



Leadership and Management Theory and Practice (LCBB6003) Assessment 2 Group presentation

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References

Introduction

By Ivanka Nikolova

- Amazon company history
- Amazon Leadership Styles
 - Customer Obsession
 - Think Big
 - Hire and develop the best
 - Deliver Results
 - Leadership Theories Adopted



Leadership theories

By Ivanka Nikolova

- Great Man Theory
- Transformational and Transactional Theory
- Behavioural Theory
- Trait Theory
- Contingency and Situational Theory



Amazon.com



Jeff Bezos attends the premiere of "Star Trek Beyond" in 2016. Kevin Winter/Getty Images

Who is Jeff Bezos?

By Dimitrina Petrova



Jeff Bezos at a Blue Origin presentation. Saul Loeb/AFP via Getty Images



The Washington Post headquarters. ERIC BARADAT/AFP/Getty Images



An Amazon logistics center. Pascal Rossignol/Reuters

An American entrepreneur

By Dimitrina Petrova



What is Jeff Bezos's Leadership style?

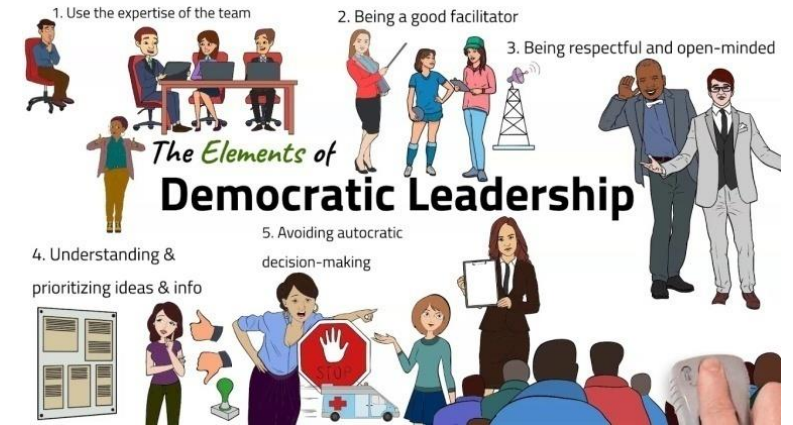
By Dimitrina Petrova

- Long-term goals
- Strong communication
- Know your market
- Strong passion and vision (Quellmalz, 2021)
- Inspirational
- Customer obsession (Dudovsky, 2022)

Evaluation of the effectiveness of Jeff Bezos' leadership

By Daniel Borisov

- Transformation leadership has been found to bring various innovations to businesses (Waldman and O'Reilly, 2019)
- Jeff Bezos has been able to make use of transformational leadership theory that has allowed him to develop Amazon (Gradinaru *et al.*, 2020)
- Due to this, the entrepreneur has been able to tackle COVID-19 quite effectively
- Jeff Bezos has been also able to bring various technological innovations to Amazon which has made its business quite effective
- With the use of the transformational theory, he has been able to discover creative solutions for Amazon (Gradinaru *et al.*, 2020)





Evaluation of the effectiveness of the leadership of Jeff Bezos (contd.)

By Daniel Borisov

- With transformational leadership, there has been a need for democratic leadership as well (Northouse, 2021)
- Jeff Bezos has been able to achieve the integration or unity of employees with his democratic leadership (Neate, 2020)
- It has been useful for the decision-making process of Amazon as the suggestions of the employees are considered
- Bezos also makes use of the Situational theory of leadership which has allowed him to make use of leadership styles as per the situation
- A mixture of democratic as well as transformational leadership is present in Jeff Bezos (Thompson and Glasø, 2018)



Conclusion

By Daniel Borisov

- Under the leadership of Jeff Bezos, the company has been able to reach the greatest height of success in a short time span
- Operations are based on the principle and notion of customer orientation
- Encapsulates the idea of creativity and innovation
- Traced back to its leadership style and vision of the leader of the company



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THANK YOU!

ANY QUESTIONS?

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