



Introducing the Modern Workplace

LCBB4003

Organizational Structure & Culture

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Date: 05/01/2022

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Introduction

Business management is all about managing and coordinating all the activities which are conducted in the business enterprise. The management and the directors of the business organisation has the responsibility of taking the necessary decisions and making necessary steps for growth of the business enterprise. It is very important for the business organisation to manage their activities in order to perform well. The culture, structure and the environment of the organisations have a influence on the employees and their productivity. This report is based on the Company Amazon which is an American multinational technology company. It is headquartered in Seattle, Washington. This report will include the explanation to the extent to which the culture, structure and behaviour of the organisation have influence the company to achieve additional sales and additional profit in 2021, based on behavioural approach discuss the various factors which have influenced individual behaviour at Amazon.

Main Body

1) Explain to what extent do you believe that the Amazon structure, culture and behaviour have influenced them to achieve additional sales and profit in the first quarter of 2021?

Organisation Structure

It is a system that outlines a certain activities are directed in order to achieve the objectives and goals of the business enterprise. The structure of the business organisation also determines the flow of information from the manager to subordinates. The company Amazon follows the hierarchy structure in its organisation in order to have smooth functioning and operation of the various activities. As Amazon is the largest e-commerce company which is employing million of the people which are spread across the different countries. This type of structure gives the organisation the extensive top-down control over global operations, which allow it to increase market share and maintain market leadership status. The CEO of the company has introduced a two pizza rule in its organisation which means that no meeting should be so large that two pizzas cannot feed the entire group. The goals which are efficiency and scalability for the business organisation. (Moşteanu, Faccia and Cavaliere, 2020).

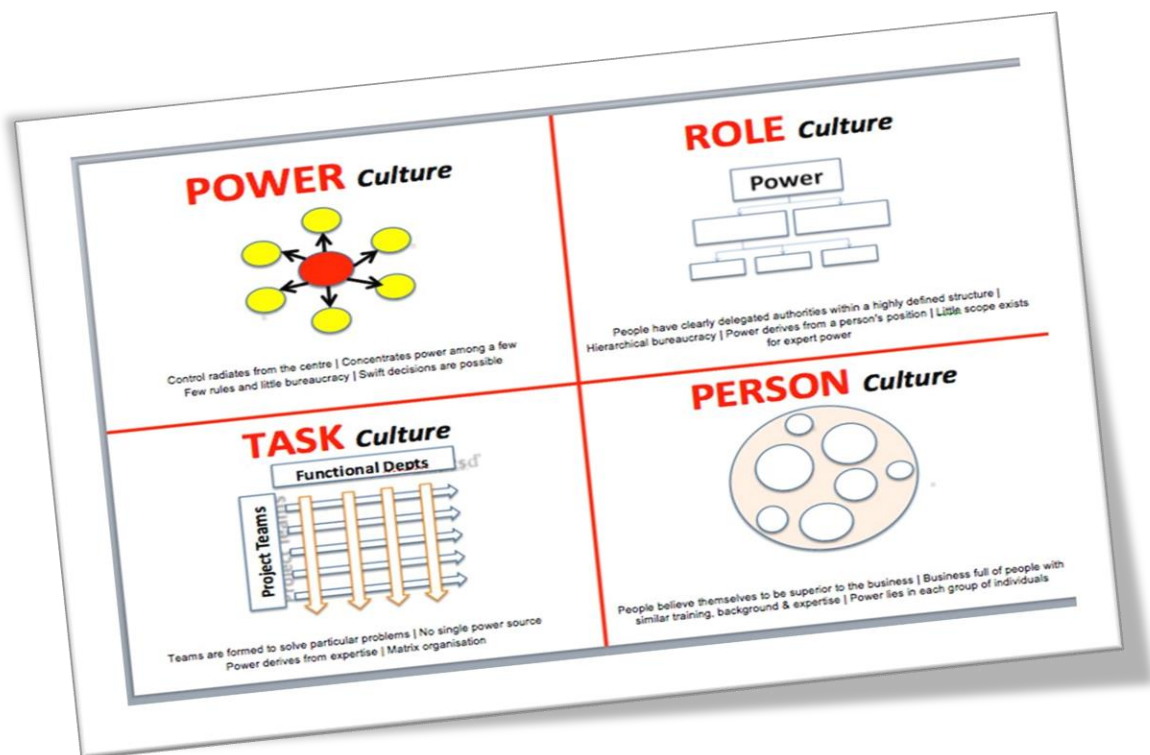


Fig 1. Culture Organisation

Culture

A good and the great organisational culture is defined to be the key to developing the traits which is important for the success of the business organisation. The organisation is the collection of the values, expectations and practices which guide and inform the actions of all the team members of the business enterprise. It is very important for the organisation as it impacts the workplace and the productivity of the employees within the organisation. There is a model which is used by the business organisation in order to maintain the culture which is Charles Handy model. In this model the author has explained four types of culture which might be followed by the business enterprise.

Task culture

The organisations which focus on the task culture are oriented toward achieving the objectives of the organisation. Here the people come together and form a team to achieve the goals.

Role culture

This type of culture is found in the organisations where each and every employee is responsible for its roles which is assigned according to the specialization and knowledge the person is having with him/ her.

Person culture

In this type of culture the employees are to feel that they are considered more important than the organisation. The individual are given more respect and they are valued because of their efforts and are appreciated.

Amazon is known for a corporate culture that pushes its employees to explore ideas and take risks within the business enterprise. The culture condition is responsible for capacity of the organisation so that it can find new opportunities to utilize data intensive processes to provide efficient online retail services. The Amazon focuses on the person culture where it focuses on the boldness of its employees. The employees of the organisations are encouraged to take risk.

Behaviours

The corporate behaviour is define as the actions of the company or a group who are acting as a single body. The behaviour of the company defines as the ethical strategies and also it describes the brand image and reputation of the business organisation. It is very important and strengthening relationship with organisations between individuals, teams and the organisations as a whole (Yablonsky, 2018).

It is believed that there is a great influence of the organisational structure , culture and behaviour of the company Amazon on its additional sales and profit. The company is more focused on the customers and their needs and wants. For Amazon the customer is king. This means that the satisfaction of the customer has build the company it its growth. The structure of the business enterprise gets developed under the influence of the culture that in turn influence a company's ability to implement changes effectively. The strong culture of the Amazon where it values its employees and allow them to take risk and innovate new ideas helped the organisation in its additional sales. The culture of the company motivates its employees and coordinating their behaviour enhance the productivity which leads into the additional profit for the business enterprise. The culture is directly proportional to the behaviour of the employees. The Amazon focuses on these aspects so that it can influence the behaviour of the employees. The Amazon believes in the ownership and an open communication for all the members of the team at the work place which enhance in their performance and the company is able to achieve the more sales and profit (Kuo and Tsai, 2019).

2) Based on the behavioural approach, explain the various factors that have influenced individual behaviour at Amazon towards their sales and profit?

There are various factors which have influence on the behaviour of an individual within the business organisation towards its sales and profit. It is very important to keep various factors in mind in order to motivate the employees within the workplace. The various factors are discussed below:

Training and development



Fig.2 Training & Development Concept

It is considered as the most important aspect for the business enterprises. From the research and study it is identified that conducting the training programs for the employees will enhance in achieving the goals of the organisation. As the technologies are changing the businesses need to focus on giving the right training and that knowledge according to the new technologies . By this the employees will able to perform better. The Amazon has a online site training program for its employees from the day one of their joining. The program offers classes on the variety of skills such as resume building, efficient communication, time management and many more. These training and development programs helps the company to enhance the performance of their employees and this increases their sales and profit (McAleenan and McAleenan, 2017).

Work culture

The organisational workplace needs to be such a manner that the employees feel happy and they are comfortable in working with the organisation. The work culture impacts in the behaviour of the individual as it all depends on the mindsets of an individual. It is a essential and the transparency in the work is important within the business enterprise. As employees are considered as an important asset of the organisation Amazon the needful things to maintain the good and happy culture in its organisation. It focus on the person culture so that employees are motivated and this increases their productivity which results in achieving the more of sales and profit for the company(Fletcher, Fenton and Griffiths, 2019).

Performance appraisal

This is the most important factor which need to be taken into consideration in every business organisation. The companies following the various performance appraisal are able to retain its employees and this also impacts the behaviour of an individual. The behaviour of an individual in directly proportional to their efficiency and their efficiency impacts the sales and profit of the business enterprises. Amazon uses method called stack ranking for measuring the performance of its employees. In this system the better performers are valued and they are retained by providing them with better training and they are prepared for the further processes for the growth of the company. This is an important factor which influences the behaviour and this impacts on the sales and profit of the company. If the company will not focus on this factor it might lose its valuable employees (Bach, Spremić and Vugec, 2018).

Effective communication

This is the important factor as managers need to communicate effectively with its team members as there is a great influence of communication on an individual within the business enterprise. It is important because the moment an individual feel left out, they might loose interest in the business organisation and this can demotivate employees which can affect in achieving the goals of the business enterprise. Amazon take care of its employees I order to motivate them. Amazon consider it as an important factor and for this it is designed in such a way that the feedback of an individual is listened by the managers of the company so that even managers or the leaders can learn from employees and to improve the employee experience. The effective communication help the companies to influence the behaviour of the individual and if people are feel that they are valued then it impacts on the performance which increase the sales and profit of the company (de Oliveira-Junior and et.al., 2017).

All of the above factors discussed states that there is a influence in the behaviour of an individual at amazon and it impacts the sales and profit of the company. If the organisation keep all the factors in mind and utlise it in an efficient manner it can achieve its goals. The factors says that it is important to motivate employees and keep the workplace friendly so that people are ready to work in such environment. Also , performance appraisal is the most important factor to keep building the interest of an individual within the organisation (Lee, Seo, and Siemsen, 2018).

Conclusion

From the above report it is concluded that it is very important for the business organisations to manage and coordinate the various activities which is conducted in the business enterprise for a motive of earning profits. Business management is all about taking necessary decisions for the businesses which can help for the future growth and development. It is discussed that the organisational structure, culture and behaviour have influenced them to achieve the additional sales and profit at amazon. The organisational structure of the Amazon is in such a way that there is the free flow of communication and information which provided transparency among the members of the company. The culture of the company also impacts the employees which have resulted in to increase the sales and profits of the company. The organisation follows the person culture to motivate its employees. There are several factors which have influence on the behaviour of an individual at Amazon which affects the sales and profit of the organisation.

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