

Organisational Behaviour & Performance

**Module:
LCBB4003**

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2021

Organisational Behaviour & Performance at Amazon Store in Bluewater Shopping Centre

- ❑ **Background of Amazon and why Amazon has decided to move onto physical store? – by Luiza-Luciana Marin (slides 3-4)**
- ❑ **Analyse the differences between Amazon's physical organisational structure & performance, and online organisational structure and performance – by Desislava Radeva (slides 5-7)**
- ❑ **Discuss different tasks and skills that management team of Amazon at Bluewater Amazon store can apply to bring operational effectiveness – by Svetoslav Radev (slides 8-9)**
- ❑ **Evaluate how management team of Amazon at Bluewater Amazon store can influence and motivate non-management staff members to improve their overall performance – by Karol Kutak (slides 10-11)**
- ❑ **An analysis of internal and external factors influencing individual and group behaviour and performance of the management team of Amazon at Bluewater Amazon store - by Alina-Valeria Buzuloiu (slides 12-13)**

Organizational Culture of Amazon

- Amazon is the leader of the online retail industry
 - Prioritizing innovation and customer needs
 - Strong leadership
 - Employees are allowed to have input into various functions of the business
- Ref: Dudovskiy, J. (2018). 'Amazon Organizational Structure'. Research Methodology

Customer's Influence at Amazon

- Ensuring customer satisfaction
- Free delivery
- Improved customer services
- Giving discounts

The company believes is that when customers are satisfied, a positive impact is also felt in the business. For this, Amazon provides its customers with irresistible offers that influence consumers in the decision-making process (Noskievičová, 2015).

Reasons for having a physical store are as follows:

- **Improvement of customer service**
 - **Increasing customer loyalty**
 - **Reduce the number of complaints**
 - **Create another revenue channel**
- *When considering the idea of Amazon getting into having a physical store, it can be a result of employees wanting to improve the kind of services that customers get. With a physical store, consumers are likely to attract more with Amazon staff and create a strong bond with the brand, which will improve loyalty in the company. Having a non-food store will address the issue of customer dissatisfaction for those who could want to test the products before they can purchase their products.*

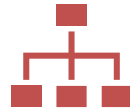
Physical channel

- Physical channels are not suitable for creating wide reach
- Physical channels require much time and cost to make strategies, communication and control
- These channels are not meant for diversified operations
- They are not depended on technology
- These channels require managers control and flat organisational structure

Online Channel



This channel is effective in terms of selling products across wide locations



The company follows Hierarchical structure while operating through online channels



It is based on technology and involve social media, websites, apps



These channels managed by IT team and functions are easy due to virtual contact



Online channels ascertain huge customer engagement



It does not require need for personal feedback

References

- ▶ Angouri, J., 2018. *Culture, discourse, and the workplace*. Routledge.
- ▶ Mushtaq, M and et.al., 2017. Forging ahead: How to thrive at the modern workplace. *Iranian Journal of Management Studies*, 10(4), pp.783-818.
- ▶ Richardson, S., 2020. Affective computing in the modern workplace. *Business Information Review*, 37(2), pp.78-85.

Different tasks apply to bring operational effectiveness

- There are some necessary task that needs to perform by management team which helps them to lead operational effectiveness.
- Resource utilization
- Inventory management
- Leading and controlling functional performance
- Leveraging and automating process

Skills apply to bring operational effectiveness

- Skills are the capabilities which should be possess by management team of Amazon so that they can lead success and operational effectiveness.
- Technical proficiency
- Decision making skills
- Risk analysis
- Budget management

REFERENCES

- Fountaine, T., McCarthy, B. and Saleh, T., 2019. Building the AI-powered organization. *Harvard Business Review*, 97(4), pp.62-73.

How management team can motivate and influence non management staff

Maslow's - hierarchy needs of theory

- Physiological needs
- Safety and security needs
- Social needs
- Self esteem needs
- Self actualization needs



Maslow's hierarchy of needs

Factors which motivated non-management staff

- Encourage health and wellness
- Recognition matter
- Communication improves team efficiency



References

- Janmaimool, P., 2017. The role of descriptive social norms, organisational norms and personal norms in explaining solid waste management behaviours in workplaces. *Journal of Organizational Change Management*.
- Olckers, C. and Van Zyl, L.E., 2019. Positive psychological interventions aimed at managing territorial behaviours within the organisational context. In *Positive Psychological Intervention Design and Protocols for Multi-Cultural Contexts* (pp. 171-191). Springer, Cham.

Internal Factors that influence individual and group behaviour and performance of the management team



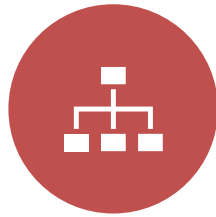
“ Working for Amazon

Amazon provides some of the most advanced workplaces of their kind in the world, with industry-leading pay, processes and systems to ensure the well-being, and safety of all employees.

Amazon aspires to be Earth’s Best Employer, and we are committed to giving our Amazon 4-star store team, and all of our employees, the resources to be successful in their roles and future careers”.

(Source: <https://blog.aboutamazon.co.uk/working-at-amazon/meet-some-of-the-amazon-4-star-store-team>)

External Factors that influence individual and group behaviour and performance of the management team



ORGANISATIONAL
STRUCTURE



MARKET TRENDS



LOCATION



CUSTOMERS NEEDS
AND DEMANDS



ENVIRONMENT

Reference: Mullins, L. (2007). Management and Organisational Behaviour, 8th ed;. London, Pearson, pp 85-88 .