



**LEADERSHIP AND MANAGEMENT, THEORY AND PRACTICE:
A CASE STUDY OF AMAZON**

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Assignment 2: Case Study

Task 1: Group Task Presentation

Introduction

- Leadership skills assist individuals in upgrading their listening and critical thinking skills using which problems are being identified.
- With the assistance of their skills and attributes, leaders develop compliance with the team and train them to strengthen their skills and attributes.
- This study emphasises the leadership strategy adapted and applied by *Jeff Bezos* in an account where he has earned a fortune of £10 billion.

Critical Evaluation of Effectiveness of Jeff Bezos' Leadership Quality

Leadership Theories Applied by Jeff Bezos

- *Jeff Bezos* always emphasised long-term goal development, which included and involved the needs and necessities of customers and employees.
- Democratic leadership is the theoretical attribute applied by the *CEO* of *Amazon* for intensifying organisational sustainability and growth.
- Solanki (2019) opined that *Jeff Bezos* using a democratic leadership style has successfully led *Amazon* towards success in the international market.
- In 2021, due to this effective leadership strategy implied by *Jeff Bezos*, *Amazon* generated almost \$31,914 million (Statista, 2022).
- As per the observation and analysis of Topchyan and Woehler (2021), it has been witnessed that *Jeff Bezos* using his democratic leadership style, has successfully provided job satisfaction among its employees.
- The employee retention score of *Amazon* is stable owing to this leadership approach by the company's CEO.

Perspective Hindered by Jeff Bezos

- *Jeff Bezos* using his leadership style and strategies has enhanced organisational fame and growth in the market.

- Due to the leadership theory implied by the CEO of *Amazon*, employees of this company obtain encouragement while performing their tasks.
- The leadership approach by *Jeff Bezos* has also assisted him in appointing quality employees and specialists to accomplish organisational tasks (Nytimes, 2015).
- In addition to this, it has also been witnessed that prospective employees can understand the process of reacting to challenges with assistance from Jeff Bezos' leadership.
- While conducting work, Amazon emphasises the obsession of their customers rather than competition in the market (Aboutamazon, 2022).
- By obtaining assistance from the leadership style of *Jeff Bezos*, this company, by eliminating unnecessary competition in the market, is effectively conducting work
- The leadership style of *Jeff Bezos* has increased the theoretical organisational aspect emphasising which growth and development have been witnessed, and employees have successfully adapted technological assistance.

Conclusion

- *Jeff Bezos* is making use of democratic leadership to enhance organisational running with its capability.
- Employees with the assistance of this leadership approach are strengthening sustainable growth and development in the market and are complying with customers.

Task 2: Individual Task

Introduction

Quality in leadership skills assists an individual in bringing the best abilities out of their employees to build up organisational development and growth. Furthermore, the application of leadership skills with accuracy can assist in achieving future goals. This study will describe and evaluate the various aspects of the leadership approach of *Jeff Bezos* in *Amazon*.

Critical Evaluation of Effectiveness of Jeff Bezos' Leadership Quality

Leadership Theories Applied by Jeff Bezos

Whilst leading Amazon, Jeff Bezos is making use of a *democratic leadership* approach, owing to which he can engage with the organisational workforce and evaluate its empowerment. It has been observed by Bonsu and Twum-Danso (2018) that with the assistance of democratic leadership, companies can increase skills and knowledge among their existing employees. With enhanced training and development, companies improve the adaptability rate amongst their employees, enhancing their sustainability and growth. In the case of *Amazon*, this approach has increased its rate of revenue and public preference. With the assistance of its democratic leadership style, this company has developed innovative technological support and, enforcing them, has boosted its organisational goodwill and value.

Furthermore, it has been witnessed that *Amazon* makes use of customers' data and provides them with products and services for their needs (Forbes, 2018). However, contradicting such positive observations, Eizaguirre and Parés (2019) opined that companies relying too much on democratic leadership strategy can face a challenge in addressing social challenges effectively. In addition, it also suggested that public relations maintenance can also get ruptured owing to excessive use of this leadership approach. It can be stated that *Jeff Bezos*, by making use of this innovative and effective leadership approach, has increased the organisational rate of productivity by reducing excessive control over its employees. However, it has been witnessed that because of this leadership approach, employees often develop negative emotions within themselves.

Perspective Hindered by Jeff Bezos

Jeff Bezos, by making use of democratic leadership strategy, emphasis on two prime factors, which are increasing organisational productivity rate and second is developing innovativeness among their operations. It can be stated that as the CEO of Amazon has successfully developed this leadership skill and applied them within the operation, growth and development have been witnessed in an effective manner. It can be stated that with the assistance of these aspects, *Amazon* has experienced enhanced sustainability and growth. This company using this quality leadership has also enhanced addictiveness within their employees based on which growth and development get witnessed.

Conclusion

It can be concluded that with the assistance of practical leadership skills and attributes, *Jeff Bezos*, CEO of *Amazon*, has enhanced the sustainable growth and development within Amazon. It can be included that owing to such leadership skills, one may witness innovativeness and effective growth. By complying with customers, with the assistance of a democratic leadership style, this company has seen enhanced growth and development in the market.

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