

LEADERSHIP AND MANAGEMENT, THEORY AND PRACTICE.

Effectiveness of Jeff Bezos leadership qualities

Presented by :

Z. Karakitukova	1922160
R. Chomezova	1914973
I. Medarev	1929485
D. Shapshalova	1907713
V. Nikolova	1920484

INTRODUCTION

- Jeff Bezos ability to absorb varied experiences enabled him to think in novel ways and boost the potential for invention.
- He considered conducting novel ideas with the assistance of the web to bring shopping system into digital mean.
- COVID-19 hits the global economics even harder compare to the Great Depression- 1930 but, Amazon is still in right trace to enhance sales by 70% because of unique leadership approach of Jeff Bezos.

Introduction

Jeff Bezos ability to absorb varied experiences enabled him to think in novel ways and boost the potential for invention. Even before the web was genuinely appreciated, Jeff Bezos considered conducting novel ideas with the assistance of the web to bring shopping system into digital mean. One attribute trump possesses is the capacity to think about plans and exploit the plan successfully. The recent pandemic hit the global economics even harder compare to the Great Depression- 1930 but, Amazon is still in right trace to enhance sales by 70% because of unique leadership approach of Jeff Bezos (Kantor and Streitfeld, 2015). Oxfam shocked with the Bezos' approach and leadership practiced as he generated huge money during the

global crisis. Thereby, this presentation usually reflect the capabilities and leadership style practiced by Jeff Bezos to exploit Amazon's ambition at global level.

LEADERSHIP SKILLS AND QUALITY OF JEFF BEZOS

Leadership Skills of Jeff Bezos

Jeff Bezos having some exceptional leadership attributes and skills that take him to top-notch position in e-commerce industry and some of the major skills and traits of Bezos are:

Ability to Embrace New Experiences:

Jeffrey Amazon's ability to absorb diverse experiences enabled him to think in novel ways and boost the potential for invention. (Neate, 2020).

Bezos is often regarded as a transformative and mission leader as he led the Amazon to one of the valuable global brands during pandemics where other prominent brands are struggle to survive.

Leadership Skills of Jeff Bezos

Ability to Embrace New Experiences:

Before the web was genuinely appreciated, Jeff Bezos considered conducting novel ideas with the assistance of the web and digital platform to serve the customers and other essential goods and services through e-commerce sites (Neate, 2020).

LEADERSHIP SKILLS AND QUALITY OF JEFF BEZOS

Persuasion and Influencing Skills:

Jeff Bezos usually persuade the workers to focus on improving and enhancing existing expertise to improve performance. Here, he influence workers to use their skills to obtain overall business goals.

A Man with Human Skill:

Jeff Bezos shows capabilities that helps to collaborate with employees. Bezos attempts to understand people's demands and find out what want even by ringing the cash machine

Persuasion and Influencing Skills:

Jeff Bezos is among the world's largest business revolutionary leaders. Somebody establishes the firm's ideals, ideas, and principles, and afterward convinces the people to adopt those ground rules.

A Man with Human Skill:

Jeff Bezos tries to bring out the best of his employees by providing them proper training. Moreover, the above skill allows someone to be conscious of both as well as others' opinions on many situations. (Cook et al., 2020).

LEADERSHIP SKILLS AND QUALITY OF JEFF BEZOS

Leadership Qualities of Jeff Bezos

Prioritizing Customer Service:

Jeff Bezos also thing about its customers for example, he is among to introduce black Friday concept where customers get their desire items at reasonable low price.

Having a Small Group or Team:

At first, Jeff Bezos takes initiative is to create a group of five to seven people who are self-confidence and bring new ideas.

Leadership Qualities of Jeff Bezos

Prioritizing Customer Service:

This is a distinguishing feature of his management. Jeff Bezos is well-known for this empty seat custom, based on a 2012 Forbes story. (BERNET, 2021).

Having a Small Group or Team:

Jeff Bezos focused a team diversity and peer-to-peer support where people of varied skills are bounded with better relationship.

LEADERSHIP SKILLS AND QUALITY OF JEFF BEZOS

Customers Should Come First:

Jeff Bezos focuses on client happiness rather than wasting time devising ways to get a competitive advantage.

Take Risks for Market Leadership:

It takes Amazon three attempts to launch its commercial system. He made this system effective and customer friendly as well.

Customers Should Come First:

Perhaps one of Bezos' strongest leadership behaviors is to concentrate on consumers instead of rivals. He always prioritizes his customers. (Burfeind, 2019).

Take Risks for Market Leadership:

Users should take a risk with a 10% chance of winning hundred times overall time, Bezos stated in this inaugural yearly message.

LEADERSHIP SKILLS AND QUALITY OF JEFF BEZOS

Make Employees Think like Owners:

Jeff Bezos encourage staffs to understand that Amazon's capacity to keep and recruit a committed colleagues, who each would act as, and thus be, an entrepreneur, will be essential to promote the goals of the company.

Three Big Ideas:

Bezos's commitment to three core concepts such as to prioritize clients, to innovate, and to be patient that promote the employee's performance which is route of his success. (Bergmooser et al., 2020).

Make Employees Think like Owners:

Its other management ability is the ability to make the staff believe they are entrepreneurs. He sets high standards for him and his customers and try to achieve goals together.

Three Big Ideas:

Bezos led its team with three nation and the first notion is to prioritize clients, the second is to innovate, and the quarter is to be patient that promote the employee's performance (Bergmooser et al., 2020).

LEADERSHIP THEORIES IN APPLICATION

The trait theory of leadership

- The behavioural model refers to a leader as well as the characteristics somebody demonstrates. Some features make managers more successful.
- Staffs are desired to follow him due to the success of Bezos in eloquently communicating those ideas.
- Jeff Bezos with this leadership assigned individuals different roles, and focuses on skills development as part of business goal achievement.

2. Leadership Theories in Application

The trait theory of leadership:

The behavioral model refers to a leader as well as the characteristics somebody demonstrates.

Some features make managers more successful. Amazon, for instance, was familiar with its charm. People desire to follow him due to the success of Bezos in eloquently communicating those ideas. The trait activation model relies on the traits of several achieved and ineffective managers and is used to forecast performance (Kember, 2021). The generated lists of features are then matched to those of future candidates to estimate respective odds of success or failure.

Thereby, Bezos with this leadership assigned people different roles, and focuses on skills development as part of business goal achievement.

LEADERSHIP THEORIES IN APPLICATION

Behavioral Leadership approach.

- Behaviorism focuses on the idea that all behaviors are learned through interaction with the environment.
- Behaviorism, as the title indicates, focuses on how people act in keeping everything on track.
- Jeff Bezos makes choices based on the attitudes of employees and exploit the attributes of staffs to enhance their performance level.

Behavioral Leadership approach: Two Categories

- Mission Behavioral traits
- Folks Behavioural traits

Behavioral Leadership approach.

Behavioral theory is about how to act and believes that such characteristics can be imitated by other managers. The manner theory contends which are not born effective but may be increased through teachable behavior. (Pfeffer, 2016).

Leader behavior is generally grouped into two broad categories:

Mission Behavioral traits - Mission managers are more dominating and provide a unique plan, rules, directions, and guidance to employees for them to identify specific responsibilities and govern specific duties to further specific objectives.

Folks Behavioral traits - Person leaders care about the subordinates'

feelings and respect for them. This attention can be seen in the president's decisions and behaviors (Stone, 2013).

In various settings and for unique job reasons, each of those approaches is successful or advantageous to the company. Organizing, for instance, is often more efficient in smaller or start businesses, but personal direction is more common in bigger firms.

LEADERSHIP THEORIES IN APPLICATION

Transactional Leadership theory

Jeff Bezos with transactional leadership encourages his employees to give up ego and also he focused on need organization, training, and supervision to execute Jeff Bezos timely. If a follower does what has been expected, Bezos rewards the follower with better reward policy. But, also the punishment will be launched against any one who are not maintain the system and policy of the firm. He usually focus on four aspects while using this style and these are:



Transactional Leadership theory

Transactional leadership theory holds that leaders give workers what want in place of receiving what people desire. Jeff Bezos here persuades his employees to give up ego and also he focused on need organization, training, and supervision to execute Jeff Bezos timely. If a follower does what has been expected, Bezos rewards the follower with better reward policy. But, also the punishment will be launched against any one who are not maintain the system and policy of the firm.

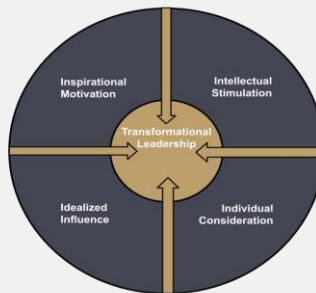
Transactional Leadership Theory Four Aspects:

- 1** Dependent Incentives: Bezos connect the aim to the bonuses, define objectives, give needed supplies, set previously agreed objectives, and provide different types of rewards for good achievement. Companies established SMART objectives for the employees.
- 2** As a relational leader, Bezos keeps track of those employees, looking for breaches of regulations and guidelines and taking proactive action to avoid errors.
- 3** Quiet Leadership by Outlier: Business executives only engage when measures are not put or output falls below what. Authorities may even resort to punishments in response to poor performances.
- 4** Bezos sets up a setting in which followers have several possibilities to decide things. Because the leader cited earlier responsibility and delays take choices, the team frequently lacked focus (Taufik, 2022).

LEADERSHIP THEORIES IN APPLICATION

Transformational Leadership Theory

Jeff Bezos with transformational leadership create a customer-drive environment by dividing the workplace into some small teams, focused on different tasks to be completed through the teams, ensuring effective communication and promoting the capabilities of the staffs through group learning. The key aspect of this leadership are:



Transformational Leadership Theory

According to Anderson, (2017), “transformational leaders who engage with followers such that they raise one another to higher levels of motivation and morality to promote the innovation and business goals.” Jeff Bezos with transformational leadership create a customer-drive environment by dividing the workplace into some small teams, focused on different tasks to be completed through the teams, ensuring effective communication and promoting the capabilities of the staffs through group learning. The key aspect of this leadership are:

Idealised Influence

The leader here influence employees as role modelling where he or she shows better attitudes and behaviours to influence the workers.

Inspirational Motivation

Leaders like Jeff Bezos inspire employees to win their hearts where he generates a compelling vision and promoting teamwork obtain overall goals.

Intellectual Stimulation

Jeff Bezos here develops and supportive business environment to promote the innovation process and to drive the mission of the company to forward.

Individualized Consideration

Jeff Bezos here inspires employees with all the support and finance that help them to overcome the fear and obtain the ambition of Amazon (Cetin and Kinik, 2015).

Transformational leadership theory holds that leaders give workers what want in place of receiving what people desire. Jeff Bezos here persuades his employees to give up ego and also he focused on need organization, training, and supervision to execute Jeff Bezos timely. If a follower does what has been expected, Bezos rewards the follower with better reward policy. But, also the punishment will be launched against any one who are not maintain the system and policy of the firm (Lussier and Achua, 2015).

LEADERSHIP THEORIES IN APPLICATION

Transactional or Transformational Which Leadership is Close to Jeff Bezos

- Bezos move with transformational leadership because it suits with the current business environment of the Amazon.
- This leadership approach help him to exploit employees skills and calibers to bring innovation.
- Bezos with transformational leadership style promotes the attitudes and performance of staffs to obtain ambitions and mission of Amazon.

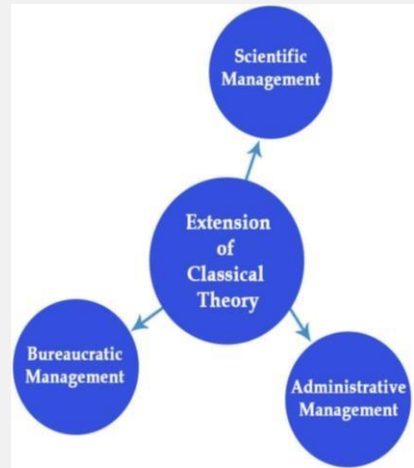
Transactional or Transformational Which Leadership is close to Jeff Bezos

Transformational leadership skills brings out the best from the people who leads them. Jeff Bezos has all the qualities that a leader posses. He motivates and encourages his employees so that they can give the best of them. Jeff Bezos attracts new talents and ensure a learning environment with the transformational leadership that drive the company to success. (Cetin and Kinik, 2015).

MANAGEMENT THEORIES AND PRACTICES OF JEFF BEZOS

The classical approach

- The classical theory focused on business strategy where workforces are primarily driven by their physical requirements and financial rewards.
- Amazon usually focused on corporate culture frequently include ample opportunity for workers to be compensated for about efficiencies with rewards.



The classical approach

With this approach, Bezos tends to focus on centralization, labor skill sets, and rewards to maximize employees' satisfaction and, as a result, drive earnings. Workforces are divided into three tiers of power: higher execs, managers, and supervision (Abatecola and Cristofaro, 2019).

MANAGEMENT THEORIES AND PRACTICES OF JEFF BEZOS

Human behavior approach

- The behavioral approach suggests that the keys to understanding development are observable behavior and external stimuli in the environment.
- A behavioural leader like Bezos exercise business strategy that assesses managers based on actions in the company. Theorists' learned a fixed set of actions is that is needed to become a good leader (Rubin, 2013).

Human behavior approach

According to the social justice concept, a ruler is determined by actual conduct rather than inherent intrinsic features. Watching and measuring a party's beliefs as well as actions in response to a particular scenario is central to the trait theory concept. (Rubin, 2013).

MANAGEMENT THEORIES AND PRACTICES OF JEFF BEZOS

People-oriented leaders

- Jeff Bezos prioritizes activities that help his teams to meet the diverse needs of stakeholders.
- Employees are normally motivated by social working relationships and Jeff Bezos ensures friendships with other colleagues to encourage them to excel.

Task-oriented leaders

Jeff Bezos flourishes strictly and frequently demonstrates domineering conduct. Entrepreneurs are normally more conscious of the results of the squad than of the everyday design phase.

People-oriented leaders

Folk leaders prioritize activities that enable them to meet the diverse needs of those with whom they interact, such as managers, colleagues, and customers.

Task-oriented leaders

Mission leaders are chiefly worried about meeting customer needs. They focus more on the priority of the customers. (Abatecola and Cristofaro, 2019).

Participative leaders

Jeff Bezos persuades his line managers to look at the needs of respective teams and distribute assignments appropriately, which is the result of highest sales and a record £10 billion personal earning. (Jackowski, 2018).

Status-quo leaders

- Status-quo leadership style supports the leaders to motivate staffs to meet their responsibilities as per the schedule while also supporting and encouraging their teammates.
- Activity about leaders often fulfils the player's necessities without persevering.

Participative leaders

Inclusive leaders strive to involve its entire squad in judgment procedures. Companies like Amazon place a premium on constant dialogue, cooperation, and criticism that explode the performance level of the staffs.

Status- quo leaders

Status quo leaders always stick to their plans. They try to operate the company the way it always has been.(Jackowski, 2018).

Paternalistic leaders

- Paternalistic leader attempts to be firm yet fair, similar to that of a dad with a child.
- Jeff Bezos puts some main objectives such as adaptable and innovative ideas development which are route of his effective leadership. (Rubin, 2013)
- With this leadership Bezos can usually establish apparitional targets and praise teammates who meet them.

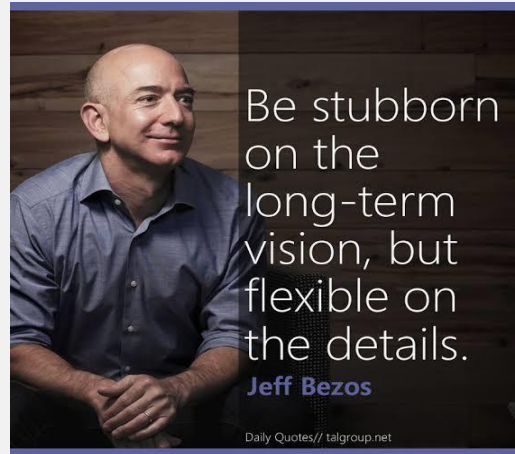
Paternalistic leaders

Paternalism managers are the main objective but ready to be adaptable. With this leadership Bezos can usually establish apparitional targets and praise teammates who meet them (Rubin, 2013). The reorganization of teamwork skill sets provides opportunities for career growth.

The leadership and manager approaches such as human behavior, task-oriented leadership and participative leadership are followed by Bezos which lead the company to increase record sales and income that shock the business world as most of the big-name brands are on the track of extinction.

CRITICALLY ASSESSMENT OF LEADERSHIP PRACTICE AND PERSPECTIVE

Caring for its customers to its employees, Jeff Bezos leadership style inspires employees to create a business that thrives through all odds. He usually inspires employees for long-term goal achievement and meet the mission and vision through better customer services. (Rubin, 2013)



Bezos has the ability of innovation and has creative ideas. He believes in proper planning and implement them in proper way. He thinks that if someone doesn't clearly deliver the message then one can surely expects mistakes. The knowledge of the market condition matters him the most. (Rubin, 2013)

CRITICALLY ASSESSMENT OF LEADERSHIP PRACTICE AND PERSPECTIVE

The leadership practices and perspective played by Jeff Bezos.

- Jeff Bezos' lengthy ambitions of promoting business where employees focused on customers' want and need to be meet.
- Jeff Bezos was able to expand the business and develop over time because of his capacity to invent and dream.
- Employees desire to follow him due to his success in eloquently communicating those ideas.

Critically assessment of leadership practice and perspective.

The leadership practices and perspective played by Jeff Bezos I.

Bezos is often regarded as a transformative and mission leaders. A link is formed between Bezos' lengthy ambitions and the customers' want and need to better serve by Amazon. Jeff Bezos was already able to assist

the business expand and develop over time because of his capacity to invent and dream (Taufik, 2022). People desire to follow him due to his success in eloquently communicating those ideas. The trait activation model relies on the traits of several achieved and ineffective managers and is used to forecast performance (Gradinaru et al., 2020).

CRITICALLY ASSESSMENT OF LEADERSHIP PRACTICE AND PERSPECTIVE

- Bezos having transformational leadership by which he motives his staffs with all the rewards and support to secure business goals and objective more than employees though possible. (Neate, 2020)
- Jeff Bezos is working with his team to transform Amazon and fining a way to become innovative.



One of the recent examples is that Bezos earned £10 billion as well as the company generate 70% revenues during the pandemics because of his transformational leadership style (Neate, 2020).

CRITICALLY ASSESSMENT OF LEADERSHIP PRACTICE AND PERSPECTIVE

The Leadership Perspective of Jeff Bezos

Jeff Bezos with his leadership roles completed some of the key tasks like creating a customer-drive environment by dividing the workplace into some small teams, focusing on different tasks to be completed through the teams, ensuring effective communication and promoting the capabilities of the staffs through group learning. On the contrary, Most of the business leaders fail to follow these practices which show the different with Bezos where he able to generate record £10 billion in single day. (Lussier, 2015)

The Leadership Perspective of Jeff Bezos

His visionary leadership has made him one of the most successful leaders in the world. His leadership perspective has made Amazon a market leader. Now the employees of Amazon are more than 5 lakhs. Amazon derives most of the benefits from human resources and also works for the improvement of the employees. (Lussier, 2015)

CRITICALLY ASSESSMENT OF LEADERSHIP PRACTICE AND PERSPECTIVE

Leadership Practices Followed by Jeff Bezos

Some of the key practices that Jeff Bezos follow while managing her leadership roles are:

- Openness to new thinking.
- Talent for broadening minds.
- Commitment to active listening.
- Tolerance for intelligence risks.
- Willingness to accept responsibility.
- Trust in team members.
- Ability to inspire participations.



Leadership Practices Followed by Jeff Bezos

Some of the key practices that Jeff Bezos follow while managing her leadership roles are:

- ☐ Innovating and Generating Ideas
- ☐ Talent for broadening minds.
- ☐ Two pizza team rule
- ☐ Obsession for customers and not for competitors
- ☐ Accepting Failures
- ☐ Trust in team members.
- ☐ Motivating Others

THE LEADERSHIP OF JEFF BEZOS, FOUNDER, AND CEO OF AMAZON.

What is Jeff Bezos' Leadership Style?

- Jeff Bezos is able to propel the venture into a multibillion-dollar cultural icon because of its unique leadership styles.
- Jeff Bezos is regarded as the star of the show to turn Amazon as most of the valuable brands in the world with his leadership style. (Murphy, 2015).
- Bezos follows transformational leadership style where he motivates staffs to go with vision by bringing innovation and committed to the values and brand pro

The leadership of Jeff Bezos, founder, and CEO of Amazon.

What is Jeff Bezos' Leadership Style?

With no need for suspicion, Jeff is a vital instance of the new management. Jeff Bezos was able to propel the venture into a multibillion-dollar cultural icon. Even though success was the outcome of a remarkable effort

by workers, partnership CEOs, as well as hundreds of workers, Bezos might be regarded as the star of the show. Bezos usually here follows transformational leadership style where he motivates staffs to go with vision by brining innovation and committed to the values and brand promotion of the company (Murphy, 2015).

THE LEADERSHIP OF JEFF BEZOS, FOUNDER, AND CEO OF AMAZON.

What are Jeff Bezos' Leadership Principles?

- Jeff Bezos' his inventiveness and predictable attitude, enables him to promote innovation and technologies at workplace.
- Jeff Bezos' concepts that he demonstrated during his stint as CEO. (Anderson, 2017)
- The leadership principles of the Bezos are visionary, brining innovation, collaboration, communication persuading the inner cabalists of staffs.

What are Jeff Bezos' Leadership Principles?

Jeff Bezos' type of leader, together with his inventiveness as well as predictable attitude, enables them to discuss topics and make new ways, negotiate potential sides, as well as produce practical technologies. Here are a few of Jeffrey Bezos' concepts that he demonstrated during his stint as CEO. Bezos emphasises on innovative skills of the staffs to carry the vision and mission of Amazon at highest level of e-commerce sites (Neate, 2020).

THE LEADERSHIP OF JEFF BEZOS, FOUNDER, AND CEO OF AMAZON.

Embrace Failure

Considering the sorrow and loss which accompany loss, Jeff Bezos has a new face on getting, avoiding, as well as celebrating it. Bezos comes out in a message to Kindle investors, "One place where That believe humans are very unique is failing." (Murphy, 2015).

Embrace Failures

Accepting failures and learn from the mistakes is Bezos's keys of success. Bezos is also a risk lover and he encouraged his employees to take risks and accepts whatever the outcome would be. (Murphy, 2015).

THE LEADERSHIP OF JEFF BEZOS, FOUNDER, AND CEO OF AMAZON.

Customer Always Comes First

- Jeff Bezos is aware from the beginning that he intended to meet customers value.
- Jeff Bezos' leadership style like transformational bringing greater value to the customers.
- Jeff Bezos is regarded as the star of the show to turn Amazon as most of the valuable brands in the world with his leadership style.

Customer Always Comes First

Customer service is a marketing approach that focuses mainly on the interactions with the company. However, Jeff Bezos' leadership style like transformational bringing greater value to the customers. Company's success mostly depends on customer satisfaction. A proper way of satisfying customer leads the team to glory. And Bezos works on that very well (Ashwini and Varma, 2021).

THE LEADERSHIP OF JEFF BEZOS, FOUNDER, AND CEO OF AMAZON.

Other Key Leadership Principles of Jeff Bezos:

- Focused on innovation.
- Make high-quality decisions early in the day.
- Learn and be curious.
- Insist on the highest standards.
- Self-acceptance and humility.

Other Key Leadership Principles of Jeff Bezos:

Some of the key leadership principles that Jeff Bezos are:

- Innovation makes success.
- Make high-quality decisions early in the day.
- Learn and be curious.
- Insist on the highest standards.
- Self-acceptance and humility.

CONCLUSION

- Jeff Bezos is radically promoted ecommerce sites like Amazon, which completely transformed the shopping behaviours of customers digitally. (Bernet, 2021)
- He also follows an effective management practices such as promoting human behaviours and also following transformation leadership styles that may increase sales during COVID-19 pandemics and record single day earning for Bezos.

Conclusion

Bezos's unique ideas and morals makes him what he is right now. He is one of the top leaders and richest men in the world. He inspires the young leaders and entrepreneurs a lot. He is considered as a role model of business leader. (Bernet, 2021)

REFERENCES

- Abatecola, G. and Cristofaro, M., 2019. Ingredients of sustainable CEO behaviour: Theory and practice. *Sustainability*, 11(7), p.1950.
- Anderson, M., 2017. Transformational leadership in education: A review of existing literature. *International Social Science Review*, 93(1), pp.1-13.
- Ashwini, J. and Varma, A.J., 2021. Changing Dynamics of Leadership.
- Bergmooser, A., Bradish-Orta, M., Brooket, T., Bruner, C., Cajigal-Morrison, J. and Mathis, E., 2020. Leadership Lessons from The Pursuit of Happiness.
- BERNET, C., 2021. The cost of leadership: An investment in success. *Industrial Management*, 63(1).
- Burfeind, J., 2019. Leading Cultural Change in the Newspaper Industry: How Jeff Bezos saved The Washington Post. *Manager*, (29), pp.125-138.
- Cetin, M.O. and Kinik, F.S.F., 2015. An analysis of academic leadership behavior from the perspective of transformational leadership. *Procedia-Social and Behavioral Sciences*, 207, pp.519-527.
- Cook, T., Joyce, A., Holgate, C., Ma, J., Cannon–Brookes, M. and Sandberg, S., 2020. Jeff Bezos leadership Style& Management Skills.
- Gradinaru, C., Toma, S.G., Catana, S. and Andrisán, G., 2020. A view on transformational leadership: The case of Jeff Bezos. *Manager*, (31), pp.93-100.
- Guay, R.P., 2013. The relationship between leader fit and transformational leadership. *Journal of Managerial Psychology*.

Reference

Abatecola, G. and Cristofaro, M., 2019. Ingredients of sustainable CEO behaviour: Theory and practice. *Sustainability*, 11(7), p.1950.

Anderson, M., 2017. Transformational leadership in education: A review of existing literature. *International Social Science Review*, 93(1), pp.1-13.

Ashwini, J. and Varma, A.J., 2021. Changing Dynamics

of Leadership.

Bergmooser, A., Bradish-Orta, M., Brooket, T., Bruner, C., Cajigal-Morrison, J. and Mathis, E., 2020. Leadership Lessons from The Pursuit of Happyness.

BERNET, C., 2021. The cost of leadership: An investment in success. *Industrial Management*, 63(1).

Burfeind, J., 2019. Leading Cultural Change in the Newspaper Industry: How Jeff Bezos saved The Washington Post. *Manager*, (29), pp.125-138.

Cetin, M.O. and Kinik, F.S.F., 2015. An analysis of academic leadership behavior from the perspective of transformational leadership. *Procedia-Social and Behavioral Sciences*, 207, pp.519-527.

Cook, T., Joyce, A., Holgate, C., Ma, J., Cannon– Brookes, M. and Sandberg, S., 2020. Jeff Bezos leadership Style& Management Skills.

Gradinaru, C., Toma, S.G., Catana, S. and Andrisán, G., 2020. A view on transformational leadership: The case of Jeff Bezos. *Manager*, (31), pp.93-100.

Guay, R.P., 2013. The relationship between leader fit and transformational leadership. *Journal of Managerial Psychology*.

REFERENCES

- Jackowski, M., 2018. *Entrepreneurship through the Centuries: A comparison of William the Conqueror and Jeff Bezos* (Doctoral dissertation, University of Iowa).
- Kantor, J. and Streitfeld, 2015. Inside Amazon: Wrestling big ideas in a Bruising workplace.
- Kember, D., 2021. Equipping students with the attributes needed by business leaders in an era of social and technological change. In *Handbook of Teaching and Learning at Business Schools* (pp. 264-275). Edward Elgar Publishing.
- Lussier, R.N. and Achua, C.F., 2015. *Leadership: Theory, application, & skill development*. Cengage learning.
- Murphy, M., 2015. Which of these 4 leadership styles are you?.
- Neate, R., 2020. Jeff Bezos, the world's richest man, added £10bn to his fortune in just one day.
- Pfeffer, J., 2016. Why the assholes are winning: Money trumps all. *Journal of Management Studies*, 53(4), pp.663-669.
- Rubin, E.N., 2013. Assessing your leadership style to achieve organizational objectives. *Global Business and Organizational Excellence*, 32(6), pp.55-66.
- Stone, B., 2013. *The everything store: Jeff Bezos and the age of Amazon*. Random House.
- Taufik, M.S.F., 2022. Jeff Bezos Transformational Leaderships.

References

- Jackowski, M., 2018. *Entrepreneurship through the Centuries: A comparison of William the Conqueror and Jeff Bezos* (Doctoral dissertation, University of Iowa).
- Kantor, J. and Streitfeld, 2015. Inside Amazon: Wrestling big ideas in a Bruising workplace.
- Kember, D., 2021. Equipping students with the attributes needed by business leaders in an era of social and

technological change. In *Handbook of Teaching and Learning at Business Schools* (pp. 264-275). Edward Elgar Publishing.

Lussier, R.N. and Achua, C.F., 2015. *Leadership: Theory, application, & skill development*. Cengage learning.

Murphy, M., 2015. Which of these 4 leadership styles are you?.

Neate, R., 2020. Jeff Bezos, the world's richest man, added £10bn to his fortune in just one day.

Pfeffer, J., 2016. Why the assholes are winning: Money trumps all. *Journal of Management Studies*, 53(4), pp.663-669.

Rubin, E.N., 2013. Assessing your leadership style to achieve organizational objectives. *Global Business and Organizational Excellence*, 32(6), pp.55-66.

Stone, B., 2013. *The everything store: Jeff Bezos and the age of Amazon*. Random House.

Taufik, M.S.F., 2022. Jeff Bezos Transformational Leaderships.

Any Question??????