

LEADERSHIP AND MANAGEMENT, THEORY AND PRACTICE

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TASK 1: GROUP TASK INTRODUCTION)

- Leadership is effective in possessing a clear vision for the execution of business operations successfully
- Jeff Bezos has been successful in having an "innovative" mindset to apply in the business
- The "CEO" of Amazon has been observed to utilise the available resources to operate its operations.

The Amazon.com logo is displayed within a white rounded rectangle. It features the text "amazon.com" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'n', representing the company's "smile" logo. A small registered trademark symbol (®) is located at the end of the text.

CRITICAL EVALUATION OF JEFF BEZOS LEADERSHIP

- ▶ Great leaders generally have an attitude of constant learning to acquire better decisions to acquire better business operations (Mango, 2018).
- ▶ Jeff Bezos has been recorded to acquire a “beginner's” mindset where he is willing to learn (Khairalla, 2022).
- ▶ On the other hand, efficient leaders are generally observed to possess good acceptance power (Sousa and Rocha, 2019).
- ▶ Similarly, Jeff Bezos has also been able to accept rejection in his endeavors to obtain better results (Khairalla, 2022).

CONTD...

- ▶ Great leaders are certain of having a clear business “vision” to operate the business with effective ideas (Ankamahadeva, 2021).
- ▶ Likewise, Jeff Bezos has been successful in creating an aim for "Amazon" company to be the most "customer-centric" organisation (Quellmalz, 2021).
- ▶ In another context, great leaders generally implement innovation to improve their business operations (Mwita and Tefurukwa, 2018).
- ▶ Jeff Bezos has been able to initiate several "web services" within Amazon for surpassing customers' demands.

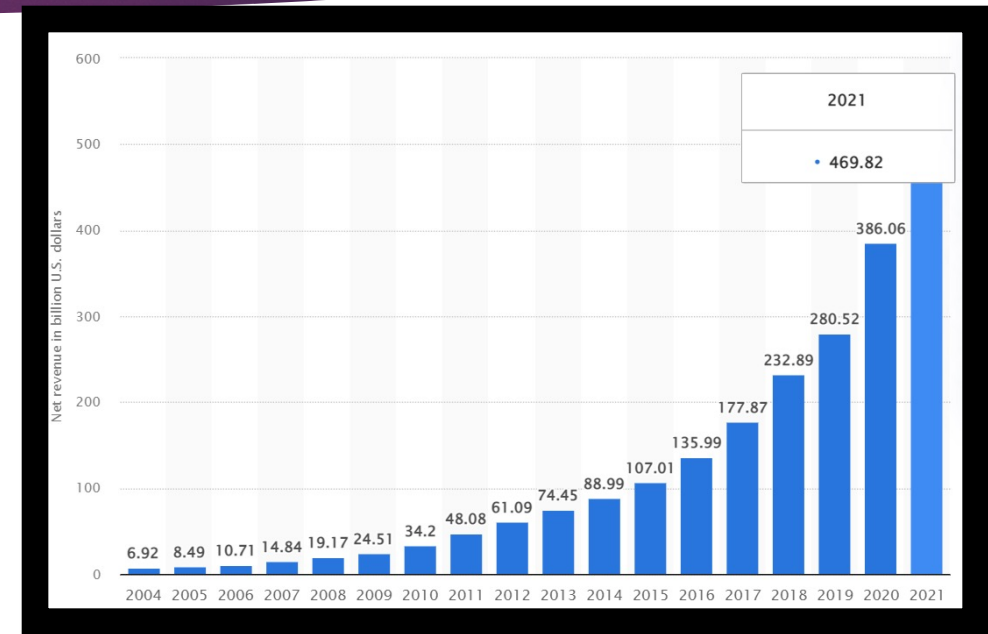


Figure 1: Revenue Growth of Amazon

(Source: Statista, 2022)

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- ▶ Decision-making abilities are very crucial for leaders to execute effective ideas beneficial to an organisation (Vilkinas et al. 2020).
- ▶ Jeff Bezos has been successful in selling "second-hand" books at low prices to acquire that specified "segment" (Sloane, 2022).
- ▶ On another hand, leaders are also successful in easily adapting to changes, and thus, perpetual development can be ensured (Mwita and Tefurukwa, 2018).
- ▶ Jeff Bezos has been determined to easily accept changes since, he is a “transformational leader” (Quellmalz, 2021).



Figure 2: Leadership Qualities of Jeff Bezos

(Source: Quellmalz, 2021)

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- ▶ Jeff Bezos' leadership also implies that the company needs to focus on sustainable development (Sloane, 2022).
- ▶ On the contrary, problem-solving skills are also important for leaders to provide better solutions (Para-González et al. 2018).
- ▶ Behavioral theory can be implemented to determine the demands of the employees to enhance productivity (Ciccone et al. 2019).
- ▶ Jeff Bezos has been successful in investing “\$ 1.2 billion” in providing training to their workforce (About amazon, 2022).

DEVELOPMENT IN AMAZON

- ▶ Jeff Bezos has been successful in implementing innovation by initiating “Echo”, a “command voice” to solve customers’ queries (Sloane, 2022).
- ▶ The development within Amazon has been successful due to the leader having an effective clear mission.
- ▶ On the other hand, “CRO” and “SEO” have been effective to accelerate user experiences to obtain more consumers (Sloane, 2022).
- ▶ Jeff Bezos has been able to understand customers’ demands and a considerably “multiple” range of products and services have been offered.

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- ▶ Jeff Bezos has been successful in implementing his leadership which involves putting their "customers" first (Metz, 2017).
- ▶ On the other hand, effective “communication” is another trait of a good leader such as Jeff Bezos (Metz, 2017).
- ▶ The success of Amazon has been able to initiate by staying committed to its business development.
- ▶ In this context, the company has been perpetually trying to achieve "net-zero" carbon emissions by the year 2040 (About amazon., 2022).

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- ▶ ● Good leaders often possess appropriate determination of the business market before operating their business (Northouse, 2021).
- ▶ ● On the contrary, leaders also acknowledge future trends to further expand their market (Mango, 2018).
- ▶ ● Jeff Bezos has been successful in determining the market and thus, different products have been offered by Amazon (Quellmalz, 2021).
- ▶ ● “Self-promotion” is another major reason for Amazon to acquire maximum success and outreach to global customers (Metz, 2017).

LEADERSHIP THEORIES

- ▶ Contingency theory generally helps in understanding the organisation and different approaches within the business for development (Heller, 2019).
- ▶ Likewise, Jeff Bezos has been successful in working together by generating a team collaboration (Khairalla, 2022).
- ▶ On the other perspective, contingency theory can be used for making effective business decisions (Abba et al. 2018).
- ▶ In this context, Amazon has been successful in providing products such as “grocery”, “books”, “electronics” and “beauty” elements for obtaining more customers (About amazon., 2022).

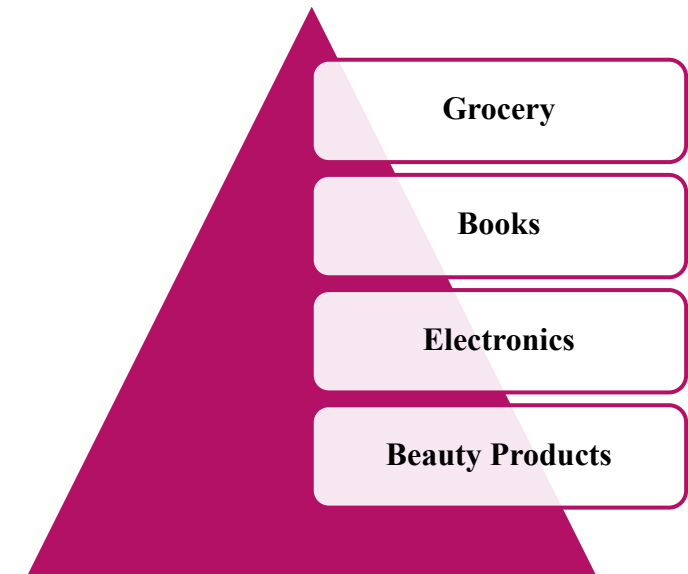


Figure 3: Products Offered by Amazon

(Source: About amazon., 2022)

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- ▶ “Transformational leadership” has been determined to provide ideas depending on a changed situation (Ugochukwu, 2021).
- ▶ Jeff Bezos maintaining this theory has been able to generate a new service namely "Amazon Web Services" increasing profit by "10%" (Andrés, 2017).
- ▶ In other contexts, "transformational leaders" can implement "inspiration" and "motivation" in their employees (Keskes et al. 2018).
- ▶ Similarly, Jeff Bezos has been able to provide retention around "63%" of employees to acquire the best results (Metz, 2017).

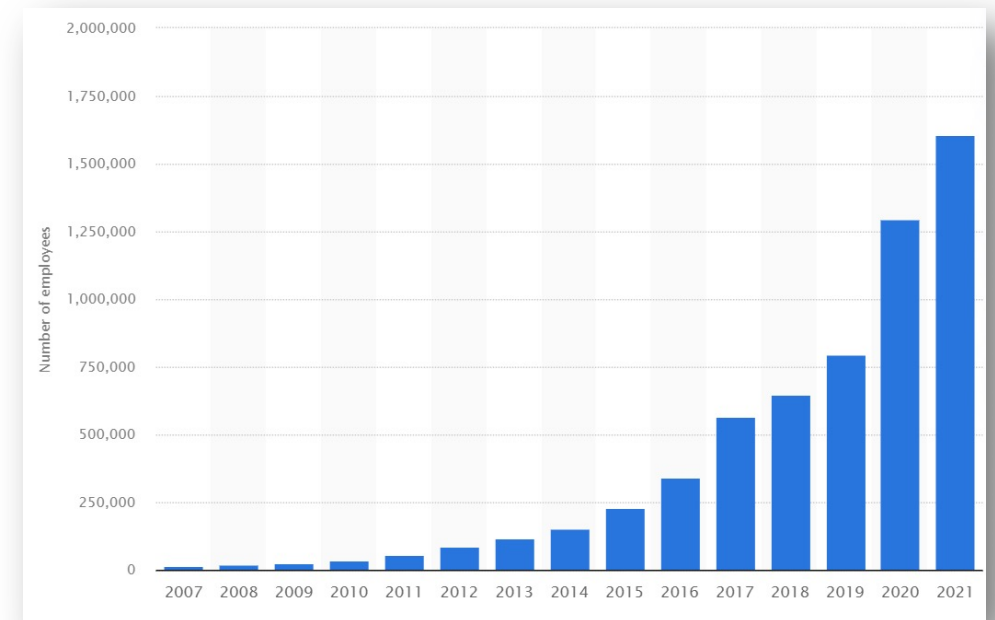
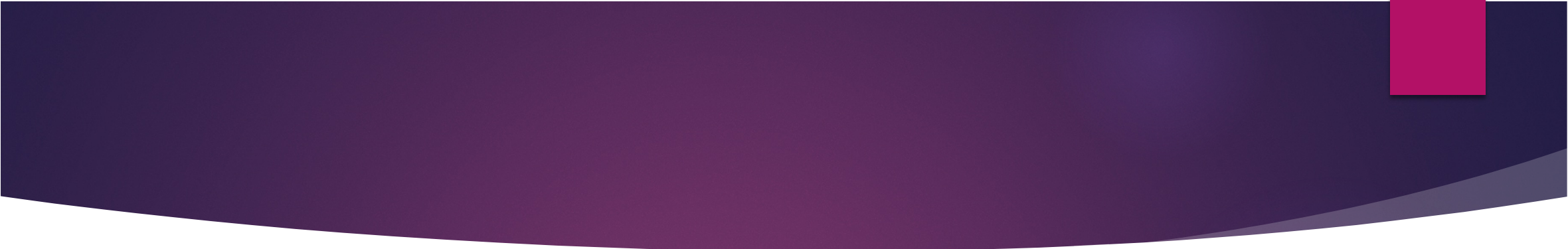


Figure 4: Number of Employees in Amazon

(Source: Statista, 2022)

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A decorative header bar at the top of the page, featuring a dark purple gradient background with a curved bottom edge. A small, solid magenta rectangle is positioned in the top right corner of this bar.

*Thank
You*

A circular graphic centered on the page. It features the words "Thank You" in a dark blue, elegant cursive script. The text is surrounded by a ring of golden-yellow teardrop-shaped leaves and small, four-pointed starburst ornaments.