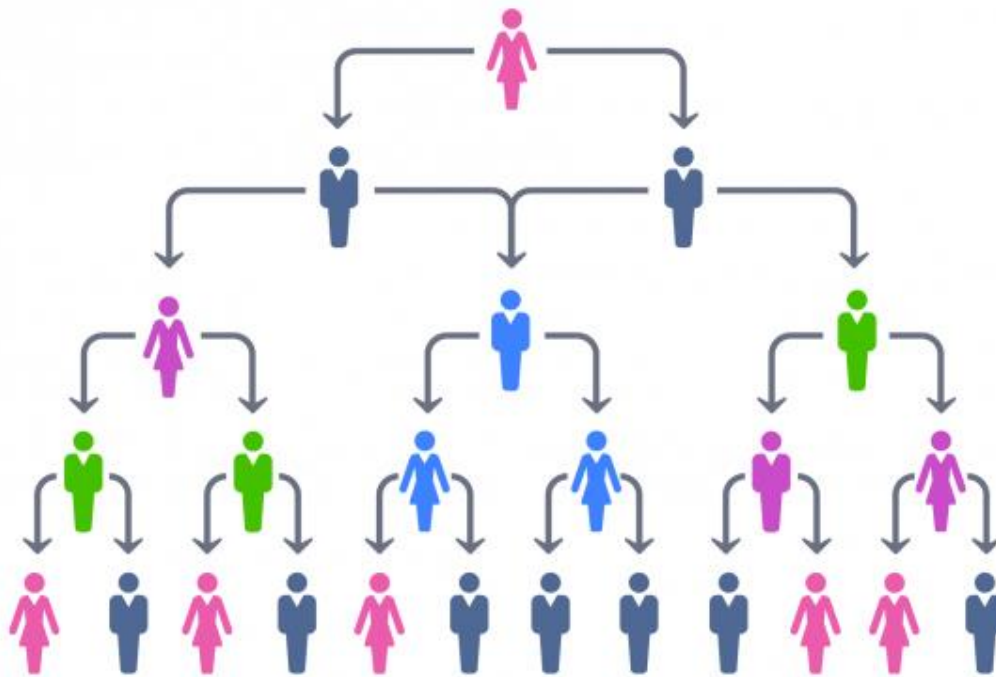
customers worldwide. In the pandemic Amazon became one of the best companies that achieved the best profit and additional sales.

The company has big potential in developing markets for maximum growth and revenue, for Amazon is necessary to improve its technological system to get a competitive edge over rivals.

Appendix - A

Evidence of Amazon's structure

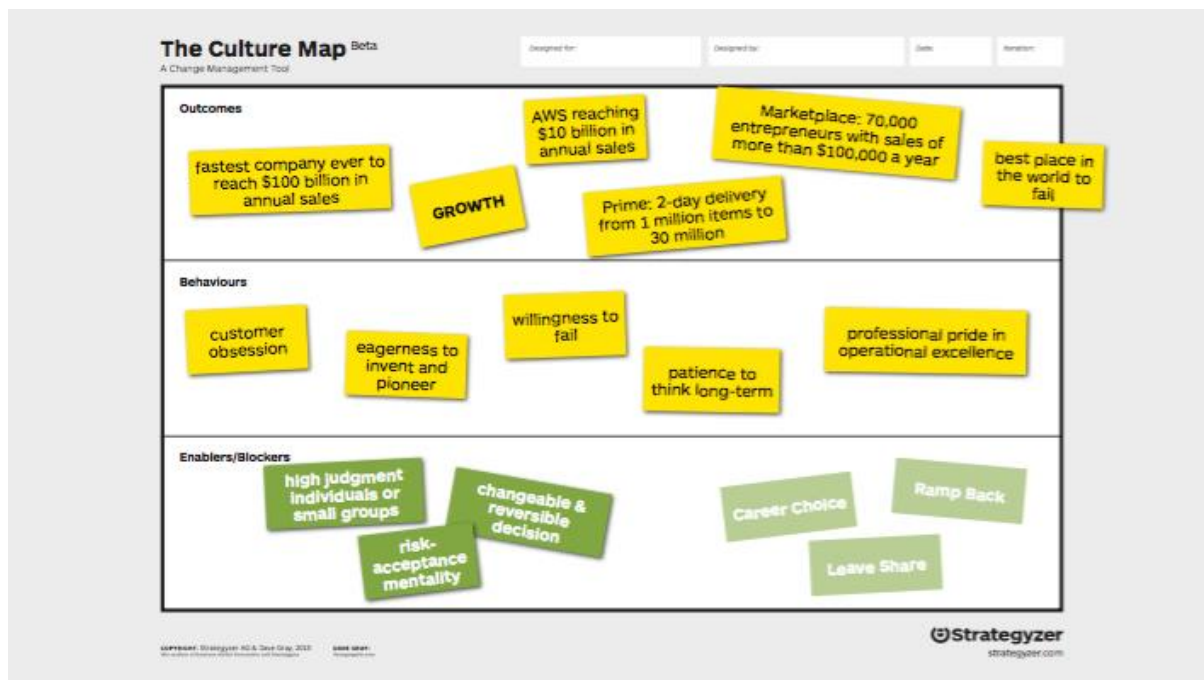
HIERARCHICAL ORGANIZATIONS



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Appendix-B

Evidence of Amazon culture.



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