

University of Wales Trinity Saint David

Course: BA Business Management

Module: Leadership and management, theory, and practice

LCBB6003

Year3, Term2

Assessment 2

Presentation Notes

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Introduction

Amazon.com is a vast internet retailer enterprise that officially started operating in 1995 selling books online. It is a well-known fact that the founder of Amazon is Jeff Bezos and he started his venture from his home. Ever since the company has grown rapidly to accumulate an income of 33.36 billion in 2021. The Amazon keys success is when third parties were allowed to sell products on the platform. The impact on the number of transactions was huge and they became a dominant e-commerce worldwide. The model has proven to be very successful even during the recent Covid pandemic with massive increase of sales and profit. The company went through many transactional changes over the years which has impacted on the Amazon Leadership Principles:

Customer Obsession

The customer is the center and the heart of the business

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Think Big

Principle based on Amazon leaders looking in every possible option to increase customer satisfaction.

Hire and develop the best

One of the principals where leaders are finding talents within the company employees and set a clear map for success.

Deliver Results

The Leaders of the e-commerce are obsessed and fully focused on delivering the best results

All of the above leadership principals reflect on the adopted Leadership Theories. For Example

Great Man Theory- It is one of the oldest leadership theories based on the fact that a leader is born with the talents and not something you can learn over time. The set of skills that acquire are charm, confidence, intellect, and exceptional communication skills.

Transformational and Transactional Theory- The transformational theory is based on the relationship between the leaders and followers. This theory emphasis on the type of leader that can inspire his followers and transform the team to achieve better results. They are the type of leaders that not only focused on the team performance, but they help individual team members to reach the full potential when needed. Jeff Bezos is widely recognised transformational leader that managed to inspire to achieve higher results. This is the type of style that helps everyone to understand the vision of Amazon and become part of the family. The transactional theory is very different to compare to the transformational. It is based around rewards and punishment as part of the leader's actions.

Behavioural Theory

This is the theory that is based on the leader's behaviour and actions. It is very different from the Great Man Theory because it is shifting from the traits and qualities that are born with to becoming an effective leader as a result of many learned skills. It is well known as the theory that gives everyone an opportunity through training and learning to become successful leaders.

Trait Theory of Leadership

This theory is mainly influenced by the Great man theory assuming that leaders are born with the traits and talent that makes them more suitable for the role than others. Certain qualities allow like creativity, intelligence gives natural born leaders and advantage to influence the followers.

Contingency and Situational Leaderships

The Contingency theory is based on the using different leadership styles most applicable to the situation. The leader must recognise the different variables in the time and apply an

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effective solution. That may vary each time. They have ability to assess and act accordingly. Like the contingency theory the situational stress on the importance of situational variables. Different situations demand different styles and leaders must act by judging and find the most effective solution.

As Amazon growth can testify the leadership styles, they have adopted can get an amazing results. And help the company to perform to its best. They are creating an environment where everyone is pushed to work hard until they managed to reach full potential. Is not an easy task and is a difficult example to be accomplished for many employees? The example that Jeff Bezos sets and the leadership styles adopted within Amazon are the key for success.

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