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Assessment 1, October 2021, Term 2, Group 1

INTRODUCING THE MODERN WORKPLACE
Organisational Behaviour & Performance

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Student number: 2029650

Organisation behaviour may be define as the study of individual and group of people behaviour along with their performance within the company. This study give knowledge about the act of group of people or an individual where they work (Čiarnienė, Vienažindienė and Adamonienė, 2021). The researcher of the organisational behaviour not only study the behaviour of individual or team member but also set an interface between the employee's and organisation. The one of the main aim of the researcher of the organisation behaviours is to re- develop the organisational theories and build up a better organisation life within the workplaces. The following report is going to give information about the background of the Amazon and why they decided to move onto physical stores.

MAIN BODY

Background of Amazon company

Amazon is a online retail business company which offers their products and services all across the globe through its online platform and mobile application. The headquarter of the company was located in Washington, United states and founded by Jeff Bezos in 1994. In the current time Amazon has become the first place for the people to shop from the company as they have more then 564 million products. The total revenue in the year of 2020 was around USD 38606.4 crores and provide employment to more then 1468000 in their business. Amazon start their business by selling books and food products through online platform and they later on expand the business by offering electronics items, jewellery, apparels, toys, furniture and many more items. As global technological firm company majorly focus on online or digital streaming of films and most importantly web series. In the year 2018, Amazon prime has been subscribed by more then 100 million people all over the globe. In 2017 company purchase the Whole Food market for USD 13.4 billion which not only improves their footprints in the retail market but also increase their customer base(Fenwick, 2021) .

Amazon stands in the market at highest position not only in the terms of sales and market capitalization but also in term of cloud computing, e-commerce, AI assistance provider, online

streaming and many more services. Along with this the valuation of the company has been considered as world highest international brand in the market. From different types of business Amazon has made partnership like DC Comics, Nike, Boots, US postal services, Apple Inc. and many more. On the other hand there is a list of subsidiaries companies who comprises under its brand name like A9.com, Annapurna Labs, Brilliance Audio, ComiXology, createSpace, Goodreads, Whole Foods Market and many more. Amazon has different types of distribution facilities like sortation centre and delivery stations or fulfilment centre etc. For the smooth distribution of goods and services all across the globe Amazon has opened more than 75 fulfilment with 25 sortation centre all across the globe which are effectively managed by around more than 125000 employees. The company also develops the warehouse which are partially managed by robots and workers (Fernando, Akter and Bandara, 2021). The biggest rivals of the company are Flipkart, Myntra, Alibaba, Netflix, Walmart, Otto. They also introduce some new range of services like Amazon pay, Amazon go, Amazon Prime.

Why Amazon has decided to move onto physical store?

After dominating the online market in the past few years the management of the Amazon is decided to open their physical store all across the globe. As in 2015 they decided to open their store in the market to experience the offline stores. This not only increases their footprints in the competitive market but also increases their profit as well as the customer base all across the globe. Following are the reasons why Amazon wants to open their offline or physical store has been discussed below:-

- One of the main reasons for deciding to open the physical store by the management of the Amazon is touch and feel. The difficulty which is faced by their customer is they are not able to feel and touch the product when they purchase the product from online. To overcome from this problem they opened Amazon Go stores, Whole Food, and retail stores all over the globe (Planner, 2020).
- From the company point of view the future of the retail market is merging. Sometimes consumers plan to buy the products offline and this problem is being analysed by the association of the company. For those consumers who prefer to buy the good physically they plan to open the offline stores.
- It has been seen that consumers return their good because of its size, colour and material. To overcome from this problem and to reduce the cost of return Amazon starts planning

to open the offline stores. Products which are purchased by the consumer in the physical store comparatively less returned by them when they brought online.

- Human is being considered as the most important element which satisfy and provide good experience to the consumer(Sedova, 2018). It have been seen that, after a quality of service given by the store staff to the consumer increases the spends of shoppers.

CONCLUSION

From the above report it has bee concluded that good behaviour of an employee or group of people is very important from the success point of view of business. Good employee's relation and behaviour not only help the company in achieving position in the market but also help them smooth functioning of the different business operations. The above report concluded that effective functions and strategies of the Amazon position themselves in the market as a strong competition not only in the online segment but also in offline segment. This report also concluded the background history of Amazon and different reasons for opening their physical stores in the market.

Student name: Pavlinka Veleva

Student number: 2028165

This report is example for reflective report written by Gibbs' model. I took the second topic of the assignment - it is about the differences between Amazon's physical organisational structure and performance and online organisational structure and performance. The task was announced at the beginning of October term 2021 of our first year in the programme BA Business Management in the University of Wales Trinity Saint David through Moodle page. Our group which is formed from 5 people, who were studying on the campus, had to show one combined report of 5000 words and 5 different topics for every one of us. About the organisation of our group - we didn't have a lot of options on how to create it, because on the campus, we were only 5 students, and the other students were studying online. Hence, we could not make a group with them. Then our interesting group was formed – Alessio (our group leader), Petya, Olga, Sava, and me. We are 5 students with 3 different nationalities – such a good combination of Italian, Bulgarians, and Moldovan. After my research, I found what are the differences between Amazon's online store structure and physical store structure and why they exist. Also, I learned about different criteria and their performance within the organization.

The moment I understood that we are going to have group work, I felt excited, because of many reasons. First, it was one of my first days on the campus and I started to feel like a real student and the excitement still held me. Second, the 4 other students were unknown to me – I have not talked with them before in the previous term. Third, I was interested in this assignment, because my biggest passion is presentation, and I was so happy that I will present for the first time in English. I was thinking this is going to be good experience, because it was different from the other assignments, but at the same time challenging for me, because the group work was new thing for me. I think my colleges were felt very enthusiastic as well – they took the assignment responsibly and put a lot of contribution into it.

My experience with this presentation was useful and exemplary for the start of my presentation. In the beginning, I had a plan to start to read about Amazon as a whole and not only for my topic. I followed my plan, which was the best idea to make myself more confident. I read a lot of articles,

books, and journals. I collected information from many websites and created a document for the full vision of Amazon through my eyes. The establisher, Jeff Bezos, impressed me with his vision, strategies, and management tactics – because of his practical and critical thinking and strategies, with which his company is one of the most successful in the world. I was wondering how it is possible to manage such a big company, but the ‘two rule pizza’ gave me this answer. This is the secret of the Amazon’s success. When I became familiar with Amazon, I continued my studies hardly for my topic. During my work on the presentation, I had difficulties because at the beginning I did not know how to fix my ideas into a slide. I had a lot of information, and I thought a lot about how to construct it into the main ideas in each slide. After that, I made a table with criteria and results which helped me a lot. After each criterion, I put some highlights which made my work easy and with some additional information that was not in the slides, I did my job successfully. Before this research, I was not feeling too familiar with what could be the performance of a company. I enhanced my knowledge about Amazon at all.

I think the reason why our work ended well is that we split up the topics according to everyone’s strengths and wanted to work on it. I found when I work alone, I like to write about things which I am interested in, and these are my strengths. This rule is true for group works. The work took more time than we expected because we did not start to work on it on day 1 – we delayed until the middle. We had to start earlier to prevent the stress. The fact that we did not make a good plan brought us to these difficulties. We made research for our assignment, and we found 2 things, which can help us better understand the situation. Belbin’s team roles said that every person has stronger sides and weaker sides, which bring into the group. The conclusion of his model is that effective work in a team and pushing everyone when has problems help for the successful work and transformation of everyone’s strengths sides into a progression for the assignment. Another theory that can explain why we didn’t prevent this delay is Groupthink’. Group thinking is the thing, which people in the group raise different opinions to dominate decisions. If we were more critical about the planning of the work maybe, we could even perform better. Some characteristics of groupthink that were in our group were: ‘collective rationalization’ – we kept telling each other that it would work; and probably ‘illusion of invulnerability. I think being aware of groupthink in the future will be helpful in group work when trying to make decisions.

After my research, I learned about why Amazon is running its process easily. This is because of the well-planned hierarchical organisational structure for both type stores – online and this in Bluewater shopping centre. Jeff Bezos subordinated people from different areas to someone else to run the process smoothly and fast. Also, Amazon's website provides better promotion with advertisements and makes higher performance because of the great numbers of customers worldwide. On the other hand, the Amazon 4-star shop in Bluewater shopping centre connects emotionally the brand with the customers, makes the products tangible, creates your own opinion and experience in it, and makes good performance because of that the goods are selected based on the local customers' preferences and flexible approach to problems solving. The knowledge and skills I have gained throughout this assignment and presentation would have helped me to analyse any other organisations in the future. I developed myself in the researching and collecting information method. I think I did everything which was possible, and which could be effective in my presentation, and the feedback I have received from my tutor will be incorporated to improve the overall quality and understanding of the reflection

When I work with a group next time, I will discuss with them which are their strong sides. This is easy to be done and it will function like an icebreaker if the other people are unknown to me. After that I will ask to make overall plan for the work before to start it and what would be our aim and objectives. Potentially, I am going to suggest writing the introduction and the first part together to make sure that we are working in the same way. I am sure with this experience which I acquired will be enough to remind me to suggest this if anyone says we should divide up the work in the future. And at the end, I will make sure the whole group is part of the group thinking for better performance.

Student name: Sava Manchev

Student number: 2028706

I am a Business Management Student in my very first year of the course. We were asked to choose a group to work with and make a group presentation on Amazon's Bluewater Store. As this is the first time presenting in front of such a large audience even though many of the other students were online, I was very nervous and accidentally confused my PowerPoint slides and the text that I had prepared to present. I have quickly managed to correct my mistake and apologised, but I believe that created a bit of an awkward situation for me. This mistake is considered as "lack of focus" (PMC Training, 2021). Lack of focus often occurs when the presenter struggles to concentrate or because of stress skips a part of the presentation and jumps to the next one. In my case I have managed to quickly recover and realise where I was and continue to present. However, the class was looking at the slides and realised what was happening.

As this was my first presentation I felt insecure and stressed a lot when I confused my presentation slides. I almost lost my confidence. Such feelings normally make things worse however I managed to smile and continue to the other points. Standing in front of such an audience I felt a bit embarrassed and disappointed of myself as I have spent a lot of time and effort preparing for that presentation. "If you act as if you feel confident, your confidence will increase" (Morin, 2021), meaning that it is important to learn how to look confident, overcome the mistake and forget about all of feelings. Often feeling nervous play, a bad role and negatively affect your performance. Standing on the spot brings a lot of thoughts and feelings which is what happened to me. I believe the audience was very understanding at the situation and didn't laugh or make me feel uncomfortable which helped me to overcome the situation and continue to the other slides which I had prepared. If they started laughing or judging me I don't believe I would have been able to continue.

This situation has positives and negativities. The positive outcome of the situation is that I have managed to overcome the mistake and continued with the rest of the presentation. This has made me look confident and improved my confidence when speaking in front of an audience as it showed me that making a mistake is normal and can be fixed. It is also beneficial as it showed me that the audience is very understanding, and I will now be able to enter the room before presenting with more confidence and less stress.

The negativity of this situation is that it has most likely affected my overall performance and confused the audience and they lost track of the presentation.

According to the book 'Presentation Skills For Students,' this situation is considered as 'problem pauses.' It is something that "happens to all speakers occasionally, and if you have good notes, it won't be a serious problem" (Becker, 2016). This situation occurred because of stress and low confidence. I could have responded in a different way by just trying to engage with the audience and instead of apologising I could have improvised. This would have helped me to look more confident and convince the audience that it was all planned rather than looking as I made a mistake. Another reason for this situation was the notes that I have prepared. They should have been short and easy to follow which would have helped me to present my presentation in a much better way and with more confidence. It is likely that this situation occurred because of "fear of being negatively judged" (Elaine Powell, 2021). I was worried that I could be negatively judged which contributed to the situation and made me nervous which caused the confusion. Fear is the worst factor when it comes to presenting.

To conclude, a lot of people make mistakes when presenting even famous presenters that have auditions every day. It is important to learn how to make it look like it has all been planned and engage with the audience. When presenting it is important to acknowledge your mistakes and learn from them for the next time you are presenting. Practicing is also very important and can help to minimise the low confidence risk as the more you do something the better you become at it. It was all caused by fear of being judged but after discovering that the audience are not as judgemental as I thought it helped me to develop my confidence skills. I have learned a lot from this presentation and more specifically that you shouldn't concentrate on what other people are thinking of you while presenting but rather engage with them and keep their attention on what you have to say.

According to an article about presentation mistakes it is important to “not to apologise” and “own the mistake” which will make you look confident in front of the audience by taking responsibility (Smallman, 2021). Next time when such a mistake happen I will be more prepared and will not apologise but instead just continue which will make me look more confident and the mistake will be forgotten. I have planned to present in front of my family and friends more in order to make me more confident and learn how to deal successfully with any mistakes or situations that may occur when presenting. The more I practice the better I will become at dealing with such situations. With more practice I will also develop my confidence skills and won’t think too much about what the audience is thinking after I have made a mistake which will help me to concentrate and get back on track. “

Student name: Olga Bogacic

Student number: 2027454

I am currently studying Business Management and was asked to perform a group presentation. It was based on Amazon's store at Bluewater. My group was very prepared, and we managed to make an interesting presentation. However, I was reading too much from my notes which restricted me from performing to a high standard. When speaking in front of a lot of people I panic and forget what I have to say. Reading from my notes has prevented me from engaging with the audience and "shifts attention from the audience" (Public Speaking, 2021). I was unable to make a lot of movements and concentrated on presenting but rather focused on the notes which made me look unconfident and unprepared. I believe I didn't occur too confident by doing so and lost the interest of my audience.

The two main feelings that I felt while presenting were nervousness and losing my confidence. I felt unable to present what I had prepared and rather focused on reading from my notes which at that time felt like the safer option. I believed it will be more helpful to concentrate on the notes and ignore the audience as by doing so I won't be judged and won't forget to say something that I have already prepared. I didn't want to miss an important point so I decided to read. I felt like I was being silently judged and felt unprepared even though I did my best to practice at home which didn't appear to help me much. When standing in front of the other people in the room and having all eyes on me I felt like someone was concentrating on me and forgot what I had to say. According to an article "Your nervousness energy can be used to your advantage," which states that it is necessary to learn how to cope with the stress and turn it into an advantage.

The main reason for me having to read my notes when presenting I believe is nervousness. I concentrated on how people were looking at me more than on what I had prepared. Being nervous about presenting made me look unprepared and unconfident which led to me reading from the notes that I had prepared. Rather than focusing on the way I present my work I concentrated on the notes. This limited my ability to engage with the audience and restricted my improvisation. The feelings often have a negative impact on the work which is what happened to me. My body

language was also limited and couldn't move much which would have made my delivery of the presentation more interesting and engaging.

The delivery of a presentation is the most important factor for its success, "Presentation is a performance" (Fisher, 2020). In a performance the main factor is how the performer engages with the audience and how they deliver their words and whether they manage to attract people's attention. From this article I can reflect on my performance and see what needs to be improved in order to achieve better results and appear more confident when presenting next time. As the way I present is more important than what I have to say I will need to spend more time practising rather than reading from my notes. According to Business insider, it is beneficial to "delete those giant blocks of text and focus on delivering" (Business insider, 2021). Knowing what you have to say and managing to deliver it in an interesting way helps to engage with the audience and deliver your message. When reading from the notes you risk of losing the interest of your audience.

To conclude, my nervousness made me to forget what I had to say which draw me to my notes which didn't work out to my best interest. Having to read from the notes didn't make me more confident but rather showed the audience that I was unprepared which wasn't the case but occurred so. The nervousness that I felt contributes to my failure to concentrate on the audience. As I have never before presented I couldn't manage to engage with the audience which made me look unconfident. In future I will have to practice in front of an audience in order to be able to stand up and present without any difficulties and without looking for comfort in my notes. This presentation showed me the importance of being able to stand up in front of an audience and present. I have learned the right way to deliver a speech.

Next time when having to present I will spend more time on practicing and learning my script. I will avoid reading my notes and only have them with me to feel secure. I will avoid finding comfort in them and concentrate on what I have to say from memory. Concentrating on the audience rather than the exact words will help me to get a higher grade and more importantly will teach me what a successful speaker looks like. I understood that it is more important how you present your findings and it doesn't have to be exactly what I had written. I will improvise more and engage with the audience in order to achieve the desired result which is to look more confident and attract

the public. Body language will also be an area for me to improve in order to engage more with the audience.

Student name: Petya Zlatkova

Student number: 2028785

During my first university year, I was asked to present a group presentation. The topic focused on Amazon's store at Bluewater. We divided the group work equally and everyone did the part they were best at. Reflecting back on my performance, I could say that my body language while presenting was very limited and I didn't do my best to move around and engage with the audience. At some point I was only staying still and didn't use any of the body language gestures that would have grabbed the audience's attention. According to the 7-38-55 rule, body language is 55% of communication and words is only 7%, which leaves the other 38% for the tone of your voice (Michail, 2021). This means that it is more important how you present your presentation and how you communicate with the audience using body language as people often concentrate on that.

During my presentation I felt very confident and the center of attention. Everyone was listening to me and what I had prepared for them. The other class members allowed me to feel valued and good at what I was doing. At some point at the beginning of the presentation I felt a little anxious about presenting but managed to resolve the issue and appeared confident. The feeling of being listened to and valued gave me the strength to continue and try to interact more with the audience.

Evaluating my performance, the eyes and concentrating on the audience and more specifically looking at someone when speaking helps to interact with them and helps them to concentrate on you and what you have to tell them. "Your eyes are what you use to engage your listeners" (Presentations, 2021). I did try to keep eye contact with the audience but not moved much around to show positive energy. My movements were limited which could also be seen as a positivity as I the audience didn't have to keep looking around which could have made it difficult for them to follow me. Moving too much would have distracted them from my presentation and made them focus on having to follow me around. It is good to find the in between and manage to move enough to appear interesting and at the same time not move too much.

Reflecting back on my presentation, body language is very important and it makes most of the actual presentation, “The face may be the most significant channel of non-verbal communication” (Remland, M). I should have concentrated more on the way I use my body language to attract the attention of the audience. Even though they were listening to me I should have made a clearer facial expression what would have reflected on my findings.

“Counting on one gesture to convey an entire meaning is about as sensible as counting on one word to tell an entire story” (Kuhnke,2015). This suggests that gestures say what you have to say without having to speak. Body language is more important as it makes the words clearer and the audience knows how to react. For example, if I am trying to say a joke but look serious and depressed the audience is likely to be confused and not laugh because of what I am showing them. If my body language is more focused and serious I will not be able to have an informal reaction from the public. Everyone is likely to be serious and formal. However, if I was to move around, smile and make friendly gestures the audience is likely to look at me in a more informal way and freely laugh at the jokes I am trying to make. Body language appears to be very important in determining the seriousness of the presentation topic and the cause of it. The tone of voice and body language make up most of the presentation and give words heads up on how the audience will accept the presenter.

To conclude, I have managed to attract the audience’s attention and interact with them to some extent. My eye contact was good to an extent but needs to be improved as I need to be able to keep looking at around the audience and not only focus on some people. Also, I need to move around more and appear as a more energetic presenter. Showing my facial expressions that should be appropriate and relatable to the words that I say will increase the interest of the audience and get me more credit. Good body language often helps people to have a clearer understanding of what you are telling them.

On my next presentation I am planning to have more energy which will help me to keep the audience focused on me and on what I have to say, “drink a cup of coffee and amp it up” (Body Language,2021). Having a cup of coffee before the presentation will give me more energy and

improve my movements which will make me a more interesting presenter. That will break the ice between me and the audience and improve my performance. I am also planning to read more books on how to use body language more effectively and what are the best movements to make while presenting. Being more energetic normally catches the eye and keeps the audience focused on you. I will also be using my everyday life activities to reflect on my body language and the affect it has on the people in order to find the best way to behave while presenting next time.

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