



**Module: Leadership and management theory and practice**

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**Student Name: Khadija El Maski**

**Student ID: 1818675**

**Tutor Name: Taye Osadiya**

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## Authoritarian leadership

Jeff Bezos operates his firm using Authoritarian leadership, which employs a combination of incentives and penalties to compel followers or employees to comply. Bezos has increased the firm's prosperity by using this leadership style, as seen by the company's performance during the Covid-19 crisis when the corporate world suffered from the pandemic's unfavourable effects.

As the name implies, this leadership style places a premium on work "transactions" in which employees are rewarded or scolded depending on their performance. Also known as management leadership, this style of leadership is characterised by a well-defined chain of command and little overlap of roles. While employees are expected to participate in communal goal setting, they are encouraged to focus more on personal productivity. (Chiang, J. T.-J. et al. 2021). As a result, performance will be evaluated on a regular basis by leaders, who will also be responsible for dispensing rewards and reprimands. Jeff Bezos is one leader who uses this strategy. Depending on the performance of his team, he either pays bonuses or retrain them. This method may be motivating or stressful, depending on the team and the leader's attitude. While it may be very inspirational when done well and with care, if not done appropriately and with care, it opens the door to potential bullying and favouritism (Chiang, J. T.-J. et al. 2021).

Jeff Bezos, the CEO of Amazon, leads with an authoritarian approach. He has surrounded himself with lower-level bureaucrats who accept his judgements and authority without question. (Gultom, J. and Budiyo, B., 2022,) Additionally, he is a micromanager who has set stringent requirements on his employees. Additionally, individual performance is reviewed on a regular basis, and individuals are evaluated in comparison to one another. This has resulted in an atmosphere that is very competitive. Employees who meet his high standards are sometimes referred to as "Amabots." (Gultom, J. and Budiyo, B., 2022,)

Amazon's culture has been harmed significantly by Bezos' autocratic leadership style. Bezos has fostered a measuring culture, which is maybe the most crucial. (SUDHA, K.S. and M, G.S., 2020). As a consequence, a competitive environment has formed at work, making many individuals uneasy. Bezos. According to reports, Bezos maintains this culture via a very

demanding and ambitious work environment. Amazon's senior executives are accountable for preserving this business culture. Jeff Bezos, Amazon's CEO, is believed to be frustrated by executives who lack a "conquer-the-world" mentality ( SUDHA, K.S. and M, G.S., 2020).

According to Amazon's leadership team, Bezos has prioritised objective truth. As a consequence, rather than depending on its own internal judgements, Amazon goes to the marketplace for facts. Additionally, concerns have been raised regarding the work environment, which has been regarded as competitive and even toxic. Certain folks object to Bezos's reputation as an aggressive figure.

## References

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