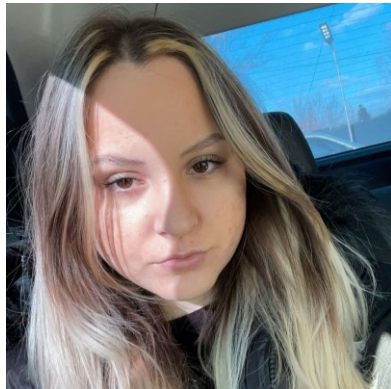




LEADERSHIP AND MANAGEMENT, THEORY AND PRACTICE

Lecturer - Afzal Munna

MEET THE TEAM



ANCA CRETAN

2030045



FLORIN MOVILIANU

2112865



MIRELA DOLCA

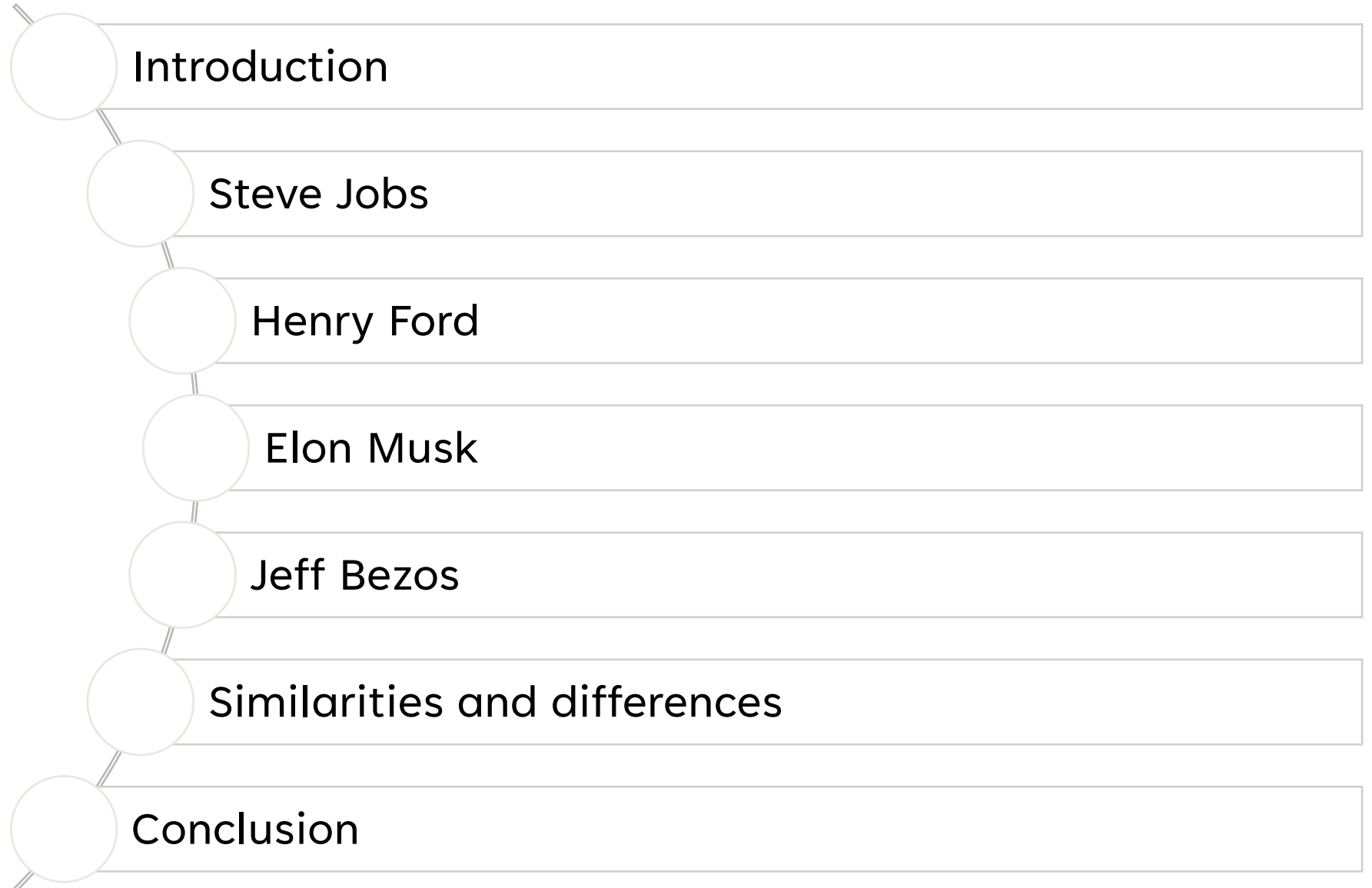
2112412



REMUS PIRVU

2112416

AGENDA



INTRODUCTION

- The 20th and the 21st century have witnessed the emergence of many successful business leaders who have established themselves as leading figure globally (Kim, 2020).
- In 20th century, leadership changed a lot due to many factor - transition from industrial economy to knowledge - based economy, global problems, and systemic business crisis. The focus shifted from technical stuff to the personality of the leader and their self-improvement - leaders want to lead better (DePaul and Marquet, 2022).
- The 21st century requires adapting to environmental changes, embracing diversity, equity, inclusion, and avoiding a culture that develops by chance. These leaders are known for their innovative attitude, creative vision, and admirable leadership skills (Gibson, 2017).

INTRODUCTION

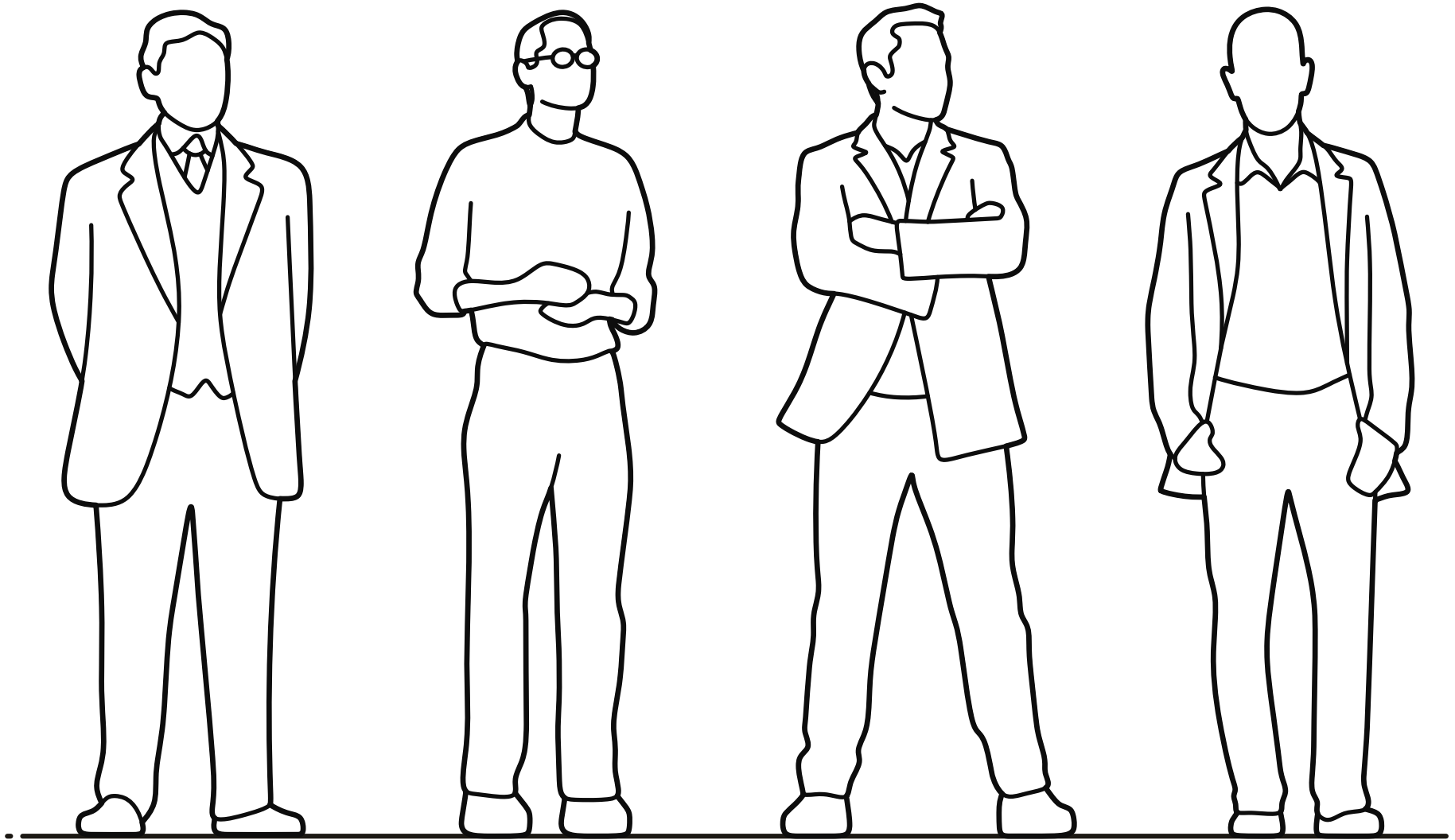
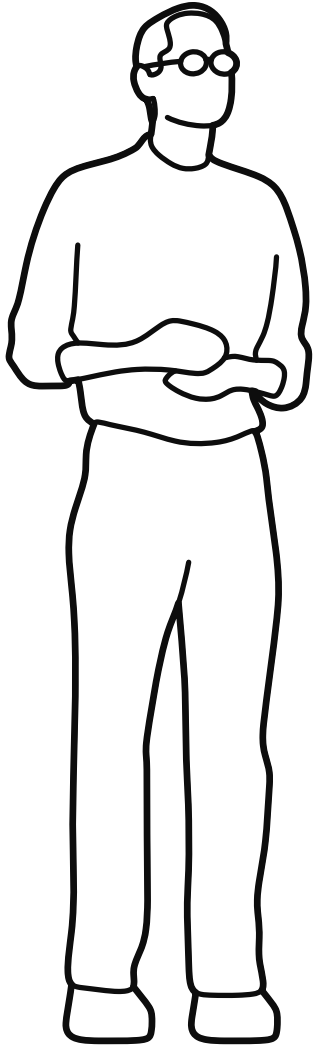


Figure 1 *Henry Ford, Steve Jobs, Elon Musk, Jeff Bezos* (Dimensions, 2024)

BUSINESS LEADERS IN THE 20TH CENTURY – STEVE JOBS



American entrepreneur, innovator and investor
(Adigwe, 2024)

Famous for his role in establishing the technological
giant Apple Inc. (Adigwe, 2024)

Jobs showcased his visionary capacities and his
attention to design (Adigwe, 2024)

Changed Apple into one of the worthiest companies
but also left a deep imprint in terms of product
design, brand and technology culture (Kim, 2020).

Figure 2 *Steve Jobs* (Dimensions, 2024)

STEVE JOBS LEADERSHIP

Leadership Style

- Visionary and Charismatic leadership styles (Braunerhjelm, Andersson and Eklund, 2022)
- His vision to create products that seamlessly integrate into people's lives enables his team to achieve its goals (Adigwe, 2024)

Leadership Behaviour (Adigwe, 2024)

- In-charge of the design and marketing of the product
- Radical innovator and can interfere with his team member's bound decisions

Leadership Fellowship (Adigwe, 2024)

- Strong spirit driven his team members' engagement and customers
- Strong vision and style of Apple resonated with its employees and the need in the market

CRITICAL EVALUATION OF STEVE JOBS LEADERSHIP



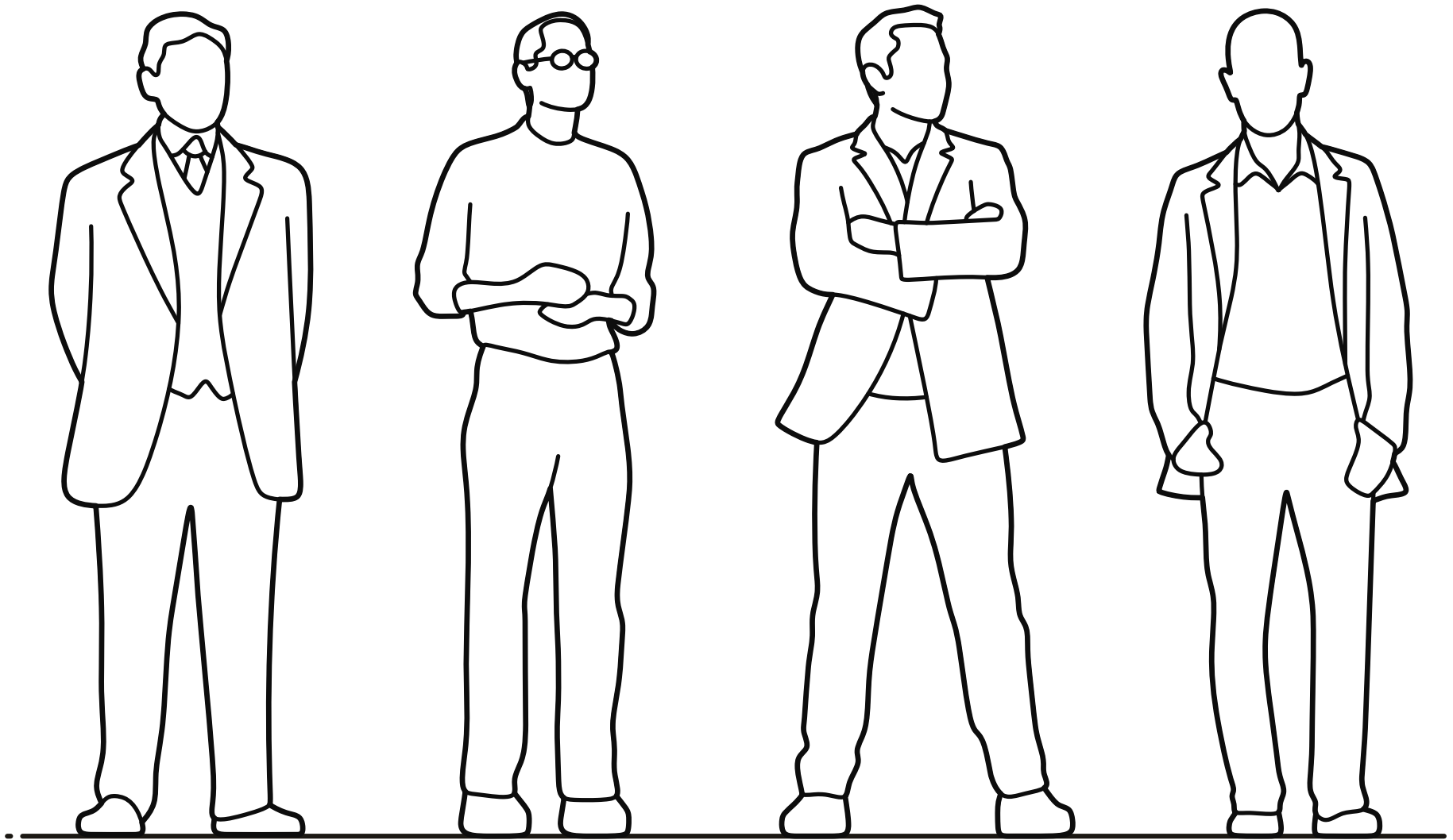
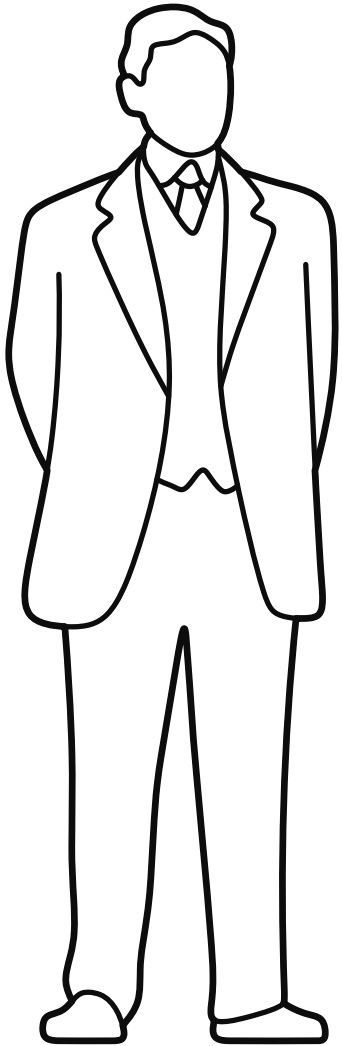


Figure 1 *Henry Ford, Steve Jobs, Elon Musk, Jeff Bezos* (Dimensions, 2024)

BUSINESS LEADERS IN THE 20TH CENTURY – HENRY FORD



Henry Ford was the founder of the company 'Ford Motor' (Ford, 2022)



Revolutionized the automobile industry (Ford, 2022)



Introduced assembly line production (Ford, 2022)



His innovation triggered the adoption of automobiles on a grand scale in the US (Ford, 2022)

Figure 2 *Henry Ford* (Dimensions, 2024)

HENRY FORD LEADERSHIP

Leadership Style

- Henry Ford demonstrated a leadership style that was strict and bossy (Allal-Chéri et al., 2021)
- Using autocratic leadership, he led the company with accurate personal supervision, where all the decisions were made alone (Ford, 2022)

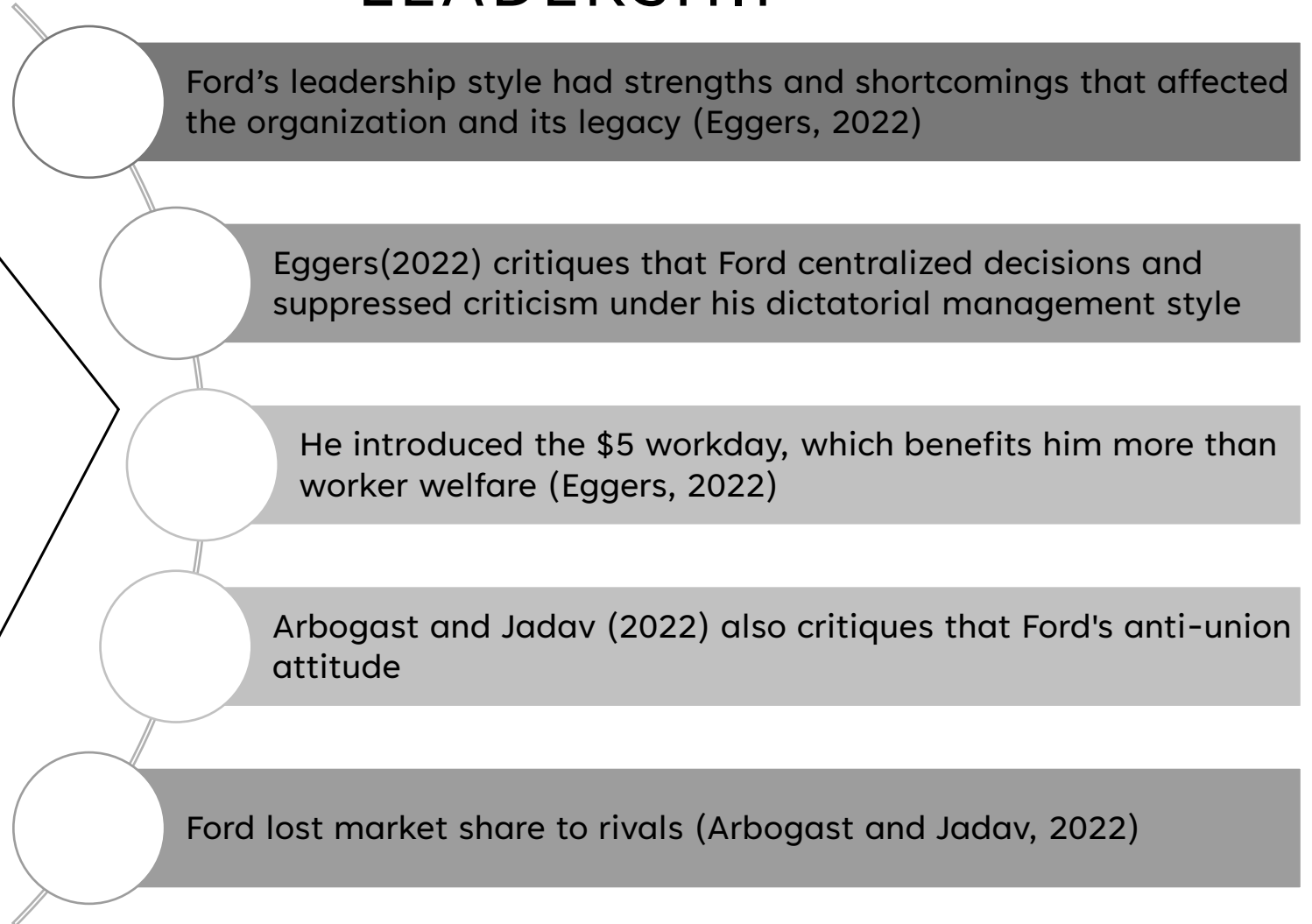
Leadership Behaviour

- Ford behavior can be considered as autocratic, where the focus is on personal supervision and centralized decision-making (Ford, 2022)

Leadership Fellowship

- Henry Ford's plan to make cars for the masses and everyone, starting from the working-class people, was thought-provoking by others and was, in the end, widely accepted (Ford, 2022)

CRITICAL EVALUATION OF HENRY FORD LEADERSHIP



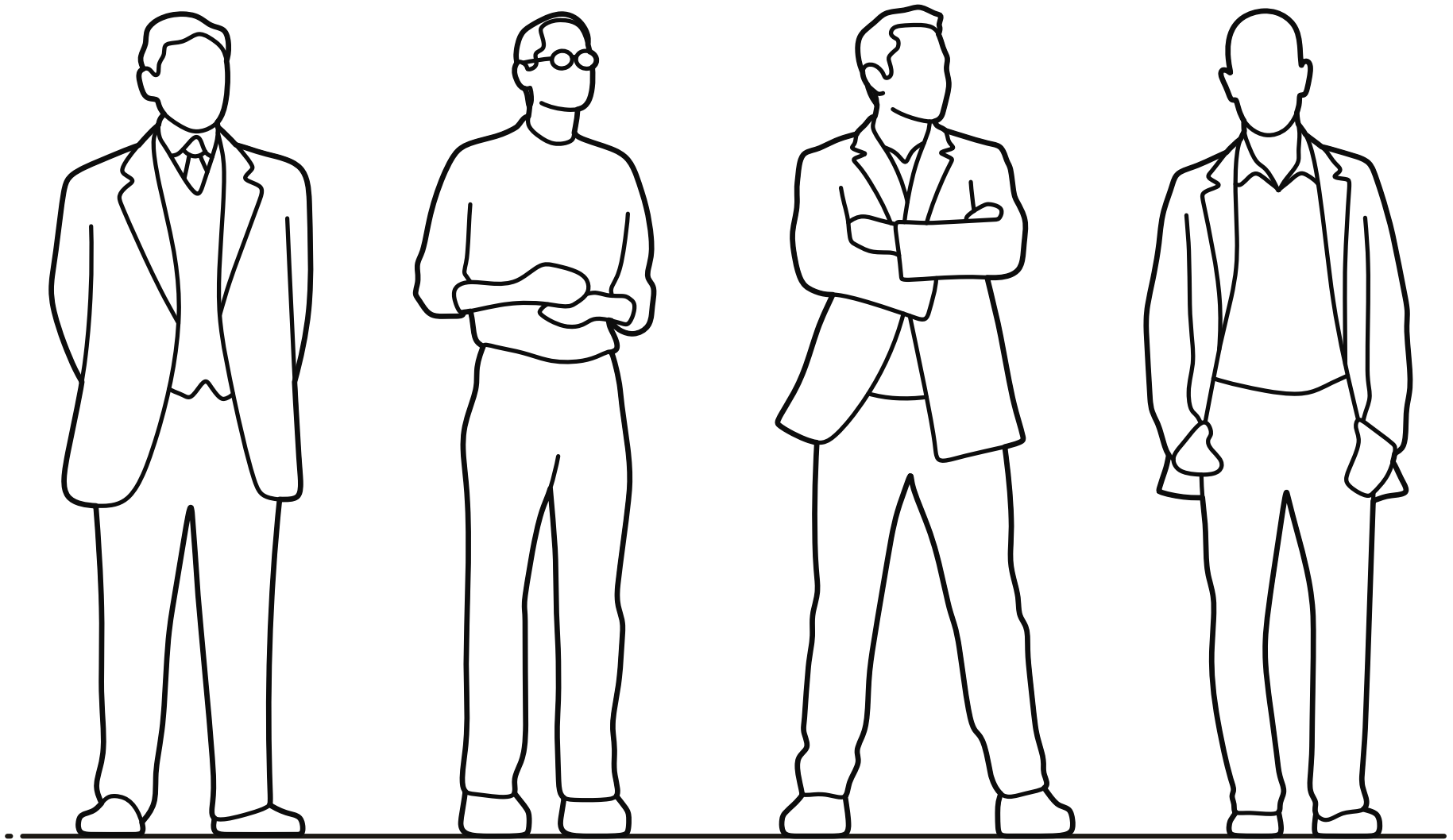
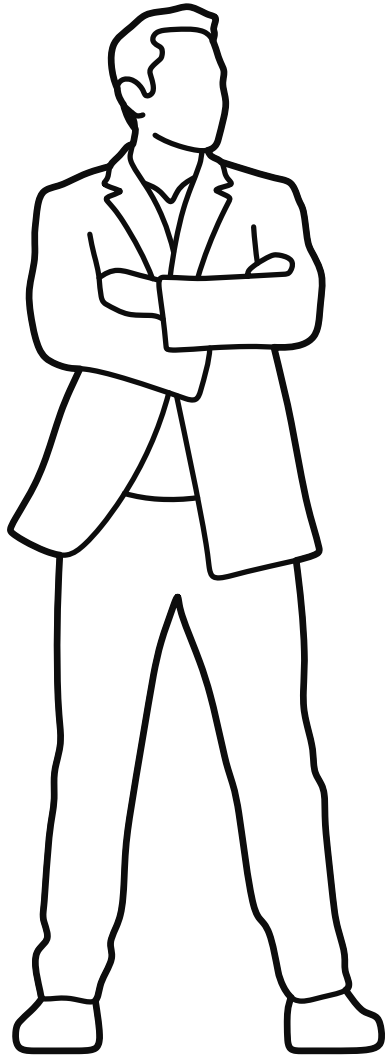


Figure 1 *Henry Ford, Steve Jobs, Elon Musk, Jeff Bezos* (Dimensions, 2024)

BUSINESS LEADERS IN THE 21ST CENTURY – ELON MUSK



The skyrocketing rise of Elon Musk, the CEO and founder of multiple technological companies like SpaceX, Tesla, Neuralink and The Boring Company, is a real example (Miklaszewicz, 2023)

Musk's brands have reformed the aerospace, car, and power industries by making technological advancements (Miklaszewicz, 2023)

Unusual tactics and skills, a go-for-it attitude, and the determination to accomplish the far-reaching goals of the modern business ecosystem have indeed made him a business leader in the 21st century (Miklaszewicz, 2023)

Figure 3 *Elon Musk* (Dimensions, 2024)

ELON MUSK LEADERSHIP

Leadership Style (Renz and Vogel, 2020)

- Elon Musk is a neoteric entrepreneurial and transformational leader
- He strives to attain bold goals that aim at shifting not just one but several industries.
- Musk's leadership promoted innovations in aviation, cars and renewable energy

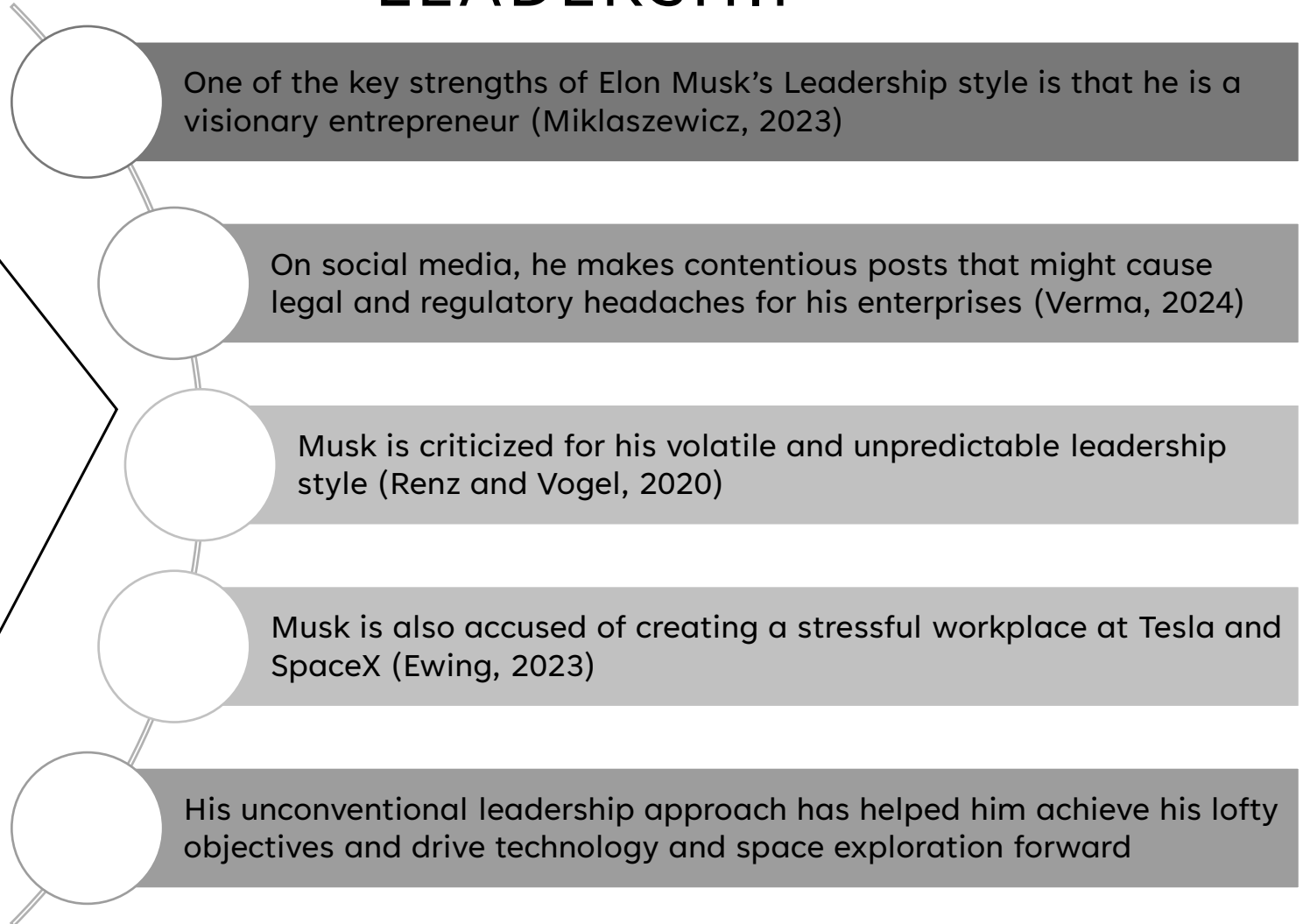
Leadership Behaviour (Renz and Vogel, 2020)

- As a transformative leadership style, Musk is very detailed-oriented about stages in his work – from engineering and marketing to being particularly demanding on his teams in terms of meeting the set goals on sped-up deadlines

Leadership Fellowship

- Musk's super-ingenuous ideas and extraordinary personality have convinced many to become investors, employees and fans (Adigwe, 2024)
- Elon managed his company and his behaviours on social media (Verma, 2024)

CRITICAL EVALUATION OF ELON MUSK LEADERSHIP



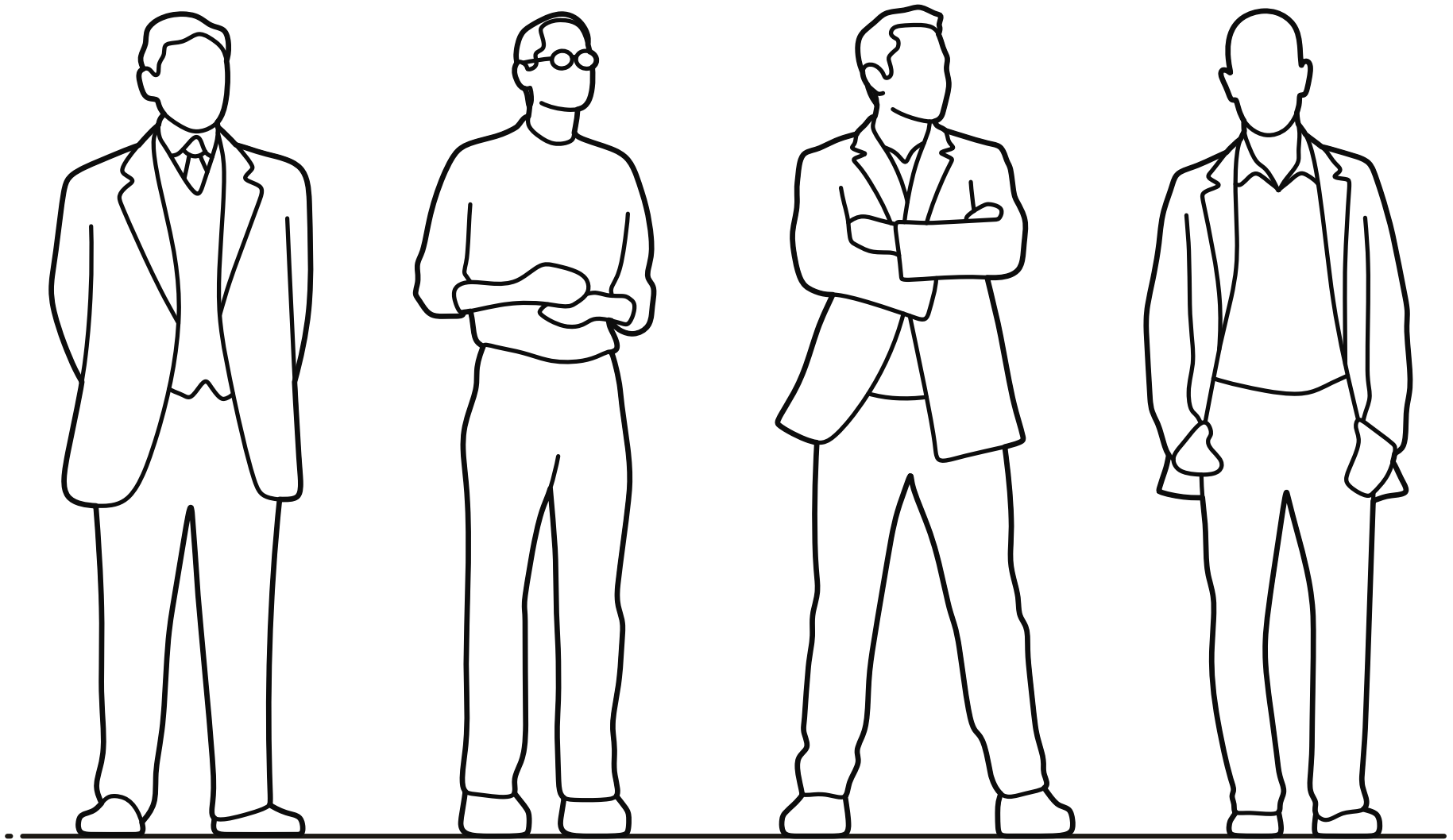
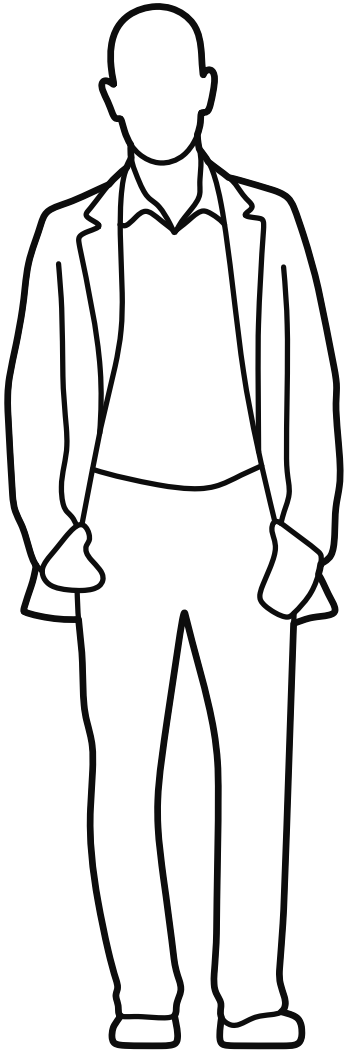


Figure 1 *Henry Ford, Steve Jobs, Elon Musk, Jeff Bezos* (Dimensions, 2024)

BUSINESS LEADERS IN THE 21ST CENTURY – JEFF BEZOS



Jeff Bezos, the CEO and the founder of Amazon, has changed the image of e-commerce and upgraded countless industries (Adigwe, 2024)

He applied the model he had developed for books to other businesses and grew Amazon into the largest online retailer worldwide (Adigwe, 2024)

The constant dedication of Bezos to the tower of customer satisfaction, innovation and sustainable growth models (Stone, 2013)

He overruled e-commerce and turned traditional retail options to the ground (Adigwe, 2024)

Figure 4 Jeff Bezos (Dimensions, 2024)

JEFF BEZOS LEADERSHIP

Leadership Style

- Although Jeff Bezos is renowned for his visionary and customer-oriented leadership approach, he is also known as a leader who focuses mostly on the company's strategy rather than social responsibility issues (Stone, 2013)

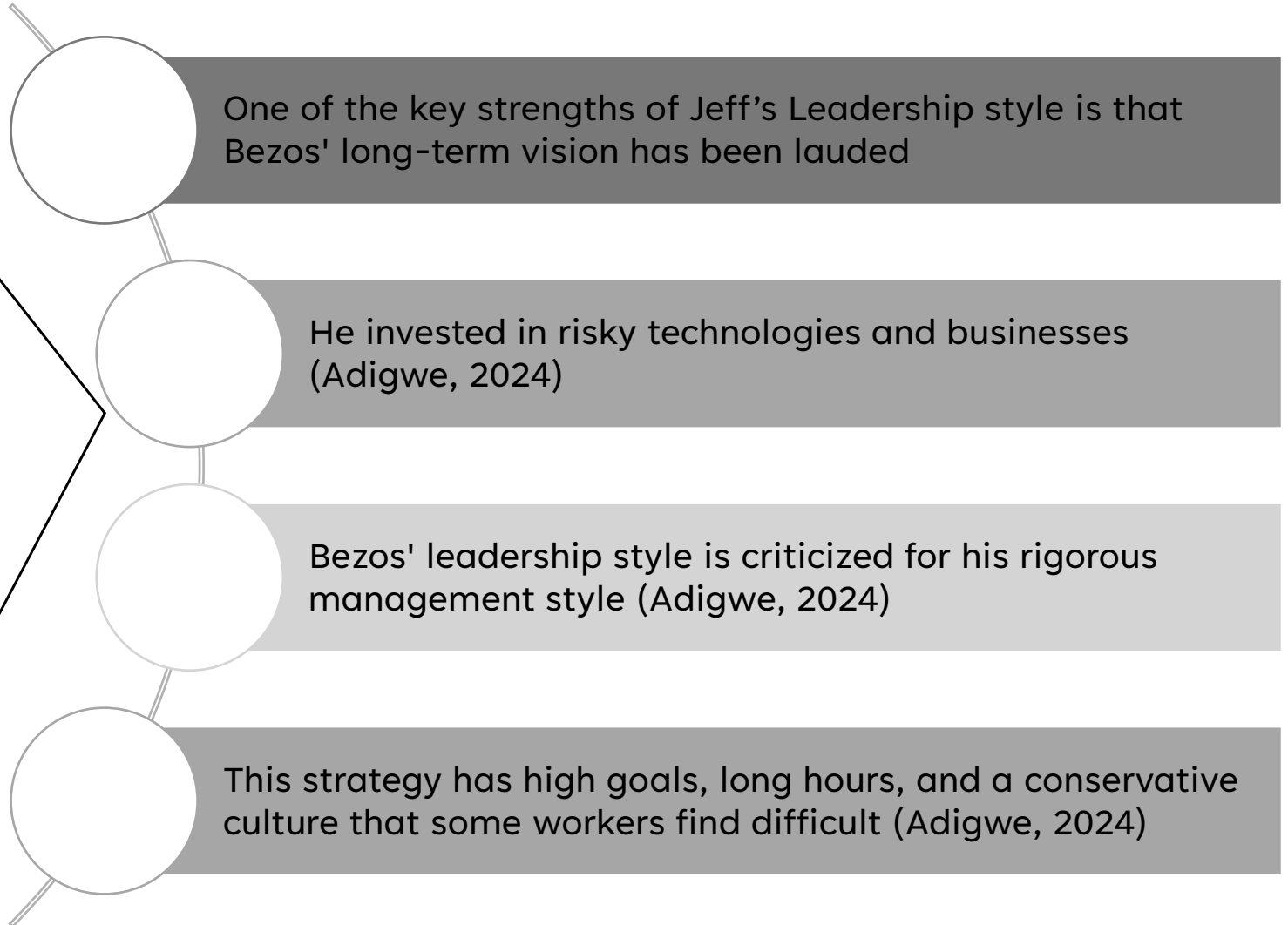
Leadership Behaviour

- While his disciplinary conduct and high expectations help improve team members' performance, they result in an unhealthy work environment and stress for employees (Zaoudi, 2020)

Leadership Fellowship

- The Amazon founder has been praised for his visionary business strategies and customer-oriented approach, as evidenced by the shareholders' and customers' admiration (Adigwe, 2024)
- Nonetheless, several criticisms concerning Amazon's employment practices and treatment of workers might hamper Bezos' reputation as, e.g. an employer and influencer of the public (Adigwe, 2024)

CRITICAL EVALUATION OF JEFF BEZOS LEADERSHIP



SIMILARITIES

Visionary Outlook

All four leaders are visionary, just like all used to go beyond the boundaries of innovations (Arbogast and Jadav, 2022)

Persistence and Resilience

The four business leaders were persistent and resilient when meeting challenges and failures (Kim, 2020)

Customer-Centric Approach

All leaders understood the industry requirement and demands and introduced products and services that exceeded expectations (Eggers, 2020)

Innovation and Disruption

All four were disruptors of their separate markets by producing new products, technologies, and business models that resulted in revolutionary outcomes (Adigwe, 2024)

- ✓ Jobs and Ford adopted more directive and hands-on leadership styles.
- ✓ Musk and Bezos have utilized a more decentralized approach

Leadership
Style (Zaoudi,
2020)

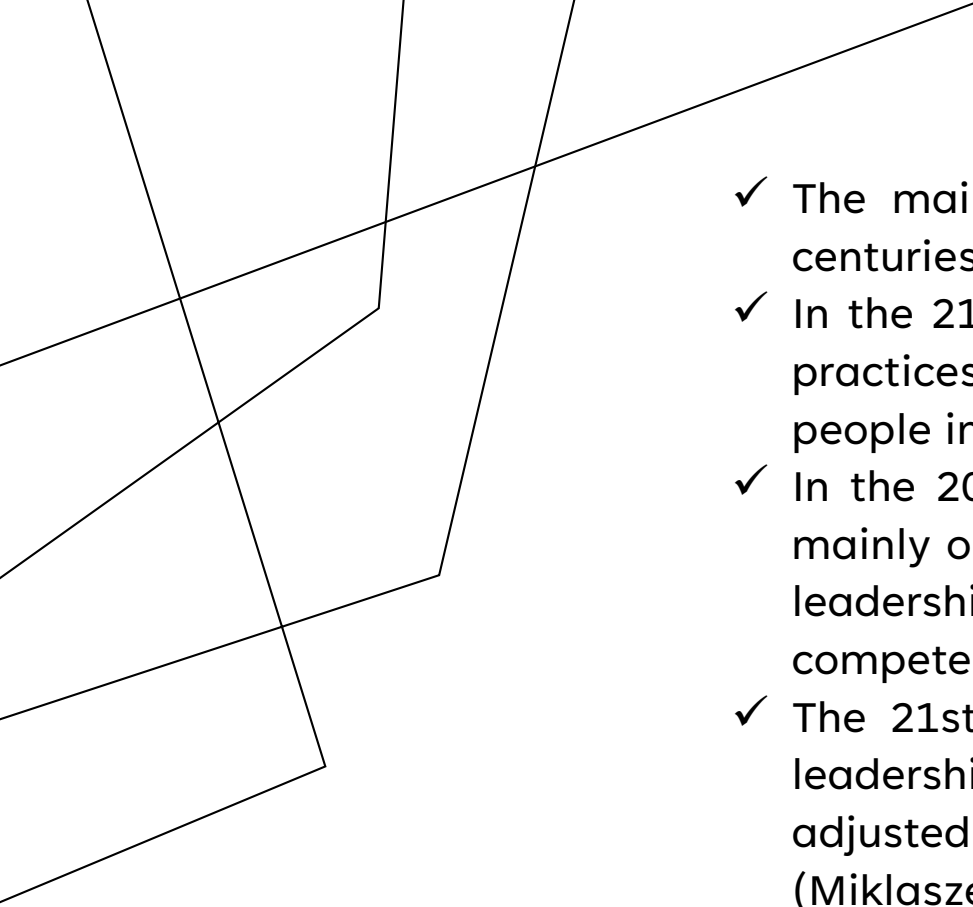
- ✓ Musk and Bezos were known to be the ones who would go the distance and pursue the most unreachable goals (Allal-Chéri et al., 2021)
- ✓ Ford and Jobs were most likely conservative in their perception of possible risks (Adigwe, 2024)

Risk Appetite

- ✓ By Ford, the car became commonplace, symbolizing manufacturing and transport innovations (Ford, 2022)
- ✓ Jobs transformed the consumer goods industry (Adigwe, 2024)
- ✓ Musk was the catalyst in the aerospace, automotive and energy sectors, while Bezos helped shape commerce and cloud computing

Industry Focus

DIFFERENCES



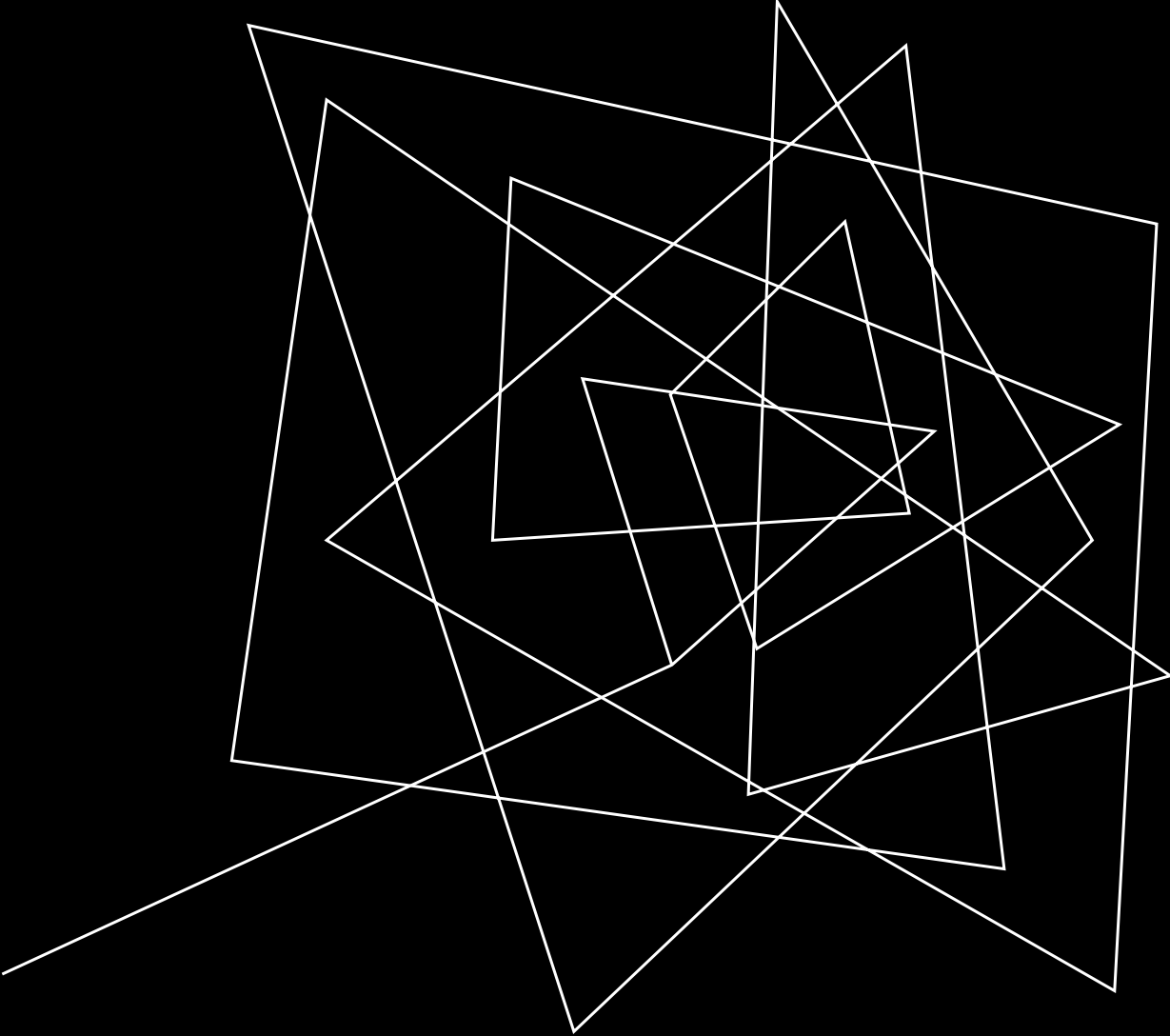
DIFFERENCES

- ✓ The main difference in the business leaders between the 21st and 20th centuries is how things have changed and evolved.
- ✓ In the 21st century, there is a shift towards leader's use of evidence-based practices, viewed as a progressive and compassionate approach to leading people in a diversified environment (Adigwe, 2024).
- ✓ In the 20th century, leadership meant to do work through others, focusing mainly on the leader's qualities and traits. Nevertheless, in the 21st century, leadership has changed to encompass certain behaviours and practices for competent leadership (Zaoudi, 2020).
- ✓ The 21st century necessitates applying a more comprehensive and novel leadership training process that incorporates all stakeholders and is adjusted to the multifaceted complexities of global employment (Miklaszewicz, 2023).
- ✓ Furthermore, the 21st century focuses on equality, diversity, and inclusion in leadership, where there are movements for gender equality, social equality and other marginalized groups (DePaul and Marquet, 2022).
- ✓ In addition, 21st-century leadership requires people to adapt to dealing with sudden changes, collaborating, and establishing high-performing teams that will set an example.



CONCLUSION

- All of the four most well-known business leaders, including Henry Ford, Steve Jobs, Elon Musk and Jeff Bezos, possessed certain characteristics that made them revolutionary leaders.
- The different traits involved consumer-centric perspective, persistence, customer orientation, and proclivity for innovations.
- However, there were dissimilarities in their leadership styles, risk appetite and they had different industry focus.
- Nevertheless, though their leaders shared some of these characteristics, their individuality and different traits brought success to their organizations.



THANK YOU

REFERENCES

- Adigwe, C.S. (2024) 'Transformational Leadership: A Comparative Exploration of the Leadership Prowess of Jeff Bezos and Steve Jobs', *Asian Journal of Economics, Business and Accounting*, 24(3), pp. 68–89.
- Allal-Chérif, O. et al. (2021) 'Being an ethical leader during the apocalypse: Lessons from the walking dead to face the COVID-19 crisis', *Journal of Business Research*, 133, pp. 354–364. Available at: <https://doi.org/10.1016/j.jbusres.2021.05.008>.
- Arbogast, G.W. and Jadav, A. (2022) 'Executive Innovation'. *Engineering & Conference Management Systems Conference*. Available at: <https://soar.wichita.edu/server/api/core/bitstreams/228282da-be2b-4a97-b118-f4442faa113d/content> (Accessed: 16 March 2024).
- Braunerhjelm, P., Andersson, M. and Eklund, J. (2022) 'Pioneering Entrepreneurship Research: How, by Whom, and When', *Foundations and Trends® in Entrepreneurship*, 18(2), pp. 75–158. Available at: <https://doi.org/10.1561/0300000103>.
- DePaul, G.A. and Marquet, L.D. (2022) *Nine Practices of 21st Century Leadership*. Productivity Press. Available at: <https://doi.org/10.4324/9781003273448>.
- Dewar, C., Keller, S. and Malhotra, V. (2022) *CEO EXCELLENCE: the Six Mindsets That Distinguish the Best Leaders from the rest*. Simon and Schuster.
- Dimensions (2024) *Henry Ford, Steve Jobs, Elon Musk, Jeff Bezos*. Available at: <https://dimensions.com/> (Accessed: 28 March 2024).
- Egger, K. (2022) *Nostalgia for the 24th Century: How Nerd Billionaires Use Star Trek for Self-Promotion*. Available at: <https://library.ndsu.edu/ir/bitstream/handle/10365/33032/Nostalgia%20for%20the%2024th%20Century%20-%20How%20Nerd%20Billionaires%20Use%20Star%20Trek%20.pdf?> (Accessed: 18 March 2024).
- Ewing, J. (2023) 'Man vs. Musk: A Whistleblower Creates Headaches for Tesla', *The New York Times*, 10 November. Available at: <https://nytimes.com/2023/11/10/business/tesla-whistleblower-elon-musk.html> (Accessed: 20 March 2024).
- Ford, H. (2022) *Moving Forward*. DigiCat.
- Gibson, P.K. (2017) 'Workforce Education Leadership in the Twenty-First Century', *IGI Global eBooks*, pp. 718–727. Available at: <https://doi.org/10.4018/978-1-5225-1049-9.ch050>.
- Kim, H. (2020) 'Comparison of Strategic Leadership: Steve Jobs and Tim Cook', *Business and Management Studies*, 6(3), pp. 17–25. Available at: <https://doi.org/10.11114/bms.v6i3.5010>.
- Miklaszewicz, A. (2023) *Assessing Leadership in Business: a Critical Investigation of Elon Musk*. Available at: https://digitalcommons.lib.uconn.edu/srhonors_theses/953 (Accessed: 18 March 2024).
- Renz, F.M. and Vogel, J.U.N. (2020) 'Elon Musk: Leader or liability?', *Journal of Case Research and Inquiry*, 6, pp. 27–50. Available at: https://researchgate.net/profile/Franziska-Renz/publication/373017136_Elon_Musk_Leader_or_Liability/links/64d458b0b684851d3d94c5b3/Elon-Musk-Leader-or-Liability.pdf (Accessed: 20 March 2024).
- Tedlow, R.S. (2021) *The Emergence of Charismatic Business Leadership*. Simon and Schuster.
- Verma, S. (2024) *Elon Musk Mocks Meta Platforms In X Post After Users Face Issues With Instagram, Facebook, News18*. Available at: <https://news18.com/tech/elon-musk-mocks-meta-platforms-in-x-post-after-users-face-issues-with-instagram-facebook-8804918.html> (Accessed: 22 March 2024).
- Zaoudi, A. (2020) 'Exploring Leadership and Conflict Management Styles for a Job Rotation Case', *Journal of Human Resource Development*, 2(1), pp. 12–21. Available at: <https://doi.org/10.23977/jhrd.2020.020102>.
- Zulvia, Y. and Adrian, A. (2018) 'The Role of Core Value, Character and Entrepreneur Leadership towards Successful Entrepreneur', *Proceedings of the First Padang International Conference On Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEEBA 2018)*, 2352–5428, pp. 676–683. Available at: <https://doi.org/10.2991/piceeba-18.2018.88>.