

INTRODUCING THE MODERN WORKPLACE LCBB4003



LECTURER: ANUPAM MAZUMDAR
UNIVERSITY OF WALES TRINITY SAINT DAVID
DATE OF PRESENTATION 17.12.2021



ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

<i>Students Names</i>	<i>Student ID</i>	<i>Topic</i>
Gabriela Tosheva	2116099	Background of Amazon
Anca Mirela Dula	2112863	Differences of Physical & Online organizational structure & performance
Nikolinka Nedelcheva	2115610	Tasks & Skills for operational effectiveness
David Cristian Porumboiu members	2112521	Motivate non-management staff
Marinela Andreica	2010777	Internal & External factors

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

Background of Amazon has to decided to move onto physical store?

1994 Jeff Bezos, a former Wall Street hedge fund executive, incorporated Amazon.com based in Seattle, Washington

Named after one of the largest rivers in the world

1998 Music and Video

1999 Electronics, home improvement items, toys

2018 Amazon Bluewater

Source : Britanica(2021)

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

Objectives

-

Focus on the customers

Passion for invention

Long term thinking

Operational excellence

Source :

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

Mission of the organization

“serve consumers through online and physical stores and focus on selection, price, and convenience.”

- Vision of the organization
- *“To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online*



Figure : Amazon`s flywheel(chanellkey ,2021)

Source: Cuofano(2020)

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

Reasons for Amazon to move to physical stores

- 1 Physical store sales are still more than online
- 2 Show the apparel better
- 3 Enable customers to see and touch products
- 4 Use the physical stores as mini logistic centers
- 5 Increase convenience for customers
- 6 Collect more data about the customers
- 7 If successful give them an edge over the rivals

Source: Berg (2019), Knights (2019); Morgan(2021);
Hanbury(2021)

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

Analyse the differences between Amazon's physical organisational structure & performance, and online organisational structure and performance

Amazon's physical organizational structure

Amazon has gone for a mixture organisational structure, which helps in making decision to their goals.

The employees get in contact with buyers and they have to understand and satisfy the needs of the customer.

Amazon's online organizational structure

To use different organisational structure helps a business in adopting and adjusting with the ever-changing business environment.

Amazon use in online store and a hierarchical structure which has following three key features:

1. Hierarchical corporate structure
2. Flexibility of the business
3. Stability in the top management

Source : Organimi (2021), Samuel (2021), Dudovski (2020)

Fig. 1: Amazon Organizational Structure



ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

Amazon`s online performance

Performance is based on the revenue aspects such as:

- the expansion
- customer satisfaction
- customer retention
- perform well in the online market as they have a good customer reach and they can acquire customers across the world.

Amazon`s physical performance

The company has been into in the e-commerce business for decades but now they have started their offline stores to get some physical presence in the market.

Offline stores that Amazon is opening will also perform well as they have good strategies to retain customers which will help them in gaining competitive edge over the next years

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

Discuss different tasks and skills that management team of Amazon at Bluewater Amazon store can apply to bring operational effectiveness

Criteria	Tasks	Discussion for Operational Effectiveness
Leading Role	Engagement of employees	Better employee focus for achievement of corporate objectives
Challenging Role	Feedback and questioning of effectiveness	Improvement of employee work quality
Efficiency (the do-er task)	Encouragement of progress	Completing work within a set deadline
Forecasting Role	Problem-solving, recommendations for future improvement	Achieving efficiency via flexibility and ability to work under pressure
Supporting Role	Promoting harmony and managing team conflicts	Improvement of employee relationships and work ethic
Coordinating Role	Clear delegation of work	Proper organisation of rota, schedules, and payroll
Motivation Role	Keeping employees motivated through rewards	Lowering employee turnover with tangible and intangible rewards

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

Criteria	Skills	Discussion for Operational Effectiveness
Employee and customer communication	Communication skills	Avoiding miscommunication and conflicts in the workplace
Recruitment and employee organisation	Staffing skills	Ensuring that the right staff members are allocated after recruitment to the right position
Organised and concise work	Organisation and coordination skills	Ensuring realistic schedules are made and distributed
Management of resources and supply chain	Planning, leadership and delegating skills	Good management of corporate resources
Management of employee-manager relationships	Empathy, consideration, and motivational skills	Minimising process of recruitment for new employees
Keeping up with standard of work and deadlines	Attention to detail and time management skills	Ensuring the quantity of work does not compromise quality

Source : Indeed (2021)

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

Evaluate how management team of Amazon at Bluewater Amazon store can influence and motivate non-management staff members to improve their overall performance

<i>Tasks</i>	<i>Evaluation</i>
1.Create the environment	Encourage friendly and respectful Employees will be rewarded for good performance
2.Create a culture of greatness	Organizational culture sustains and discovers new hidden talents of each employees culture
3.Value and vision	Including employees in the vision for company will help for motivational environment and culture
4.Be respectful in workplace	Increasing productivity and teamwork efficiency
5.Employees safety first priority	Safety workplace that they need in order to perform
6.Recognizing achievement	Reward-motivated to work hard
7. Financial bonus	Cash prizes for excellent performance

Source: Rooney(2020), Heartfield (2019)

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

An analysis of internal and external factors influencing individual and group behaviour and performance of the management team of Amazon at Bluewater Amazon store

<i>Internal Factors</i>	<i>Individual performance</i>	<i>Group performance</i>
Reward	Increase job satisfaction	Increase the performance
Promotion	Motivational tool	Motivate employees by appealing to their sense of ambition
Communication	Increasing productivity	Establishes good interpersonal and working relationship
Performing of organization	Professional development	Improvement
Emotional issues	Will give the employee some time off from work	Employees behaviour will be more positive

Source : Communication(2020); Bartol & Srivastava(2002); Managemant(2019); Misuko (2012); Service(2008).

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

<i>External Factors</i>	<i>Individual performance</i>	<i>Group performance</i>
Government restriction	Self care	Health protection
Demographic	Equality, fair treatment of all employees	Structural productivity growth
Labour force	Motivate employees	Professional improvement
Change in technology	Training provided	Positive outcome
Legal issues	Providing right documents	Respect each other

Source : Davies(2020); Staff(2019); Bunjaka, et al.(2021); Ruckes(2021)

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

Conclusion

From the above report it can be concluded that Amazon is the biggest online retail in the world and decide to move into physical store to grow their consumer's base.

The business produces the best flow of roles and responsibilities in their online and offline business so that they can ensure quality in their business products and services.

ORGANIZATIONAL BEHAVIOUR & PERFORMANCE

References

Cuofano,(2020). Amazon mission statement and vision statement in a nutshell. [Online]
Available at: <https://fourweekmba.com/amazon-vision-statement-mission-statement/>
[Accessed 10 12 2021].

Hall, (2021). *Britanica*. [Online]
Available at: <https://www.britannica.com/topic/Amazoncom>
[Accessed 12 12 2021].

Hanbury, (2021). Why would Amazon open a breed of stores that`s been dying for years.
[Online]
Available at: <https://www.businessinsider.com/why-amazon-would-open-department-stores-2021-8?r=US&IR=T>
[Accessed 10 12 2021].

Knight, N. B. a. M., 2019. Amazon: How the world's most relentless retailer will continue to revolutionize commerce. [Online]
[Accessed 29 11 2021].

Dudovski, J.(2020). Amazon Organizational Structure: a brief overview. [Online]
Available at: <https://research-methodology.net/amazon-organizational-structure-2-2/>
[Accessed 06 12 2021].

Neenan, S.(2020). The Amazon Effects. [Online]
Available at: <https://searchaws.techtarget.com/feature/Break-down-the-components-of-Amazons-retail-business>
[Accessed 28 11 2021].

Organimi, (2021). Amazon's Organizational Structure. [Online]
Available at: <https://www.organimi.com/organizational-structures/amazon/>
[Accessed 04 12 2021].

Samuel, (2021) Amazon Organizational Structure. [Online]
Available at: <https://howigotjob.com/articles/amazon-organizational-structure/>
[Accessed 04 12 2021].

Sardanelli, D.(2021). Exploring the role of the Amazon effect on customer expectations: An analysis of user-generated content in consumer electronics retailing. [Online]
Available at: <https://onlinelibrary.wiley.com/doi/full/10.1002/cb.1969>
[Accessed 27 11 2021].

Bartol & Srivastava,(2002) *Encouraging Knowledge Sharing: The Role of Organizational Reward Systems*. 9(1).

Communication,(2020) *Employee Communication*, s.l.: People Management .

Managemant,(2019)*influencing Employee Performance and Motivation*, s.l.: s.n.

Misuko,(2012) *Employees Perception on Positive and Negative Factors Influencing Procedural*.
International Journal of Business and Social Science, 3(13), p. 80.

Service,(2008) *10 Common Legal Issues in the Workplace*, s.l.: s.n.

Ruckes, J., 2021. 5 UK Law Firms Leading the Way in Employee Benefits. [Online]
Available at: <https://www.engagehealthgroup.co.uk/5-uk-law-firms-leading-the-way-in-employee-benefits/>
[Accessed 12 December 2021].

Service, A. R., 2008. *10 Common Legal Issues in the Workplace*, s.l.: s.n.

Staff, A., 2019. Amazon-Our workforce Data. [Online]
Available at: <https://www.aboutamazon.com/news/workplace/our-workforce-data>
[Accessed 12 December 2021].

Bunjaka, A., Černeb, M. & Popovič, A., 2021. Absorbed in technology but digitally overloaded: Interplay effects on gig workers' burnout and creativity. *Information and management*, December.58(8

Entrepreneurshipinabox, 2014. 11 Management Tasks That Matter the Most For Your Company. [Online]
Available at: <https://www.entrepreneurshipinabox.com/729/11-important-tasks-managers/>
[Accessed 15 11 2021].

Indeed, 2021. What Are Management Teams? Definition and How To Build Them. Indeed, Career Guide. [Online]
Available at: <https://www.indeed.com/career-advice/career-development/management-team>
[Accessed 15 11 2021].

Rooney, E.(2020). How to Motivate employees During the Coronavirus Crisis. [Online]
[Accessed 11 12 2021].

Heathfield, S. M., 2019. *Management Matters Most in Motivation*. [Online]
[Accessed 07 12 2021]