

Evaluation of the Emergence of Amazon

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1. Introduction

Overall, a virtual company is a company that mostly conducts its operations online, it may include recruiting teams and staff members, who may work in different areas. In this study, the emergence of virtual management within an organisation has been conducted which support to understand how the virtual organisations develop their designing and planning while managing their business. In this case, Amazon has been selected as virtual organisation for analysing their business environment.

Overview of the Organisation

Launched by Jeff Bezos in 1994 as an online bookshop, Amazon has grown to be one of the most dominant and transformative digital companies globally. Amazon previously focused on the sphere of e-commerce and increased its operations in the sphere of logistics, artificial intelligence, and cloud computing. As per the below image, it is seen that the service sale of e-commerce of Amazon has tremendously increased from the last few years which was 514 billion in 2022 and 576 billion in 2023 (Statista, 2024). Known for its customer obsession and desire for constant improvement, Amazon has disrupted many industries and validated its position as the king of the digital ecosystem. Analysing the organization's performance, it is evident that its commitment to implementing various technological solutions has been vital in addressing the challenges of running a large and complex business throughout the virtual platform (Amazon, 2024).

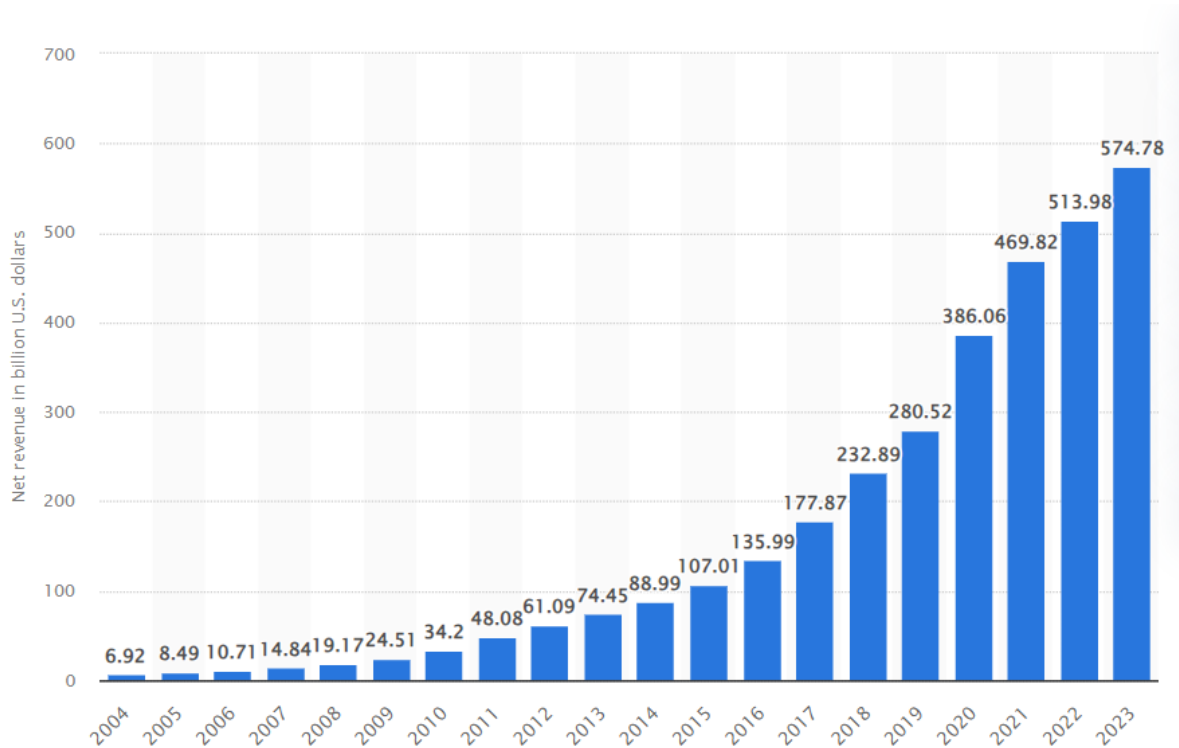


Figure 1: Net sale of Amazon

(Source: Statista, 2024)

Overview of Virtual Organization (VO)

Having to adapt to the continuously evolving and globalized corporate landscape, the concept that underlies VOs has become increasingly relevant with the growth of Amazon. Thus, this approach mostly ensures effective cooperation by using the primary digital means of communication, cloud-based technologies, and a well-developed IT support system to maintain production (Norberto Carneiro *et al.*, 2024). Flexible working hours, globalization, and advances in technology as well as their increased demand have brought about the creation of VOs being used by Amazon in 'Managing its broad network virtually to compete in the global market. Amazon is considered as virtual organisation as it conducts e-commerce auction facilities to their target customer though-out the world.

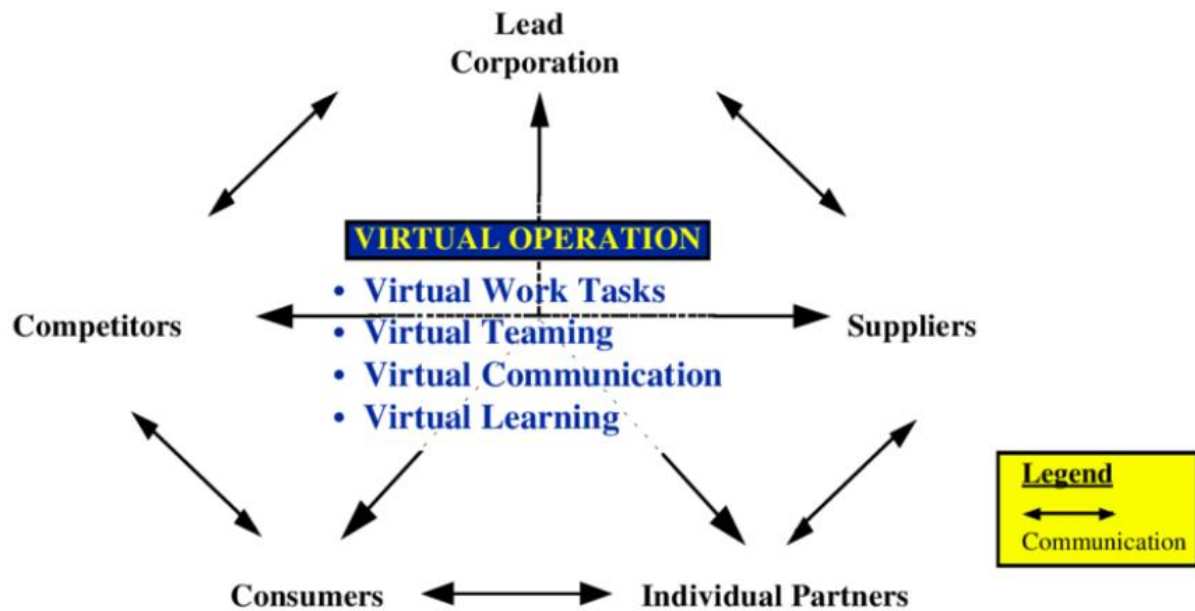


Figure 2: Operational process of virtual organisation

(Source: Resaerchgate, 2024)

2. Evaluation of the emergence of the concept of virtual management is practiced

The concept of virtual management has evolved significantly over the last few years mainly due to technology improvements, and global company expansion (Altrad *et al.*, 2021). The availability of the Internet, cloud solutions, and high-level communication tools enable companies like Amazon to perform projects and teams irrespective of geographic distance. This has enabled owners of companies to adapt better to shifts in the market, avoid costs of maintaining physical space within which the employees can work, and hire candidates from the global market. As businesses expanded abroad, the need for effective virtual management strategies became ever more crucial. According to Arora *et al.* (2022), the COVID-19 epidemic highlighted the need for effective virtual management systems and accelerated this process since companies were forced to adopt remote work models almost overnight.



Figure 3: Virtual assistance of Amazon

(Source: Kwork, 2024)

At Amazon, virtual management is an integrated aspect of running operations. To be successful in its operations, the company has embraced several technologies and online platforms in its sizable and varied worldwide workforce. According to Wittig and Wittig (2023), AWS is the cloud computing service division of the company and is central to supporting its virtual management techniques since the platform offers a scalable, dependable, safe infrastructure for communication, data storage, and project management. Remote teams can engage via communication tools like Amazon Chime, allowing real-time working anywhere they are. Furthermore, Amazon uses distributed decision-making, which lets some business divisions run independently; this helps the company to be more flexible and adaptable in its surroundings. Regarding leadership of the creative and consumer servicing management worldwide, this virtual management approach has greatly aided Amazon in keeping it going.

3. Strategic Challenges of Virtual Management at Amazon

While implementing virtual management has several advantages, the difficulties brought by this management style. Bryar and Carr (2021), stated that the management of the Amazon organization across the time zone and aligning the potential of global staff with the organization's strategic directions could present some difficulties. Because of the geographical

spread of employees, it is crucial to involve correct strategy planning and supply communication to ensure that every team is pointing to the right objectives. To manage and planning virtual management while driving global business, VO like Amazon faces issue in team collaboration, office culture development and infrastructure development as they deals with global employees. For managing the global employees, Amazon can follow the principle of Human Relations Theory where the supervisor can focus on psychological and social aspects by maintain interpersonal relationship. This is further compounded by the fact that one has to fit in different cultures and different ways of conducting business which of course, differ from one region to another.

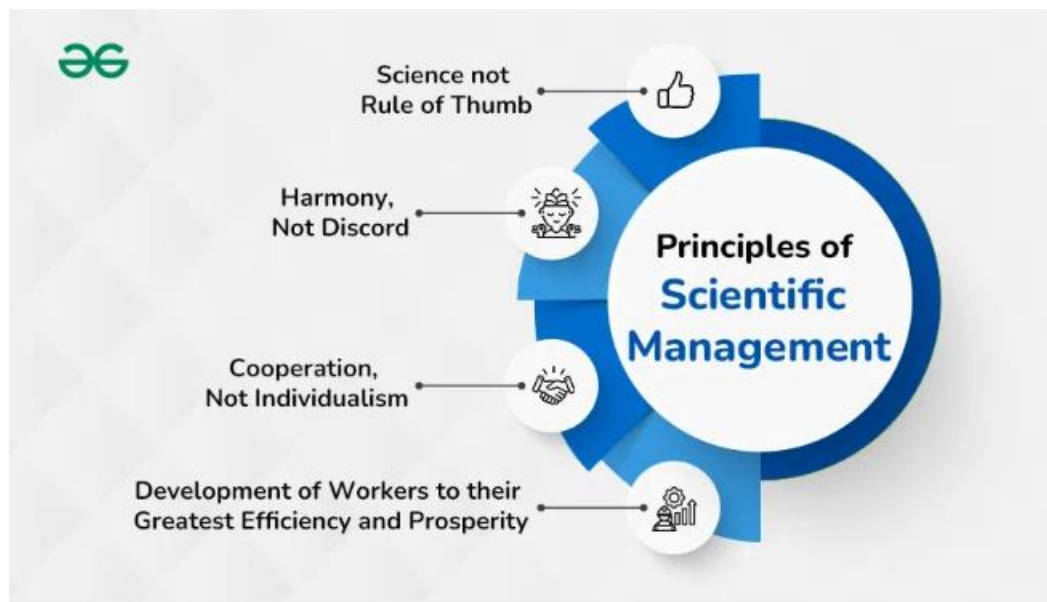


Figure 4: scientific management theory

(Source: geeksforgeeks, 2024)

Another complicated challenge is to connect an organizational structure that allows for distant control. Technological requirements for communication in Amazon are relatively high, due to its large and complex structure in any sense, which means that only the proper integration of technologies can ensure efficient facilitation of remote teams' collaboration. Dependency on digital media suggests that the corporation must spend small amounts on security and IT to guarantee personal data, guaranteeing protection of business continuity (Christina and Peters, 2020). To overcome the challenge, the organisation has to adopt scientific management theory which guide to take decision as per standardised and scientific method to improve the responsibility of employees and guide the authority to supervise them (Dar, 2022). Moreover, the organizational issue of having a virtual workforce leads to feelings of isolation that could

affect the level of engagement and productivity of such workforce, particularly Amazon's. While people are not able to touch each other very often, it remains a constant challenge that Amazon has to address through HR pronouncements and employee engagement initiatives. And in such an environment, leading is not at all easy. Granted, with minimal direct interaction, Amazon's executives are forced to manage multiple layers of remote subordination (Haiven *et al.*, 2024). It becomes a problem when this is the case, to foster trust, promote teamwork, and provide good mentoring and support. Additionally, although decentralized, the decision-making system of Amazon may imply dissimilarities between leadership actions in different teams and fields.

Another challenge is sustaining motivation and motivation at work among the labourers who may feel detached from the broad goals of the enterprise (Mikell, 2021). Managing these leadership concerns requires great communication skills, cross-cultural, and the ability to adapt conventional management practices in the virtual environment. Designing the virtual management, the organisation has also faced some issues like security issues and compliance while passing and across the data through multiple networks. For designing the infrastructure, Amazon need to rebuild their security process.

4. Strategic Opportunities of Virtual Management at Amazon

Virtual management poses certain challenges to Amazon but such management provides Amazon with several strategic opportunities. There lies one of the biggest opportunities: the access to a global talent pool. There is no geographical limitation that the virtual management puts on Amazon, thus the company is free to employ anyone (Delfanti, 2019). It assists the business in recruiting the most talented people from across the globe, meaning that only the best brains are extended an invitation to the business's initiatives. This setup of its employees makes Amazon come up with diverse ideas, and more often than not, it will be a step ahead of the competition. According to Kota *et al.*, (2021), virtual management benefits in running Amazon more effectively due to the reduced need for actual physical office space and associated costs. These cost savings can be Redirected to the other areas of the firm such as research and development hence improving the competitiveness of Amazon.

The flexibility of virtual management is the next strategic opportunity that remains in the sage. It can run around the clock with the promise of constant project advancement thus providing faster time to market on new products and services while teams are located in multiple places. This 24/7 operational capability of great relevance is especially important since such

companies as those in the technology sector are under competitive pressures to fast adjust to market conditions (Rikap, 2020). Planning with virtual management, company like Amazon has develop their alliance by developing team collaboration and expanding their network. In addition, one of Amazon's characteristics of the virtual management style like distributed decision-making enables more adaptability and response. The subordinates are encouraged to make and implement changes on their own without the need to clear it with other managers, hence permitting Amazon to adapt so fast in a very competitive market.

In addition, virtual management contributes to enhancing Amazon's ability to extend its operations globally. The virtual management paradigm allows other teams and operations to be integrated much more smoothly as the organization moves into other markets (Ziegler, 2022). Keeping up with the rapid growth that Amazon has been experiencing for many years and ensuring that it will remain capable of furnishing consumers worldwide with high-quality products and services is made possible by this kind of scalability. Designing the virtual management within an organisation, employees get flexibility and satisfaction. That support the employees for taking their responsibility.

The use of artificial intelligence and complicated data analysis in virtual management assists Amazon in gaining deeper knowledge of its operations, customers, and competition. Such findings are beneficial to the overall customer experience of the business, the optimization of operations, as well as the overall strategic direction that should be taken.

5. Impact of virtual management in an increasingly competitive global business environment.

According to Lari, Vaishnava, and Manu (2022), virtual assistant helps Amazon to acquire a better understanding of its operations, consumers, and competition is the application of artificial intelligence and complex data analysis in virtual management. These results help the company's whole strategic orientation, operational optimization, and customer experience as well as its general direction of development.

Therefore, virtual management can be seen as one of the basics in preserving and strengthening the competitive edge of an organization in the fairly competitive global corporate world of today. Virtual management has helped Amazon keep a strategic edge in the service and innovation output for its customers (Rikap, 2024). In this sense, Amazon has been able to react quickly to some industry shifts as the move to online buying and the growing appeal of cloud

computing. Mostly, Amazon's success has come from that adaptability; it has helped the company to reduce risks and seize possibilities (Aversa *et al.*, 2020).

Also, helps Amazon provides for its international consumer base is virtual management. In this way, by maintaining a presence in several areas virtually, Amazon can deliver specialized services and assistance, which in turn enhances customer satisfaction and loyalty. Operating internationally, is especially important if customers want the generated goods and services to fit their local tastes and requirements. According to Gleeson (2023), through virtual management, Amazon has cemented a better relationship with its suppliers and partners and has fostered cooperation and value improvements in the entire channel of supply.

Virtual management does have some issues and challenges even with the stated advantages it has to offer. The competitiveness in this area grows with each passing day due to the continued adoption of more organizations and firms to virtual management (Wall, 2019). That is why Amazon has to be always creative and enhance the ways of virtual management of the company and its rivals. This also requires that the company continues to invest in technology, coupled with the commitment to develop new principles of operation that are prompt and adaptable inside the company's setting.

Recommendation

- More investment in progressive features and services such as professional collaboration with AI-driven applications or tools will assist Amazon company for the superiority of virtual management to assist scattered teams in easing continual collaboration, and project management. Staff engagement and skill enhancement is a major idea that Amazon should also consider assigning high importance to offering regular virtual training and development sessions (Howies, 2022).
- Employing even more effective security policies will protect private data in a distributed workplace. Finally, promoting a great corporate culture through instances of innocent virtual team-building and concern, as well as communication, will ensure that the remote workers of Amazon remain connected and accountable to the company's strategic goals, thus sustaining Amazon's position in the global market.

6. Conclusion

It is concluded that virtual management is one of the realities in the contemporary global business environment, and Amazon has made a great contribution to it. Thus, although virtual

management has certain problems, including the planning and design of a global organization and leading the company, it can be an opportunity for new developments as well as cost-effectiveness. It is a major advantage for Amazon that the company has always been able to capitalize on virtual management practices as this enables the company to operate more flexibly, hire the best talent for its team, and expand its operations on the international level. However, over time competition is a force that can change and Amazon needs to stay alert and keep on developing the approaches to virtual management if it wants to remain on top. In this way, Amazon can ensure that it can provide a great deal of value for its customers, its employees, and its shareholders.

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APPENDIX 1

Strategic Management

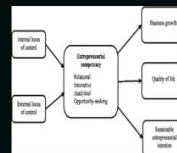
Introduction

- Here, the importance of the study of Job satisfaction and stress in organizations is underlined.
- It focuses on the effects of



Emotional intelligence

- The feature of the emotional intelligence section reveals the value of emotion in any workplace relationships.
- Three core competencies



THANK
YOU

Prices

The development of emotional intelligence, self efficacy, and locus of control in Master of

Business Administration students

S1 Introduction

- Here, the importance of the study of Job satisfaction and stress in organizations is underlined.
- It focuses on the effects of these aspects on employee productivity and their health.
- A brief literature review of past studies concerning job satisfaction and stress is made.

The introduction saliently notes that little is known about certain demographic impacts. It spells out the type of influence that the study seeks to examine as happening among the employees. The interest of the study for enhancing the organizational policies is acknowledged. The considerations in the introduction end with the presentation of the study's method.

S2 Emotional intelligence

- The feature of the emotional intelligence section reveals the value of emotion in any workplace relationships.
- Three core competencies are identified and it defines them as the capacity to understand and regulate emotions of oneself as well as those of others.
- The section also defines the importance of improving identified communication and relations between employees.
- It explains how the raise in the level of EI results in a better handling of stress and satisfaction at work.

That previous research has associated the competencies of EI with increased work performance is recalled. The section also highlights the lack of knowledge concerning the consequences of such action on various categories of people. This study intention is to address this issue by evaluating the impact of emotional intelligence on the level of employee satisfaction and stress.

Appendix 2

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Author's argument

The article titled "The Development of Emotional Intelligence, Self-Efficacy, and Locus of Control in Master of Business Administration Students" investigates whether pursuing an MBA leads to changes in three psychological competencies: emotional intelligence (EI), self efficacy (SE), and locus of control (LoC). The article starts with a case narrative illustrating an MBA student who always opted for appeals of his examination results, preventing from using his own capacity, which is an example of external LoC-P. This eventually brings up a discussion on EI, SE, and LoC and why they are relevant to management and leadership. The authors pointed out that as MBA programs are acclaimed globally for producing future organizational leaders, none of these programs address the concepts of EI, SE or LoC. However, it is probable that these competencies are built during the MBA curriculum in the different distinctly marked phase of experiential learning that ranges from concrete experience, reflected observation, abstract conceptualization and active experimentation.

The current article takes a look at several works that analyzed EI, SE, and LoC where the paper has taken note of the fact that these psychological competencies are dynamic and can be cultivated. Assessment, for instance, comprises the capacity to regulate feelings and forms an area that has been proven to undergo practice-based enhancement in the case of EI. In SE, perceived self-efficiency is mainly determined by mastery experiences, vicinal modeling, verbal encouragement, and affective investments Though the lecture discussed briefly what SE is, the primary focus was on the above-stated factors that define the belief in one's capabilities. LoC gives the ratio by which one feels that someone directs events that happen in his/her life, internal LoC being favorable (Thompson et al. 2020). It is important to point out that the study intends to establish the intended changes in EI, SE and LoC in MBA students and monitor their effects on students' performance. The participants included MBA students, psychology students, and other students as well as other members from the society to ensure that being in an educational program and passage of time influenced responses.

Identification of issues

The selected paper aims at the issue of knowing the kind of psychological competencies that enhance the Emotional Intelligence (EI), Self Efficacy (SE), and Locus of Control (LoC) of the MBA students and the reflection of these psychological competencies on the academic performance. The present research tries to respond to the literature need by evaluating to what extent the MBA educational process contributes to the development of the aforementioned competencies that are essential for managing and leading development (Thompson et al. 2020). The paper also examines the correlation between first measures of these competencies and students' results, which are GPA averages at the end of the semester. In this regard, the research tries to fill the gap by understanding the possible contribution of MBA programs in building the psychological characteristics for career accomplishment and offering guidance to HRD professionals on the kind of training that can help in nurturing of the competencies.

Motivation of the research

This study will be done to fill this research vacuum that looks at the process of developing EI, SE, and LoC during an MBA programme, and how they relate to performance. This research is necessitated by the fact that these competencies can hardly be overemphasized in the management and leadership competencies that are important in any organization and a basic outcome for MBA students. In the same manner, the researchers want to establish the fact of whether MBA programs primarily facilitate development in the said areas even if they are not offered in the curriculum. Furthermore, the study aims at enabling the HRD professionals to understand how to design the training interventions that would facilitate enhancement of these psychological traits. The agenda is accomplished through the identification of factors that can help in enhancing MBA programs and advancing knowledge of psychological development in tertiary institutions.

Summary of the results

In the methodological approach of the study, several experiments were performed to evaluate work productivity, job contentment, stress and respondent characteristics in various groups. The findings are discussed in the form of figures and tables. Lack of homogeneity of respondents' answers confirms the high level of fluctuation in the rates of stressed people and level of job satisfaction. Figure 1 as shown depicting the stress level distribution, majority of the respondents' rate the level of stress at moderate to high. Other variables depicted by Figure 2 include job satisfaction of which a considerable percentage of the respondents described their satisfaction as moderate.

Analyzing the demographic information presented in table 1, it is apparent that the majority of respondents fall within 25-34 years, mostly female, and most of whom work in the service industry. Moreover, Table 2 describes the educational level of respondents; the majority of the respondents possess education level not less than high school diploma or possess a college degree. Table 3 presents the distribution of work experience and it reveals that the majority of the respondents have their working experience to be 1-5 years. Table 4 presents the respondents based on work performance time and daily working hours whereby 50% of the respondents work at night and the working hours is mainly between 4-7 hours. As demonstrated in the Table 5 on wage distribution and hour of sleep, more than half earn less than one minimum wage, while hour of sleep is between 5-6 hours.

Analysis of the conclusion

The authors concluded that the analysis of the results shows the relationship between work performance, job satisfaction, and stress responses among the respondents. They connect these outcomes to the research question focusing on the aspects of demographic characteristics and work-related behavioral patterns concerning stress and satisfaction levels. The study's limitations include insufficient sample size and self-report bias of the subjects. The authors recommend the generalization of the study to a more diverse population and the use of longitudinal data to track changes. The authors' suggestions are reasonable and,

perhaps, they may extend their research to investigate the moderating role of job characteristics and organizational support for stress and satisfaction.

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