

Introducing the Modern Workplace

Programme: BA Business Management

Module: Introducing the Modern Workplace

Module code:LCBB4003

Assessment - 2 Organisational Structure and Culture

Lecturer: Dr. Rexon Nting

Group Information

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Profile of Amazon

History of Amazon

- ❑ Amazon is founded by Jeff Bezos in July 1994
- ❑ Visionary leader Jeff Bezos decided to sell the products that can be marketed online through the internet
- ❑ Because of worldwide demand for literature and the lower unit prices of book, Jeff Bezos decided to sell books online (Amazon, 2013)
- ❑ The company went public in the year of 1997

Products and Services

- ✓ e-commerce
- ✓ digital streaming
- ✓ cloud computing

Competencies

- ✓ Innovation
- ✓ Brand value
- ✓ Loyal customer

Market share

- ✓ 13.7% in Global retail market



Organisational structure and its relationship with organisational culture

Hierarchical structure

- ❑ The chain of command of the company from the top management to the lower level (Hoffmann, 2016).
- ❑ Have a sole leader and flow of subordinates underneath the leader

Hierarchical structure of Amazon

- ❑ Jeff Bezos is the CEO of Amazon. Underneath the CEO, the company have different division CEO and managers such as CEO of worldwide consumer, SVP of business and corporate development, CEO of Amazon Web service, SVP of Amazon digital management



Organisational structure and its relationship with organisational culture

- ☐ The flow of authority of this kind of organisational structure is like hierarchy.

The benefits of the hierarchical structure

- ☐ It has department loyalty
- ☐ It has the level of control
- ☐ Authority is clearly defined here.
- ☐ It encourages specialisation.

The disadvantages of hierarchy structure

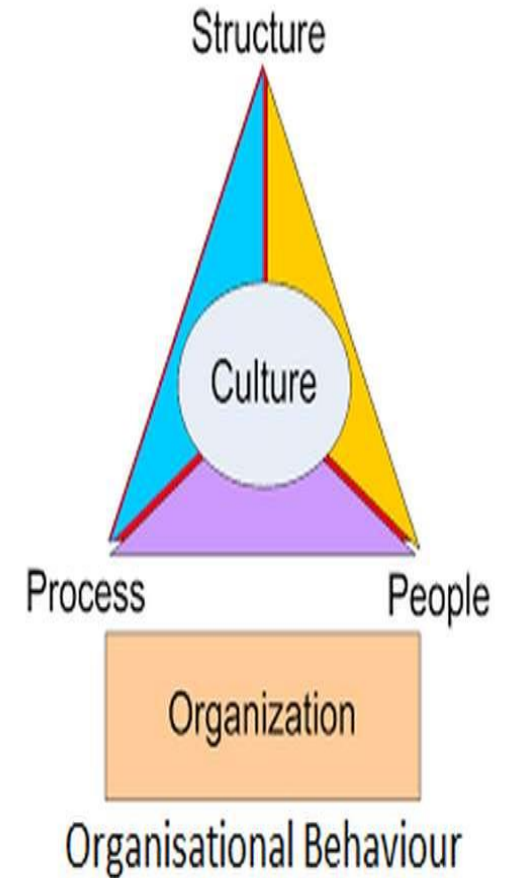
- ☐ It is costly and time-consuming
- ☐ It may result in slow action and decision making.
- ☐ It may result in poor communication.



Organisational structure and its relationship with organisational culture

Organisational culture and Organisational structure

- ☐ The organisation somewhat defines the structure of the organisation
- ☐ The culture of the Amazon is implemented by the structure of the organisation.
- ☐ The culture and philosophy of the Amazon define the organizational structure
- ☐ Amazon wants to take control on their strategic decision and therefore it uses the hierarchical structure





Leadership and management approaches within Amazon

Visionary leadership

- ❑ A visionary leader makes the vision true
- ❑ Amazon, one of the biggest online retailer, has been created from the vision of Jeff Bezos
- ❑ Leaders of Amazon are ensuring, developing a strategic plan as per the goals and employing each individual towards achieving the goals (Gill, 2011).

Transformational leadership

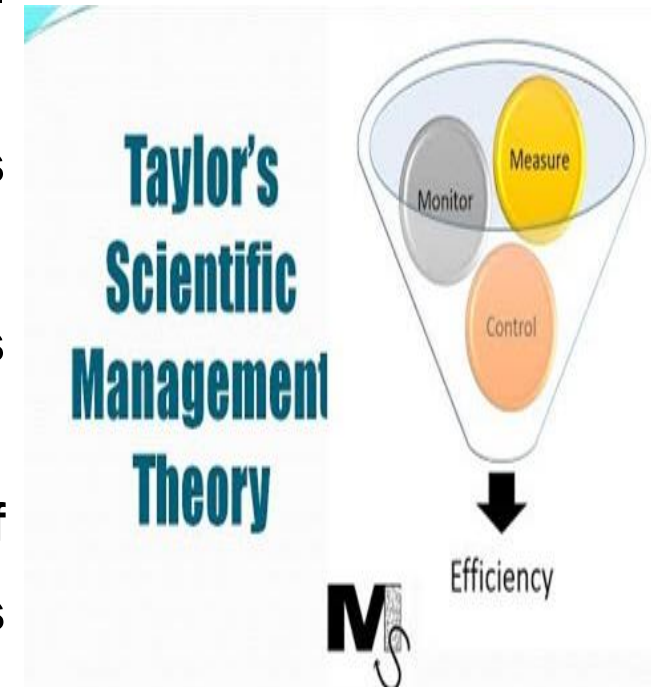
- ❑ Jeff Bezos himself is a transformational leader.
- ❑ He always looked for and still search for ways to become innovative to transform his business
- ❑ He always looked for and still search for ways to become innovative to transform his business.



Leadership and management approaches within Amazon

Scientific management approach

- ❑ Emphasis on improving the performance of each individual (Armstrong, 2012).
- ❑ Amazon follows a scientific management approach and focuses on simplifying the task to improve productivity and efficiency
- ❑ The company always inspire and motivate the employees through lucrative reward and compensation.
- ❑ Sophisticated electronic system is used in the warehouse of Amazon to manage and control the targeted numbers of boxes that the employees need to pack in each hour.

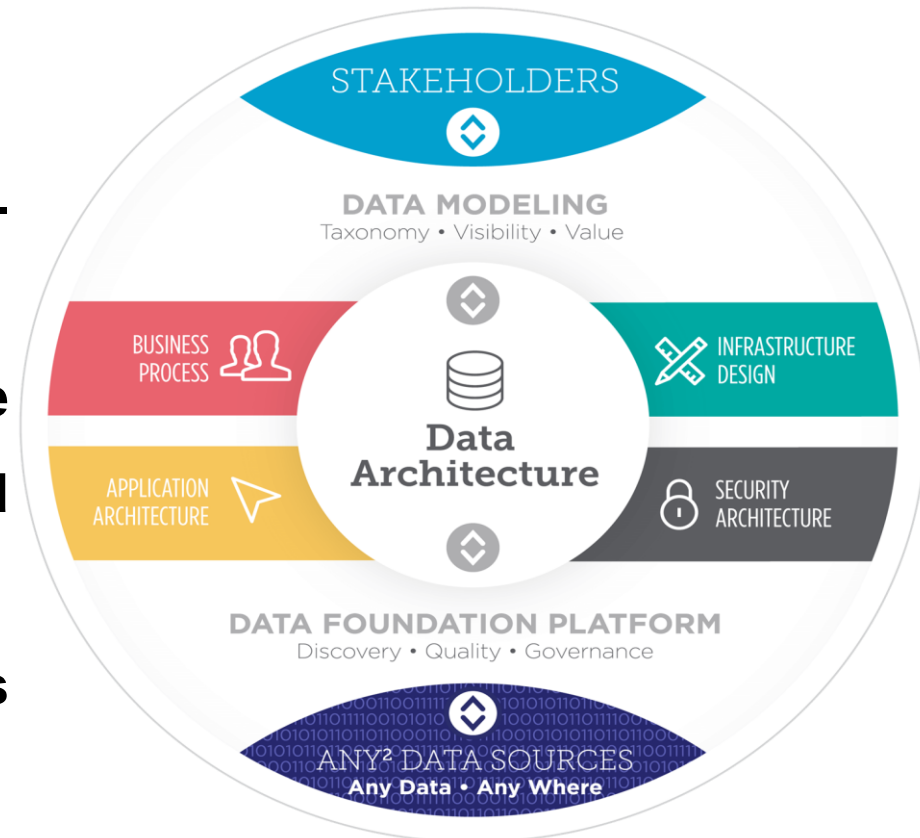




Leadership and management approaches within Amazon

Data-driven Management approach

- ❑ The management approach of amazon is more like data-driven management
- ❑ The data-driven management approach values the decisions or strategic decisions that can be valued and backed up by verifiable data (Scott, 2016).
- ❑ The quality of data amazon gathered brought success for the company.





Factors influencing Group and team behaviours

□ Physical Setting

- ✓ The physical setting of the company largely impacts the team behaviour as team behaviour of the organisation is influenced by the interaction of the people
- ✓ The closeness of seats between the colleagues will increase the interaction between group members and enhance group behaviour (Newstrom, 2015).

Task Complexity

- ✓ To solve a complex problem, each member of the team must be responsible and proactive
- ✓ The complexity of the task increases the group cohesiveness and it positively impacts the behaviour of the group (Newstrom, 2015).



Factors influencing Group and team behaviours

Leadership

- ☐ The leader of the Amazon coordinates the different activities and motivate the group to accomplish the goals and objectives of the organisation
- ☐ The behaviour of the group will change as per the leadership styles the leader uses
- ☐ Democratic leadership style positively influences the group behaviour (Torrington et al., 2017)
- ☐ Bureaucratic leadership style negatively impacts group behaviour.
- ☐ Visionary leadership and transformational leadership style, encourage innovation and creativity and it is what Jeff Bezos and Amazon do.

Factors influencing Group and team behaviours

Technology

- ❑ Sufficient technology and communication device improve the workplace relationship

Resources

- ❑ Sufficient work facilities, equipment, technologies and personnel reduce the workplace conflicts

Reward Systems

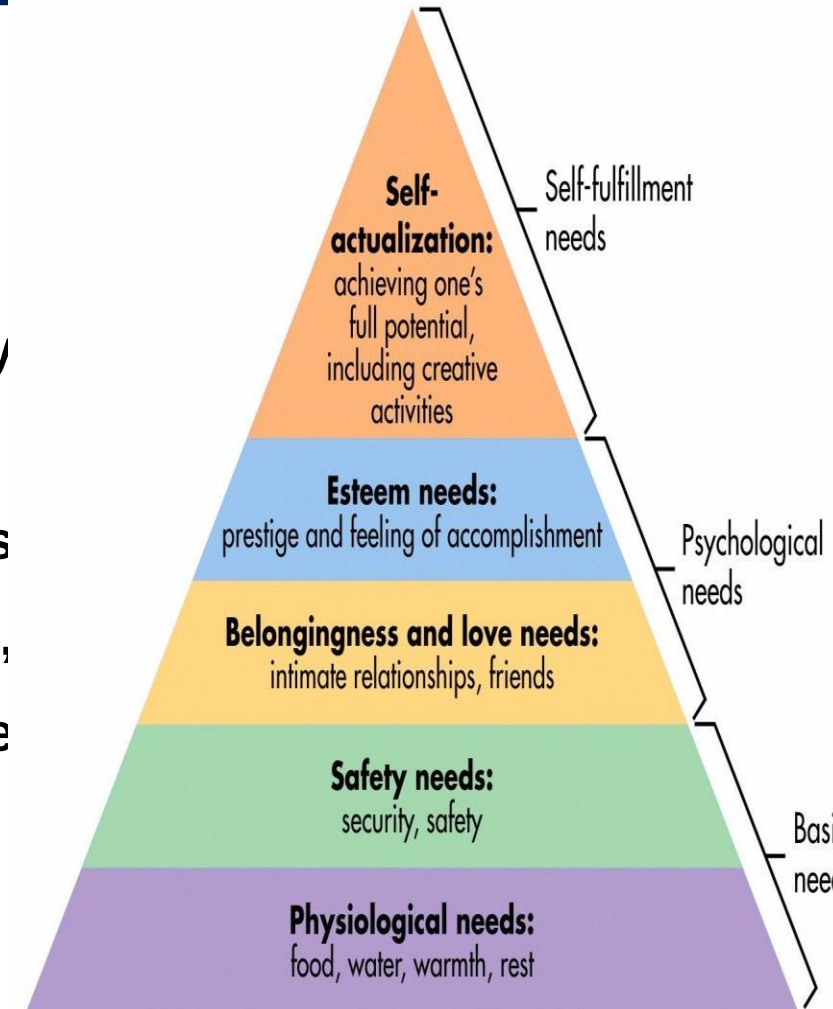
- ❑ If Amazon focuses on individual performance, group performance will be impacted negatively



Motivation theories and organisational performance

Hierarchy of need theory and organisational performance

- ❑ The hierarchy of need theory has been developed by Abraham Maslow (Maslow and Frager, 1987).
- ❑ Motivational theories of Maslow has five factors such as physiological needs, safety needs, love and belongings, esteem need and self-actualisation Human become motivated based on the pursuit of needs of different levels
- ❑ Human always fulfil the needs in hierarchical orders





Motivation theories and organisational performance

Hierarchy of need theory and organisational performance

- ☐ Amazon motivate the employees by identifying the level of needs
- ☐ To motivate the employees Amazon provides financial rewards and stock offer
- ☐ Motivated employees of Amazon think the company as their own and become committed to perform better and accomplish the organizational goals.
- ☐ Motivation leads to higher performance and productivity
- ☐ Forbes ranked Amazon #2 on its newly released [World's Best Employers 2020 list](#). (Amazon, 2021)
- ☐ LinkedIn names Amazon **No. 1** company where Americans want to work (Amazon, 2021)



Motivation theories and organisational performance

Two Factors Theory and organisational performance

- ❑ Two factors theory has been developed by Herzberg
- ❑ Motivators increase job satisfaction.
- ❑ The presence of hygiene factors in Amazon avoid the job dissatisfaction (Wayne and Martocchio, 2016).
- ❑ Job satisfaction leads to higher performance of Amazon





Conclusion

Amazon use the organizational structure as per the culture, philosophy, goals and objectives of the organization. Different leadership style emphasis on different aspects. Visionary and transformational leadership style are useful for tech-based company like Amazon. Physical setting, technology, task complexity, reward system and resources influence the team behaviour of Amazon. So these factors need to be managed properly. Need theory and two factors theory of motivation is useful for Amazon to ensure employee motivation and improving organizational performance. Amazon use financial incentives and stock offer to motivate the employees



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A profile of Amazon

Amazon's History

This is a little familiar story, not as much as Facebook or Apple. Jeff Bezos begins from nowhere with the modest 300,000dollar donation from his parents. In 1994, two young programmers were hired to write an online bookstore code. The original name of Amazon Cadabra (from "Abra Kadabra"), but a little later, with the help of his lawyers, Jeff decided to give the name Amazon (Amazon the World's Complete River) (Amazon, 2021). Its name in translation means "shop for everything." The company's office was initially being housed in the family garage in Washington State, USA. Bezos himself jokes that his first bureau was made of old doors, but not for the economy of funds for a real new desk. He also admits that at the beginning, after the company was created, he was pretty explosive, but over time he realized that this is not the solution to the problems then. Bezos also shares his dream is to get rid of all books collected through his children's and student years and all young people to work his maintenance means. He was a keen reader as a student. Therefore, in the beginning, the company was only an online bookstore, with a minimum of 10 books. Thus, however, worries about the rapid bankruptcy of the newly opened company because of unsold goods. Thus, a customer solution has to be able to client one new book and another between 2 and 9 pieces of editions that are no longer available online (Amazon, 2021).

The popularity of the company is increasing, and people begin to be interested not only in books. In October 1998, the company began to offer musical records, and by the end of the same

year, he began selling and records of television video movies. By the end of 1999, the company expanded its assortment.

Because of the many orders of Amazon employees, they have to work 60 hours a week. Some of them forget they have families and even personal cars. Gradually, the company opened

affiliates of other countries such as Canada, France, Germany, Italy and even Australia and India. Since 1997, the company also offers its shares on the stock exchange, which then has a tremendous interest, although these shares are then at least \$ 6.

The company is growing at a breakneck pace. There is rapidly growing demand not only on books. For this, every earned dollar is invested in expanding the online store. After 1998, the company, besides books, offers MP3 music, video films, and television broadcast records. Later over the years and to this day, Amazon offers small electronics, toys and even clothes and lingerie. For fans of horticulture and fishing, Amazon offers seeds for plants and any gardening tools and any networks, hooks and a variety of fishing gear (Amazon, 2021).

. Amazon products are sorted by categories by the topic of the product mark. The shop is excellently structured with a beautiful working search engine, many pictures and a detailed description of each product. From here, customers can buy from the oldest to the actual Mobile Phone, the latest Apple iPad tablet, to the most common socks, jewellery, shoes, cosmetics, musical instruments. The goods offered here are always of the best quality. DOE world-famous manufacturers preferred to sell only online.

The shop offers a sales service with a credit or debit card when shopping. The most avid fans have the opportunity to order a special Amazon Credit card, which provides them with pleasant discounts and promotions at different times of the year. The Prime service in the online store is a service with a commodity in the Amazon warehouse that can be ordered with Express Free Shipping. In 2014, the company made a breakthrough in the mobile phone market, which led to the supply of Amazon Web Services - a cloud-type service platform, email services. So, the giant slowly enters the competition with Microsoft Outlook basically, but the goo is doing this. Enough is everyone who wants to have the parliamentary work email and has paid the modest 4-dollar email fee in Amazon's servers, which is, moreover, they are all over the world.

The Video and Music Service is directly popular in the US, but it is only available to registered users. Not a surprise for anyone that 26 years after its creation, Jeff Bezos's company continues to grow, even Anne Pandemic from Covid 19. In the first three months of 2021,

Amazon occupies the largest market share in e-commerce. Such as This tendency is expected to hold until the beginning of 2022. By the end of 2021, this share should grow by

7%. Amazon holds 65% of the marketing and market share in trade and electronic public trading, mainly in the UK territory. Amazon has 4% of the total US retail costs calculated based on consumer costs. Amazon.com Inc ad quickly gets speed and manages to seize a giant like Google Inc and Facebook. This is how it is expected to thank these shares revenue from advertising to be around 4 70 billion dollars by the end of 2021. A few years ago, in 2009, the total share and the Seattle company was 4%, and in 2009 this share increased by 8%. Zune, Napster, Walmart in recent years have managed to make their market share by 1-2% (Amazon, 2021).

The company also holds 82% of all digital music sales, again mainly in the United States. However, despite the superiority in online sales, the company also looks at the idea of its physical stores. The future and after 2021 remains tangled and not clear. Jeff Bezos - one of the ten billion in 2020 comes from the top of the company. Despite this fact, Bezos remains in the focus of Amazon's most reluctant. Then we remain to see if something will change and whether they will reach their dreams of having their shops online changed their global online trading. Amazon should continue to care for its employees, not only for its customers.

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Organizational structure and its relationship with the organizational cultures

Introduction

There were five topics in the group task. From the five topics, I have chosen the topic “Organizational structure and its relationship between the organizational cultures. The topic has been assigned to each member of the group as per mutual consent. As per the topic, I have analysed and organizational structure and determined the relationship between that organizational structure with the organizational culture. Initially, I have discussed about a selected organizational structure which is a hierarchical structure. There are ranges of organizational structure such as matrix structure, functional structure, divisional structure and team-based structure. Among this structure, I have selected to analyse the hierarchical structure because it is related to the selected company which is Amazon. More or less, Amazon follows the hierarchical structure in which the authority flows from Jeff Bezos to other subordinates. Then, I have analysed the relationship between the organizational structure and organizational culture. The topic is important for the organization as structure and culture are the two indicators of factors on which the overall operation and success of an organization largely depend.

Main body

Reflective means the learning and experiences from doing or performing a task. My chosen topic is the organisational structure and its relationship between the organisational cultures. It was group work in which we worked on a different topic, we had five members in the group. First of all, we planned how to complete the task. We divided the task as per the specialisation of the group members. We have communicated with each other continuously while doing the task. These activities ultimately enhanced my teamwork skills and communication skills. However, when I got the individual task, I was not sure how I would complete the task in an efficient manner. It is not easy to present a topic like organisational structure and its relationship

with the organisational culture in a precise manner. I have only three slides allocated for presenting the topic. To complete the task efficiently and effectively, I have made a plan for how I would present the topic in three slides. For this, I have divided the task into three sections (Chamberlain, 2014). This helped me a lot to complete the task effectively and efficiently with a given time. There were different kinds of organisational structure. Firstly, I have identified a structure that is related to my selected organisation. For this, I research on the internet about the organisational structure of amazon. I was confused about the structure of Amazon. However, after analysing a range of organisational structure, I have related the organisational structure of amazon to the hierarchical structure.

Before going to discuss about the relationship between the organisational structure and organisational culture, I have discussed about the hierarchical organisational structure. By analysing the hierarchical structure of organisation, I have now a very clear idea about the hierarchical structure (Hoffmann, 2016). I have come to learn that the hierarchical structure of the organisation refers to the structure in which the authority and flow of information move from the top-level executives to the lower-level employees. It is one of the most traditional and widely

used structures of the organisation. Now I know that the hierarchical organisational structure basically focuses on the chain of command. Organisation uses these kinds of structure when it wants the high level of authority and control in the top level of the organisation. After that, I have also analysed the pros and cons of the hierarchical structure of the organisation. I have learned that hierarchical structure has a range of advantages and disadvantages (Hoffmann, 2016). The key advantages of the hierarchical structure are department loyalty, high level of control, defined authority and specialisation benefit. On the flip side, the major disadvantages of the hierarchical structure of the organisation are cost ineffectiveness, slow decision making and poor flow of information.

After that, I have analysed the interlinked between the organisation culture and organisational structure. Here, I have learned that it is an organisational culture that defines the organisational structure of the company. Organisational cultures refer to the philosophy, values and policies of the organisation that direct the employee reaction and behaviour within the organisation. If the organisation believes in lower communication between the employees and staffs and

employees, the company will choose the hierarchical structure. On the flip side, if the organisation believes in the effective flow of information, it will use a matrix structure. If the organisation wants a higher level of control and authority, it will use the hierarchical structure. I have learned that Amazon uses the hierarchical structure as the CEO of the company wants the maximum authority. In Amazon, CEO of the Amazon, Jeff Bezos holds the highest position. He has other managers and division CEOs underneath him who report to him by taking the report from other functional departments of the organisation. The key decision of the organisation is made by the CEO and top-level executives (Newstrom, 2015). The company does not like to engage the employees with strategic decision making. This kind of structure of Amazon sometimes creates impediments to adjust the cultural, social and technological changes effectively. However, in the overall task, I have enjoyed analysing the hierarchical structure of the organisation. But identifying the relationship between the organisational culture and organisational structure was very challenging to me. After all, I am feeling good by completing the task effectively within the assigned time. The learning from this task will be very useful in my future career when I will enter in professional life.

Conclusion

The organisation is operated based on the structure of the organisation. Therefore, it is important for any organisation to follow the proper organisational structure. The company must match the organisational structure and organisational culture. If there is a mismatch between the organisational structure and organisational culture, a conflicting situation can be created. To ensure the smooth operation of the business, the company must identify which organisational structure needs to be followed. It must be aligned with the goals and objectives of the organisation. While selecting the organisational structure, the company should also consider the advantages and disadvantages of that particular organisational structure.

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Leadership and management approaches within Amazon

Introduction

The topic I have covered in the group task is the “Leadership and management approach within the organization” For the assignment, we have selected Amazon. As a part of the group, I have presented the leadership and management within Amazon. Leadership and management are the two key elements within the organization. Leadership means directing the people through motivation and attaining the organizational goals. The success of a business organization significantly depends on the leadership styles the organization follows. As per the objectives and goals of the organization leadership and management approach should be chosen. Different organization use different leadership and management approach. Amazon uses visionary leadership styles and transformational leadership styles. Management approaches that are used by the amazon are scientific management approach and data-driven management approach.

Main body

By completing the task, I have learned many things about the leadership and management approach. My task was to analyse and present the leadership and management approach of Amazon which is one of the most successful online retailers on amazon. After getting the task, I was confused about how to approach the task. It was the proper planning that helps me to complete the task timely. I have different the task into two part such as the leadership approach of amazon and the management approach of amazon. For completing the task, I have to read different articles, newspaper, blogs and previous articles. This has been increased my reading skills and research skills. I enjoyed analysing the leadership approach of Amazon. But it was difficult for me to analyse the management approaches and relate them with the management approaches used by Amazon.

By doing the task, I have learned that the success of the company largely depends on the leadership and management approaches that are practised by the organisation. Leaders and managers of the organisations play a very vital role in case of accomplishing the goals and objectives of the company (Scott, 2016). Leaders direct and motivate the people to achieve the organisational goals whereas managers direct and instruct the employees to complete the task effectively and efficiently and accomplish the goals and objectives of the organisation. First of all, I have identified the different leadership approaches used by the tech-based company Amazon. From the analysis, I have found that Amazon usually uses two leadership approach. The first one is the visionary leadership approach and the second one is the transformational leadership approach. By analysing the leadership approach of the company, I have now a clear concept about the visionary and transformational leadership approach. I have come to learn that visionary leaders always emphasise on turning the vision into reality (Scott, 2016).

Jeff Bezos, the founder and the CEO of Amazon was himself a visionary leader. By following his path, the managers of the company are also following the visionary leadership approach. Jeff Bezos turned his vision of the growth of e-commerce and online business into reality and become successful. With his visionary characteristics, he developed a business plan focusing on the online presence and got success very shortly. The other managers of the organization are also using visionary leadership styles to adjust and keep pace with the changing situation of the existing business world. From doing the task, I have also learned about another leadership approach that is used by Amazon. This leadership style is transformational leadership style. From the inception, Jeff Bezos is transforming his business with his ability to envision and innovate. Jeff Bezos and his subordinates always look for an innovative and creative way of transforming the business. The leaders and managers of the company encourage the employees to focus on innovation, creativity and invention.

In the second part, I have analysed different management approaches practised by Amazon, I have conducted a lot of research on different management approaches. By analysing the management approach of Amazon, I have learned about two management approach that the company used. The first one is the scientific management approach and the second one is the data-driven management approach. I have come to learn that Amazon flows scientific management approach as they believe that going hard on employees will not actually work rather simplifying the task for the employees will ultimately increase the productivity and

efficiency of the organization (Stavros Baroutas, 2011). The company always emphasis on their performance of the employees. To motivate the employees, the organization develops different lucrative benefits and compensation plans. The second types of management approach that has been followed by Amazon are the data-driven management approach (Gill, 2011). As amazon operates business in the online platform. Data and the quality of data is important for the company. Using big data analysis, the company track the consumers buying trends and suggests and recommend the customers about the particular products. By analysing the data-driven management approach of Amazon, I have learned about how data can be useful for the success and growth of the business. The quality of the data the company gathered helps them to make effective decisions. This learning of leadership and management approach wills helps me a lot in my future career progressions. When I will enter the executive or managerial position of the company, I can use this learning in my duties and responsibilities.

Conclusion

The business world is extremely competitive, in this extremely competitive business world, the organisation must use the appropriate leadership and management styles to become successful. There are ranges of management and leadership styles. It is the management discretion to use the leadership and management approach. By considering the goals and objectives of the company, the management should select the appropriate leadership and management style. If the company want to focus on innovation and creativity to transform the business, the company can use the transformational leadership style. A visionary leadership approach can be used if the company want to adjust to the changing situation and graphs the potential opportunities. Amazon has become successful by using the visionary and transformational leadership style.

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Amazon – Factors influencing Group and Team Behaviour

Introduction

Amazon.com, Inc. is an electronic commerce, digital streaming, cloud storage, and artificial intelligence - focused. It is a corporation of American international technology whose headquarter is in Seattle, Washington. Along with Apple, Google, Facebook and Microsoft it is one of the Biggest Five firms of information technology sector in the United States (Santiago, 2017). The corporation has the reputation as "part of the most powerful companies in terms of cultural and economic powers around the world," and also "the top successful brand on earth." The following report will assess the factors that influence the behaviour of groups and teams.

Factors Influencing the Behaviour

The first factors are physical setting. The physical setting of the organisation largely impacts team behaviour because the team behaviour of the organisation is influenced by the interaction of the people. The Amazon.com Inc. has an efficient corporate framework. This framework is dependent on corporate processes as a basis for deciding the relationships between the organization's components. The following attributes are the most important in the organisational framework of Amazon:

- Global classes focused on functions (most significant feature)
- Overall structure
- Geographical splits.

Global Groups based on functions. Functional departments in units are the most integral feature of the framework of Amazon based on hierarchy. Each big corporate role has a team that is dedicated and a senior management. The goal of this structural feature is to make Amazon.com promote effective techniques of management in electronic commerce operations throughout the whole company. In light of its continuing global development, Amazon.com Inc.'s Intensive & Generic Growth Strategies prove that the business is growing through this particular aspect of the organisational framework to facilitate its activities on new markets (Dolata, 2017). The key functional classes in the organisational framework of Amazon are as follows:

- CEO Office

- Business development
- Amazon Web Services AWS
- Finance
- International Consumer Corporation
- Accounting
- Consumer Corporation
- Legal and Secretariat

Hierarchy is a structural feature of organisation. In case of Amazon.com Inc., such a feature is seen in a global scheme of authority lines and vertical command that affect the online retail company. Example of this can be the guidelines of senior management that are enforced throughout the organisation, impacting all related offices worldwide. The strategic goal of this organisational structure function is promoting the management oversight of the whole Amazon enterprise. Geographical groups are also part of the corporate framework of Amazon. Groups are focused towards the geographical areas and objectives associated with market in this systemic trait. Amazon.com Inc., for example, (Goel, et al., 2020) employs geographical units to facilitate e-commerce management on the basis of the economic dynamics of those countries. The strategic goal of making this characteristic of the organisational framework is to make the group able to deal with questions or problems appropriate for and the geographic area, taking into account regional market variations.

SWOT Analysis

Strengths

Amazon.com Inc. is the best internet shopping brand. This is the strength which is partly responsible for the rapid development of the company, especially in the early days, given customer trust and market awareness. Moderate diversification in businesses is also among the strengths of the Amazon SWOT report. Example can be, the firm is currently operating as a supplier of consumer products, internet retail, brick and mortar (non-internet) retail services, private label merchandise and IT services, (Sastry, Katvi and Tourani, 2019) including cloud storage services, among other things. These diverse activities compliment Amazon.com Inc. and render them a fantastic rival. In addition, the high capacity for rapid technical growth enhances the sector, at least technologically, when it comes to responding to trends.

Weakness

Amazon.com Inc. provides an easy-to-limit market model. Other firms, for example, may set up e-commerce platforms that offer almost everything. This vulnerability makes openings for the other companies to bring stronger rivalry on the electronic commerce giant inside the SWOT research process. The restricted presence of Amazon in emerging countries is also a limitation that prohibits companies from benefiting with these markets' strong rates of economic growth. In the other side, the small footprint of the firm is a deterrent to fast expansion in the non-online industry (Rajendran, 2020). Nevertheless, Amazon is on the track of expansion, its non-online business in consideration of its purchase of the Whole Foods Market. In general, in this aspect of the SWOT study, the internal factors create pressure on the business, especially with a view to growth on existing and new e-commerce markets. Addressing these issues may include improvements to Amazon's corporate framework and architecture and corresponding business strategy and management revisions.

Opportunities

Amazon has a chance to enter markets in growth. This step has the potential to create the presence of the group till other major electronic commerce companies take hold, thus enhancing their competitive edge. In connection with the shortcomings considered in this particular review of Amazon.com Inc., the brick-and-mortar business of the firm may be expanded. This external factor refers to the possible rise in sales which, in addition to established Amazon Go stores, results in a stronger presence across more brick-and-mortar stores (Vempati, et al., 2017). Furthermore, it is an outside competitive element that the organisation will use to extend the presence in the international electronic commerce market to create new relationships with the other companies. Also, the collaborations with firms having a clear corporate citizenship profile will boost the impact of the social responsibility agenda and the management activities of Amazon's stakeholders. The mentioned external considerations will be used by the business for boosting consumer sales and penetration.

Threats

Competition is one of the most serious challenges against the company. about competition against companies such as Home Depot, Walmart, Costco, eBay, Wholesale, Apple, Microsoft, Google and Netflix. This global strain reflects the strategic management pressures of consumer goods, shopping, e-commerce, interactive entertainment online, cloud-based computing and other IT services industries. Cybercrime is also a relevant reason to this Amazon.com Inc. SWOT analysis. Cyber criminals endanger the safety, reputation and trust of the customers of

the company. Amazon's PESTEL report describes this threat as one of the technical developments impacting the sector. Another challenge is imitation, a foreign influence that could reduce the market share and brand image of the electronic commerce business. The advertisement blend or 4P from Amazon helps to address the harmful consequences of this attack.

Conclusion

To sum up that has been stated above Organizational hierarchies are a common systemic function. Each major job of the company has a committed team and a senior management. Geographical classes are often used in Amazon's corporate structure. Groups are geographically based with related business goals. Geographical units are employed by Amazon.com Inc. for promoting the management of electronic commerce based on country economic dynamics. Amazon.com Inc. offers a business model that is simple to imitate. In view of its acquisition of the Whole Foods Market, Amazon is expanding the non-online business. The company's brick and mortar market will be extended. Competition is one of Amazon's most severe problems.

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How motivation and perception are linked to organizational performances

Introduction

Among the five topics assigned, my topic was the Motivational theories and their link to the performance of the organisation. In this competitive business world, human resources are the key sources of competitive advantage for any company. Skilled, talented and motivated employees of the company can be the term for any company to win the race in this era of extreme competition. For motivating the employees, organisation use different kinds of motivational theories. In my part of the task, I have analysed different kinds of motivational theories and their linkage to the performance of the organisation. The motivational theories that I have presented are the hierarchy of need theories, two factor theories or the hygiene and motivation theory of Herzberg. I have first discussed these theories and identified the link of these theories to the performance of a successful organisation like Amazon.

Main body

By completing the task, I have learned that different motivational theories are very crucial tools for the management to motivate the employees. I have learned that employee motivation and organizational performance are highly interrelated. The first motivational theory that I have discussed is the hierarchy need a theory of Abraham Maslow (Wayne and Martocchio, 2016). It is one of the most popular and most widely used theory. Motivational theories of Maslow have five factors such as physiological needs, safety needs, love and belongings, esteem need and self-actualisation. This theory of motivation explains that human becomes motivated based on the pursuit of needs of different levels. Initially, humans focus on fulfilling of the most basic needs and then they move for the more advanced needs. The people will not move to the advanced level of needs as long as he or she fulfils the lower level of needs (Wayne and Martocchio, 2016). The first priority of the human is the most basic level of needs which is also known as the physiological needs. These are the need for food, need for clothes and need

for treatment. After fulfilling the needs of the basic level, human move to the upper level. The second level of needs as per the theory is safety needs (Maslow and Frager, 1987). Then the human move to more advanced level such as love and belongings needs, self-esteem needs and self-actualisation needs. There is a great link between the hierarchy of needs theory and the performance of the organisation. By analysing the application of the motivational theories in Amazon, I have come to know that the company use different motivational theories to motivate their employees. The company also use the hierarchy of needs theory.

The organisation has a different level of employees such as lower level, middle level and higher level. All the employees belong to a different level of the needs of the need theory of motivation (Maslow and Frager, 1987). I have learned that to motivate the employees, the organisation first identifies the level of needs the employees belong to. For example, the lower level of the employees belongs to the physiological level. They will be motivated by the elements that will fulfil the physiological needs. By doing the task, I have learned about the motivation of the employees of the Amazon. To motivate lower-level employees, organisation use different financial rewards as the lower- level employees need the financial rewards most. For example, I have learned that Amazon provide cash incentives and performance bonus to their delivery man who belongs to the physiological needs. Like that, the organisation uses non-financial reward to the upper-level employees. Upper-level employees of the organisation will not be motivated by the financial rewards as they belong to the most advanced level of needs. Thus, by developing an appropriate benefit and compensation plan according to the motivational theories, Amazon can motivate all level of employees. The motivated employees work hard for the organisation. They remain loyal to the organisation and they put their best efforts to accomplish the goals and objectives of the organisation. It ultimately enhances the performance and productivity of Amazon. On top of Amazon \$15 minimum wage and industry-leading benefits from day one, they launched new initiatives to continue to support they employees—from developing own COVID-19 testing capacity, and offering company-subsidized child and adult care, to launching a \$25 million relief fund to support partners and seasonal associates facing financial hardship during this crisis. (Amazon, 2021). Forbes ranked Amazon #2 on its newly released [World's Best Employers 2020 list](#) and LinkedIn ranked Amazon at No. 1 on its Top Companies 2021 list, which is designed to help professionals identify the best places to grow their careers. (Amazon, 2021)

I have also learned that scientific management approach of the Amazon impacts the motivation of the employees. Amazon provides lucrative compensations and benefit plan to its employees. The employees of Amazon are also closely monitored and controlled through sophisticated electronic system (Armstrong, 2012). These motivates the employees of Amazon.

By completing the task, I have learned about another motivational theory which is the two factor theories. Two factors theory is also known as the hygiene-motivator theory which is developed by Herzberg. This theory explains that there are two types of factors in the workplace that can impact job satisfaction (Wood et al., 2019). One factor is the motivators that cause job satisfaction in the workplace. Another type of factor is the hygiene factors that cause job dissatisfaction if not present in the organisation. Motivators or the motivating factors are achievement, recognition, advancement and growth. Hygiene factors are the company policies, supervision, relationship, work condition, salary and security. Motivational theory is related to organisational performance as job satisfaction increase the performance of the organisation (Wood et al., 2019). By ensuring the presence of motivating factor in the organisation, Amazon can motivate the employees to increase their job satisfaction and ultimately increase the performance of the organisation. On the opposite sides, if the organisation fails to ensure the presence of the motivating factors within the organisation as it will not improve the performance of the organisation. Again, the absence of hygiene factors within the workplace will eventually reduce the performance of the organisation. By learning the theory, I have also learned that there is a link between the motivators or motivating factors of two factors theory with the hierarchy of needs theory. The motivators of the two factors theory are achievement, recognition, responsibility and growth. These motivating factors of this theory is related to the self-esteem and self-actualisation stage of Maslow. The employees of Amazon who belongs to the self-esteem is motivated by the achievement and recognition.

Conclusion

So far, I have analysed and present these two motivational theories and their link to organisational performance. Research a successful company like Amazon shows how these theories works into practices. This knowledge from this task will help me in my future career. The organisation can use the different motivational theories to motivate the employees and ultimately increase the performance of the organisation. But the organisation must be careful about using motivational theories. Ineffective use of motivational theories will increase the cost of the company.

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