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When it comes to the management of the constant changes in the internal and external business environment, the leaders have to act fast based on the situation. Not every leader is able to handle the emergency situation and risks in the market. Some of the leaders would work continuously to handle the changes and make decisions for the business (Suharyanto and Dwi Lestari, 2020).. The contingency theory of leadership represents the leadership preferences of the leaders for managing the instant situation with instant action. On the other hand, Jeff Bezos has been a transformational leader for managing their commitment to change and innovation while following vision and teamwork management in the workplace. Fiedler's Contingency Theory is completely different from than transformational leadership style where Jeff Bezos does not fit into the contingency theory. The leaders tend to follow situational variables and their relationships while handling the business environment and situation instantly based on their own learning (Popp and Hadwich, 2018). In the meantime, the leaders under contingency theory tend to work on the leadership based on the situation, skill set, and learning, On the other hand, Jeff Bezos follows the vision and commitment while engaging the team members for the business growth and innovation (Grossman and Sharf, 2018). Jeff Bezos does not focus on the situational environment or to fit the situations for making the changes and innovation within the business. Hence, Jeff Bezos does not fit the contingency theory of leadership style. The transformational leadership style of Jeff Bezos has helped him to make decisions based on the market environment and his own preferences. He made decisions during the pandemic and competitive environment in the markets (Bosse et al., 2017=). He stood out in the competition and brought success to the business. Unlike contingency leadership theory, Jeff Bezos's leadership style has pushed him to engage the team members and motivate them for better performance and innovative ideas. He manages the collaboration and coordination in the management while building a supportive culture for the employees. This is how Jeff Bezos has been managing his leadership style which could be different if the contingency theory of leadership was followed in the first place.

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