

# **INTRODUCTION THE MODERN WORKPLACE**

**Adelina Sisianu**

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## Introduction

The Covid-19 pandemic has affected the business environment all over the world and the business industries are suffering from the pandemic situation in the current stage. The current pandemic has affected the economic stability of the business as well. The industries have lost their annual business revenues from the market for the pandemic. Due to the pandemic, the business houses have lost their profitability structures and their employee engagement with their organizations. At the same time, the retail industry is also facing different potential issues similarly. In order to recover from the present pandemic situation and develop business revenues, Amazon has structured their new business strategies for regaining its market profitability. Amazon is one of the established retail companies worldwide. The report is going to present the current structure, behaviour, cultures of Amazon that has influenced the sales growth of the company. Along with that, the company's behavioural approaches influence on sales growth is going to be evaluated in the report. The aim of the report is to demonstrate the current profitability factors of Amazon.

***“With evidence, to what extent do you believe that Amazon's structure, cultures, and behaviours have influenced them to achieve 44% additional sales and 220% profit in the first quarter of 2021? “***

Amazon is the better-established company that has flourished their business market all over the world. The company launched a different structure and format for giving different aspects to the current retail industry and produced innovative sales structures. Amazon has developed their sales market and sales oriented structures for expanding the business profitability in the business market. Amazon has firstly focused on online retail marketing and flourished its businesses on an online platform. In the current pandemic, the company has developing their online payment structure for increasing business stability (Amazon, 2021a). After the Covid-19 outbreak, the company has reformed their business structures with the online setup. However, by developing online platforms, the company is maintaining their profitability and business sustainability in the current pandemic. Kim (2020) opined that implementing digital sales and digital marketing concepts into the organizational environment had increased the effectiveness of sales profitability in the current situation. Moreover, by developing the business market with a different marketing strategy, Amazon has started adapting several advertisements and business development concepts. In order to develop the marketing strategy and ensure current sales growth, the

company is focusing on modifying its structural, behavioural and cultural aspects within its organizational environment.



**Figure 1: Top digital marketing process of Amazon**

(Source: Amazon, 2021a)

The business development aspect of an organization has been completely dependent on its current business structure. A well-structured business planning and business execution process can be reliable for enriching business processes in the business market. However, Amazon is a progressive retail company in the current business industry. The company is maintaining their business structures by prioritizing its customers' choices in the market. Apart from that, presence of an well-structured business structure is developing an organizational capability to gather more business profitability in the current business environment. The basic business structure of Amazon is that it has a complete hierarchical oriented organization that incorporates geographic divisions and functional-based groups. The company is maintaining their functional team for executing its functional oriented business structure into the organizational environment. The hierarchy of the company has divided their business functions within the responsible leaders and appropriate business units. The company is maintaining their hierarchical structures for executing better employment aspects within the organizational environment. Pellicelli and Bosso (2017) stated that the innovative business process and business models have been used to expand business management for ensuring business growth. In order to maintain the developed structure of an organization, a well-planned business structure is being needed for the organization. However, Amazon is maintaining their business structures with developed and advanced features.

Organizational cultures inspire the employees to work efficiently and for that reason, the productivity measures of the employees are positively affected. Business culture development is increasing the continuous improvement measures of customer's experiences and employees performance ability in the business environment. Amazon maintains organizational cultures with a performance-driven environment which has motivated their employees to deliver their best productivity. However, depending on that the organization can expand their brand loyalty and brand awareness creation measures. Brand awareness is a factor in increasing the business profitability of the company in the current pandemic market. In addition to this, Amazon maintains different guidelines and principles of leadership. The principle of leadership has increased employee's efficiency at work and expanded more customer problem-solving measures in the organizational environment (Aboutamazon, 2021). Moreover, by continuing the leadership principles, the company is getting high levels of profitability from the business market. The reason behind the success is that well organized and well-trained leaders can be able to develop employees' motivation for giving their best products to their company. Depending on that the company has measured their business profitability in the business market.



**Figure 2: Brand awareness strategy of Amazon**

(Sources: Amazon, 2021b)

Maintaining behavioural aspects in the organizational environment is needed for expanding business success and business development features in the current market. Randel *et al.* (2018) stated that increasing the diversity process into the organizational environment has increased employees' motivations and created different values of that organization in the business market. Depending on the organizational behavioural aspects an organization can be able to deliver essential quality experiences to their customers. Along with that, the business behaviours are increasing organizations ability for developing customers' engagement with their business. According to the statement from Amazon's websites that Amazon is maintaining several business behaviors for developing internal organizational environments in the business market. The

company is obsessed with its customers rather than its competitors along with that, the company are using the cognitive behavioral approaches for developing behavioural psychology (Amazon, 2021b). Along with that, the market leadership aspects have been generated by the company to reduce their risk-oriented issues in the business market. However, the company is farming their format of employee engagement for increasing employees attention and motivation towards their company. Amazon is empowering their employees with engagement features as they are able to build their business development objectives on that. Therefore, the behavioural aspects of the employees can be reliable for expanding organizational profitability and success. The company is maintaining their behavioural aspects of generating better performance-oriented measures within employees and producing new innovative strategies for developing their business success. In the current pandemic situation, the company is facing a huge amount of loss in the market. At the same time, the company has generated the approx maximum amount of profitability in the current online retail market. In terms of profitability, Amazon has gained 49.9 billion U.S. dollars business revenue globally in the current online segment which has been defined by the sales success measures of the company in the first quarter of the year (Statista, 2021a). However, by developing the online store segmentation, the company has promoted their additional sales profitability of 44% of revenues globally.

| Characteristic ↕ | Online stores ↕ | Physical stores ↕ | Retail third-party seller services ↕ | Subscription services ↕ | AWS ↕  |
|------------------|-----------------|-------------------|--------------------------------------|-------------------------|--------|
| Q4 '17           | 35,383          | 4,522             | 10,523                               | 3,177                   | 5,113  |
| Q1 '18           | 26,939          | 4,263             | 9,265                                | 3,102                   | 5,442  |
| Q2 '18           | 27,165          | 4,312             | 9,702                                | 3,408                   | 6,105  |
| Q3 '18           | 29,061          | 4,248             | 10,395                               | 3,698                   | 6,679  |
| Q4 '18           | 39,822          | 4,401             | 13,383                               | 3,959                   | 7,430  |
| Q1 '19           | 29,498          | 4,307             | 11,141                               | 4,342                   | 7,696  |
| Q2 '19           | 31,053          | 4,330             | 11,962                               | 4,676                   | 8,381  |
| Q3 '19           | 35,039          | 4,192             | 13,212                               | 4,957                   | 8,995  |
| Q4 '19           | 45,657          | 4,363             | 17,446                               | 5,235                   | 9,954  |
| Q1 '20           | 36,652          | 4,640             | 14,479                               | 5,556                   | 10,219 |
| Q2 '20           | 45,896          | 3,774             | 18,195                               | 6,018                   | 10,808 |
| Q3 '20           | 48,350          | 3,788             | 20,436                               | 6,572                   | 11,601 |
| Q4 '20           | 66,451          | 4,022             | 27,327                               | 7,061                   | 12,742 |

**Figure 3: Global net revenues of Amazon in 3rd quarter of 2021**

(Sources: Statista, 2021a)

The company is promoting their business market and business process by depending on the online business stores for generating current business revenues. Along with that, the business process is helping the company to maintain their business employees' motivational leadership capabilities in the organizational environment. The global net revenues of the company have portrayed the successful measures and success rate of the company in the current business market.

***“In your opinion, based on a behavioural approach, discuss various factors with evidence that have influenced individual behaviour at Amazon towards their mammoth sales and profit. “***

A well-managed behavioral approach of an organization has been explained as the key success factor in the current market. Developing behavioural approaches within the organizational environment an organization can be able to enhance their business growth and opportunity developing measures in the business market. Alotaibi *et al.* (2021) opined that developing behavioural approaches into the business environment has been influenced by managing business ethics and services quality for expanding business success. However, by depending on that an organization can increase their efficiency of engaging their target audiences with their business. Developing business ethics within employees can expand the organization's ability to gather more customer experience measures in the current era. In order to develop the sales and profitability measures of the organization in the current situation, ***Amazon highly relies on negative and positive reinforcement behavioral approaches***. Behavioural approaches define the ways of creating new brand values and brand identity measures in the market. Along with that, adapting behavioural elements in business is helping an organization to promote their business success measures in the business market. According to Amazon business ethics, the company has followed the social system aspects and different customer service measures in the business market in order to highlight their positive reinforcements towards their target audiences. Positive reinforcing approaches involve reinforcing a behavior to increase its likelihood of occurrence in the future. The factors influence the core business values and quality perspectives of the company. In order to develop the performance ability of the employees in the business market, the company adapts differentiating factors to establish their business values in the business market and influence individual behavior.

Developing employee performance measures and maintaining employee's high productivity, the task-oriented approach is also emphasized upon in Amazon. The adopted approaches highly contribute in increasing employee's growth and effectiveness in tier performance measures. However, by developing the effectiveness factors, the company flourishes their planning and assignments tasks for expanding employee's skills. Park *et al.* (2017) articulated that task-oriented approaches increases employee's ability to measure business intelligence and communications technology in the organizational environment. According to the author, the approach helps to develop employees' communication abilities and technological knowledge in the business environment. On the other hand, Marlow *et al.* (2018) contradicted that task-oriented approaches have improved employees performance abilities by which they have developed their tasks without failures. Understanding task requirements and identifying potential factors of tasks are developing employees' ability to enhance their successful performance measures. However, by justifying these factors, Amazon has modified their behavioural approaches in the current business market for increasing its business profitability in the business environment. Task-oriented approaches are enhancing a company's employee's capability to build a new team and developing communication measures for achieving different opportunities in future.

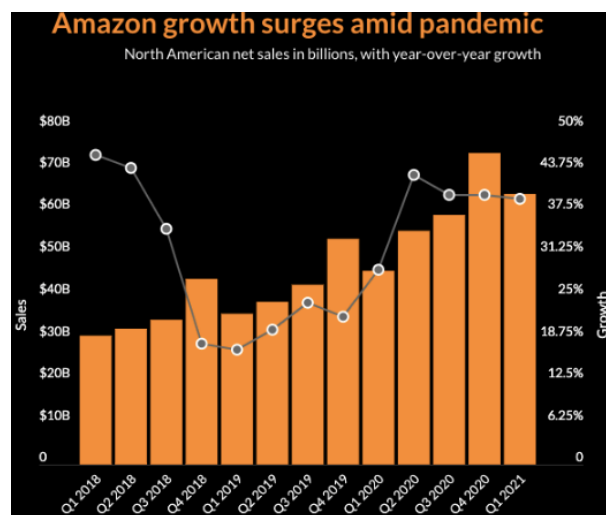


**Figure 4: Amazon's sales growth rate**

(Sources: Amazon, 2021b)

Understanding employees' primary needs and measuring new implementations depending on their needs is the best way to adapt proper key behavioural approaches in the business environment. Developing employee satisfaction, employees motivations are helping an organization to mitigate their business goals in the current state. Besides this, an organization is able to understand their employees' needs and satisfactory approaches, and then the company can have more success and opportunity in their business extension. Lončar (2017) stated that

implementing strategic thinking and approaches for producing employee's needs into the organization for the management area has increased the operational performance abilities in the retail industry.

In the past decade, Amazon has used the B2B business approaches whereas the company is currently focusing on the B2C business approaches for expanding customers' collaboration with their business. However, by the B2C business approaches the company is straightening gathering more market opportunity and market stability in the current business market which is justified for Amazon sales profitability in the market.

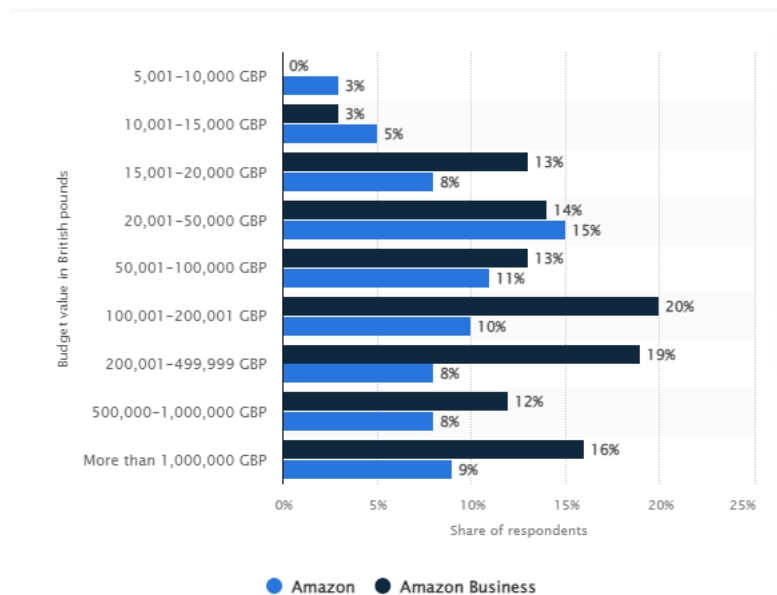


**Figure 5: Amazon's market share on B2B business approaches**

(Sources: Statista, 2021b)

According to a 2021 survey, Amazon has started spending their maximum amount of business investment percentage to increase B2B business buyers with their business environment (Statista, 2021b).

## Conclusion

After the outbreak of the Covid-19 pandemic, the overall business environment and industries have faced a maximum amount of loss in business. During the pandemic the business structures and business process of the organizations in the business market. After the pandemic, the whole business structure has been transformed into the digital market contrast and maintaining their business sustainability by online platforms. Amazon is the most successful and established retail company in the current business market. The company has faced huge losses in that time of the

pandemic. In order to reduce their potential loss issues and produce their sales market profitability, the company has transformed their business into an online-based business store. The report has presented the organizational culture, structure and behavioral aspects of Amazon and its effects on their sales profitability. Along with that, the behavioral approaches and different factors of behavioral approaches have been portrayed in the report for illustrating Amazon's sales growth in the current situation. An elaborate discussion about the current sales rate of Amazon has been evaluated in the report.

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