



LEADERSHIP AND MANAGEMENT, THEORY AND PRACTICE

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Introduction

Studies showed different leadership styles of the leaders and owners of the industries bringing supports and changes for the business. Also, the individual can learn from their leadership style and preferences.

The case study of Jeff Bezos states how he earned for the Amazon during the pandemic when every industry had to work hard just to sustain itself in the market.

But, he earned more than anyone can think of during the peak period of the pandemic.



Leadership Style of Jeff Bezos

Jeff Bezos is the CEO and Founder of Amazon. Without any questions or doubt, Jeff Bezos has been managing a modern leadership style for the business.

He is basically a transformational leader. By the nature of his leadership and work, he has been transforming business the success.

He was able to transform the business into the billion-dollar business, Amazon.

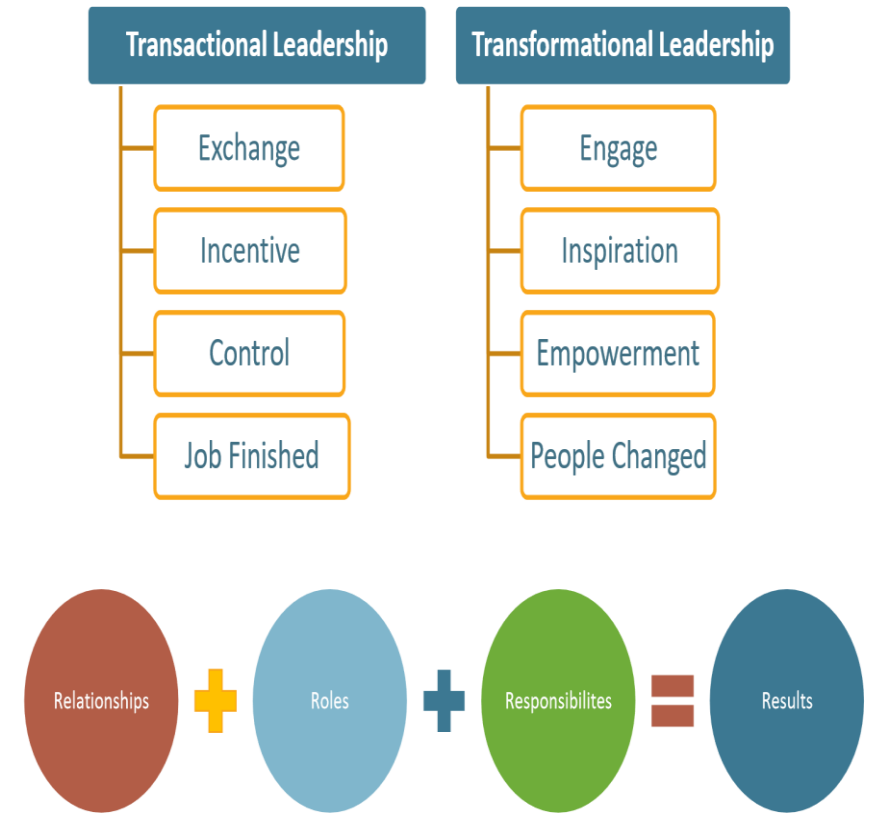
He managed the accomplishment while managing the collecting efforts of the employees and stakeholders.



Transformational and Transactional Leadership Styles

Transactional leadership styles represent the preferences of the leaders who value processes and control.

Transformational leadership focuses on communication and inspiration for others to follow.





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Jeff Bezos has been providing opportunities to the employees for creativity and innovation while allowing the employees to learn, grow and care for their own growth.

They basically hold positive expectations for followers. However, transformational leadership styles have some disadvantages for business success. This leadership style can be ineffectual at some stages of business growth.

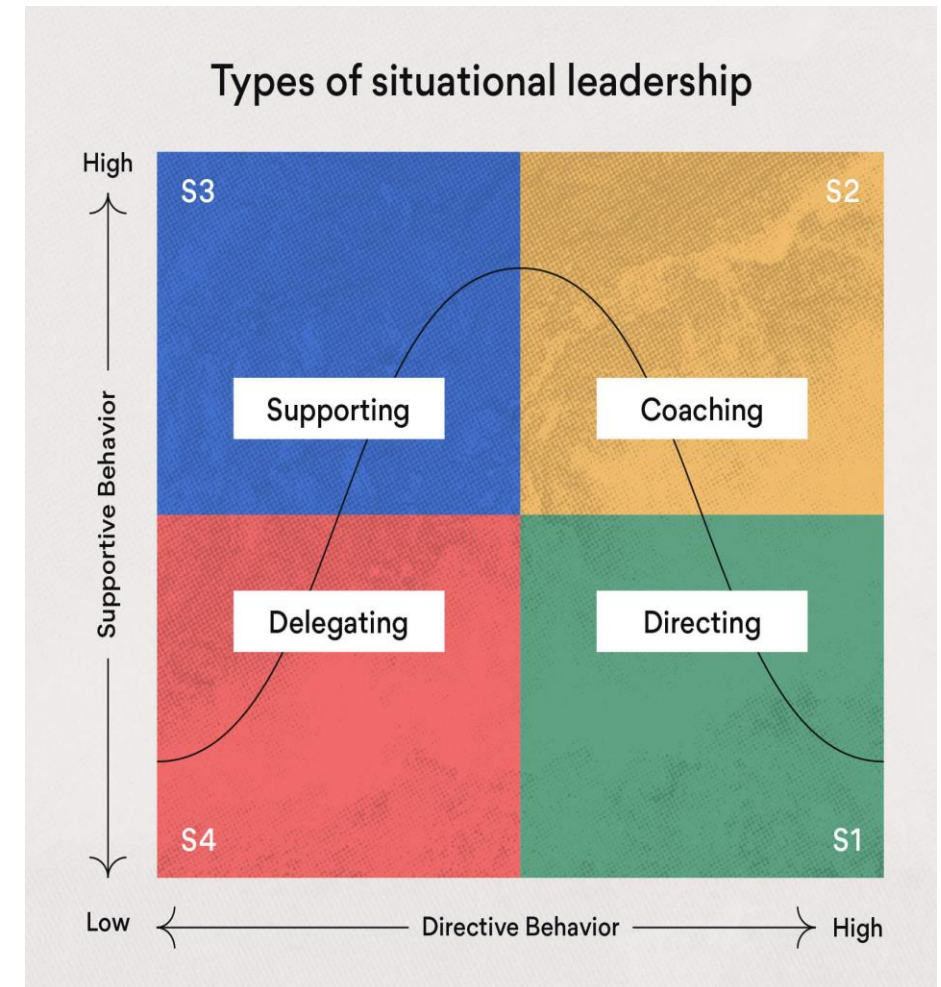
But, Jeff Bezos has shown the world how a leader can change the business outlook and can bring services to the customers of every age and group. His leadership style is tempting for the individuals or the industries to grow and learn with creative approaches.



Situational Leadership Style

The situational leadership style represents the types of leaders who consider the situation and readiness level of the team members for every situation with the uniqueness of their services.

Studies showed that the situational leadership approach helps the leaders to develop a relationship with the team members in the workplace. This is completely different from the leadership style of Jeff Bezos.





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Jeff Bezos's leadership is more effective compared to the situational leadership model.

In situational leadership style, the leaders have to assess the team members' skills, confidence, and motivation while deciding on the right leadership style in the workplace.

- On the other hand, Jeff Bezos has ensured to motivate the employees and team members with the same leadership style which is transformational. He does not get to assess the team roles and strengths for changing the leadership style.

The situational leader focuses more on immediate needs than long-term needs which can hamper the business success.

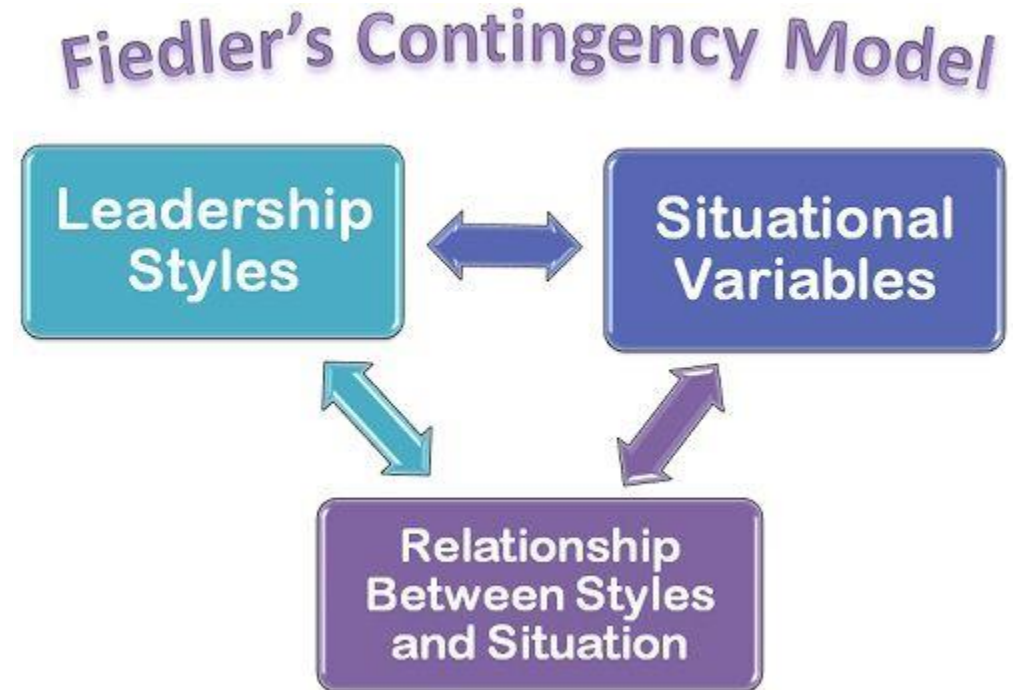
- On the other hand, Jeff Bezos's leadership style focuses on the long-term growth of the business's success and it does not require changes in the leadership style.
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Contingency Theory of Leadership Style

Fiedler's Contingency Theory states an effective leader has to ensure that their leadership style fits the situation of the industry.

Fiedler's Contingency Theory of Leadership that leaders cannot perform their best unless they are aligned with the situation in the business markets.

Also, the leaders have to assess the situation and available business environment for making decisions.





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Jeff Bezos has ensured to accept his leadership which is natural where he tends to motivate his employees and team members for the business growth. Unlike the contingency theory of leadership, Jeff Bezos does not react to the situation or fit the situation with the changes in his leadership.

The contingency approach has certain disadvantages to the management. The lack of information and literature on this leadership style makes it more unclear and vague to the management. On the other hand, Jeff Bezos can easily maintain decisions and activities based on the situation while applying their own transformational leadership style.





Conclusion

The leadership practice of Jeff Bezos has been effective enough for the situation of the pandemic.

He made successful business for Amazon while bringing success to the business, even in this challenging environment.

However, the transformational leadership style of Jeff Bezos has stood out among other leadership styles and practices for the business situation.



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Thank you

Any Questions?

