



Introducing Modern workplace

Organization Behaviour and Performance

Date of presentation:
17/12/2021



Student Name	Student ID	Topic
1-Elena	2112413	Background of Amazon and why they decided to move onto physical store
2-Penko	2112415	Differences between physical and online store
3-Adriana	2113738	Discuss different tasks and skills
4-Stanislav	2112418	Motivation of co-workers
5-Yustian	2111875	Internal, external Factors
6-Krisztina	2115263	Introduction, Summary



Introduction

- This presentation is all about Amazon which is a worldwide retail organization.
- Amazon is an online shopping website that provides consumers home delivery of commodities that they have purchased through the site.
- The background of this study shows Amazon within its physical store, also the tasks and skills that the management team would need for Amazon in the Bluewater store.

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

Brief history of the organization

- Around 1994, Jeff Bezos (founder of Amazon) initially began working on a business idea in his garage which eventually saw him creating the largest internet retailer in the U.S. In 1995, the company would make its official debut.
- Amazon initially began as an online bookstore which now produces consumer electronics, cloud computing electronics and now have the world's most competitive delivery services.

Objectives of the organization

- Satisfaction of the existing customers and attracting the new customers.
- The increasing of the market share and growth of the revenue
- Introducing innovations and developing new acquisitions
- Developing the international markets
- Development of the relations with partnering companies



Source : Amazon (2021), Mai (2020)



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

Mission of the organization

- To offer their customers the lowest possible prices, whilst simultaneously offering them the best available array of goods, with the utmost 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.”

Culture and Behavior of the organization

- Amazon is known for a corporate culture that inspires its employees to make innovative ideas which stretch the way we see these massive corporations, they are also known for taking risks something which allows the company to thrive and become bigger than ever. It is these cultural conditions that are responsible for the “company’s capacity to seek new opportunities” which ultimately helps them utilise data-intensive processes to provide “efficient online retail service”.

Source: *Amazon (2021), Mai (2020)*



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

Why Amazon has decided to move onto physical store?

- To get a firm edge over the competition

Natalie Berg the co-author of a new book “Amazon : How the world’s most relentless retailer will continue to revolutionize commerce” gave five reasons.

- Customer needs
- Future of retail
- The fashion market
- The growth of Amazon
- Shipping costs

As the New York Times' Nick Wingfield explained of the fung shui:

- "Amazon views its physical stores as an important way to introduce the public to new, unfamiliar devices. Techies might be comfortable buying a device like the Echo online -- a speaker and virtual assistant for the home -- but a lot of people will want to see it in the flesh first."

Source: Schaverien (2018), Henry (2016)



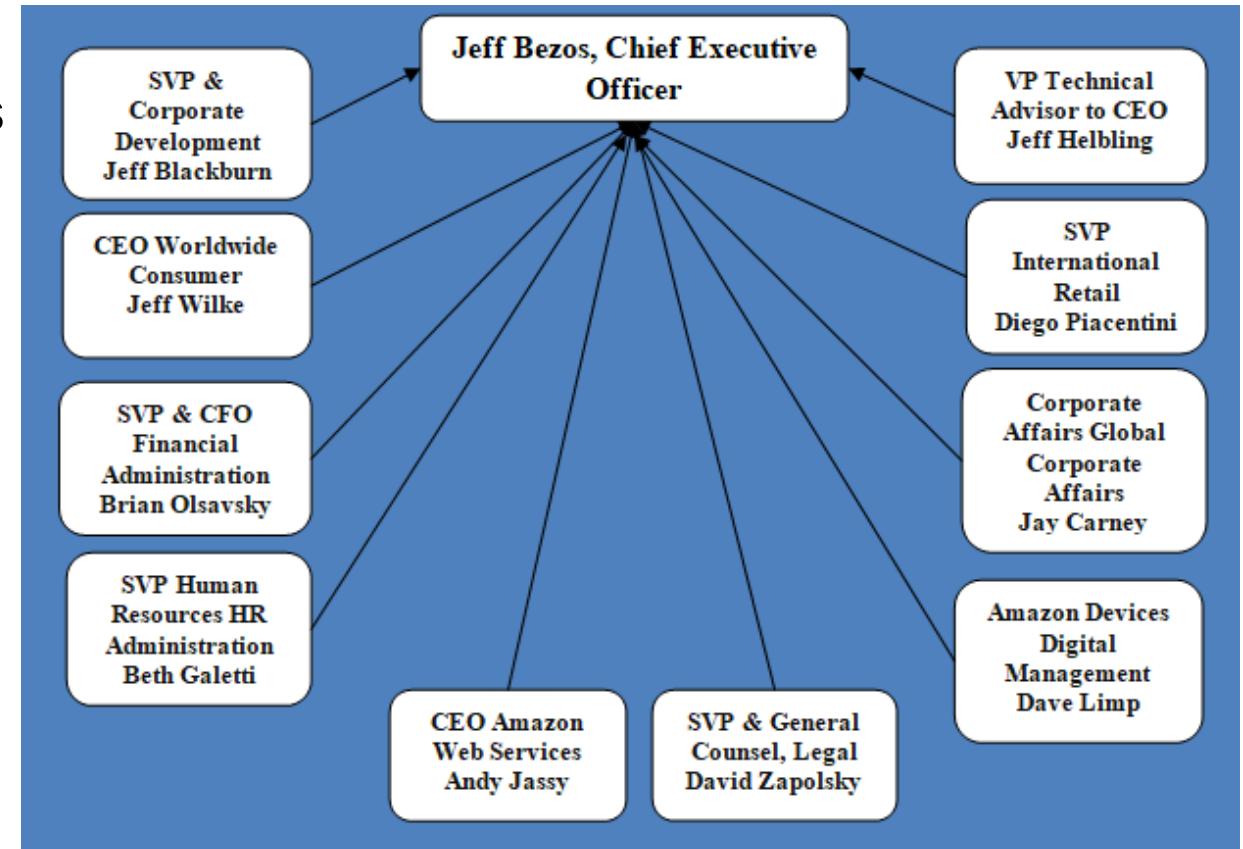
Analyse the differences between Amazon's physical organizational structure & performance, and online organizational structure and performance

Amazon's organizational structure can be classified as a hierarchy. The senior management team is conducted of three CEOs and three senior vice presidents who are all responsible for various vital aspects of the company's success, this all works by reporting directly to the Amazon CEO Jeff Bezos.

Amazon organizational structure has the following three key features:

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

*Source :Liao (2011), Chuang (2011), To (2011).
Amazon (2021), Mai (2020)*



(Dudovskiy, 2018)



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

Criteria	Physical store	Online store
Geographical	Geographical barriers	Open to the world
Customers/focus	Attract customers who come to your store	New Customers- there is no barriers
Sales options/ Challenges	There are products that for the price or special nature that seem impossible to sell online.	New sales options open new lines of products and diversify without making a big investment
Costs	Higher costs for rent	Lower costs
Schedule	There is a schedule	Operating non stop 24hd/365 dy

Source:Smith (2021)



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

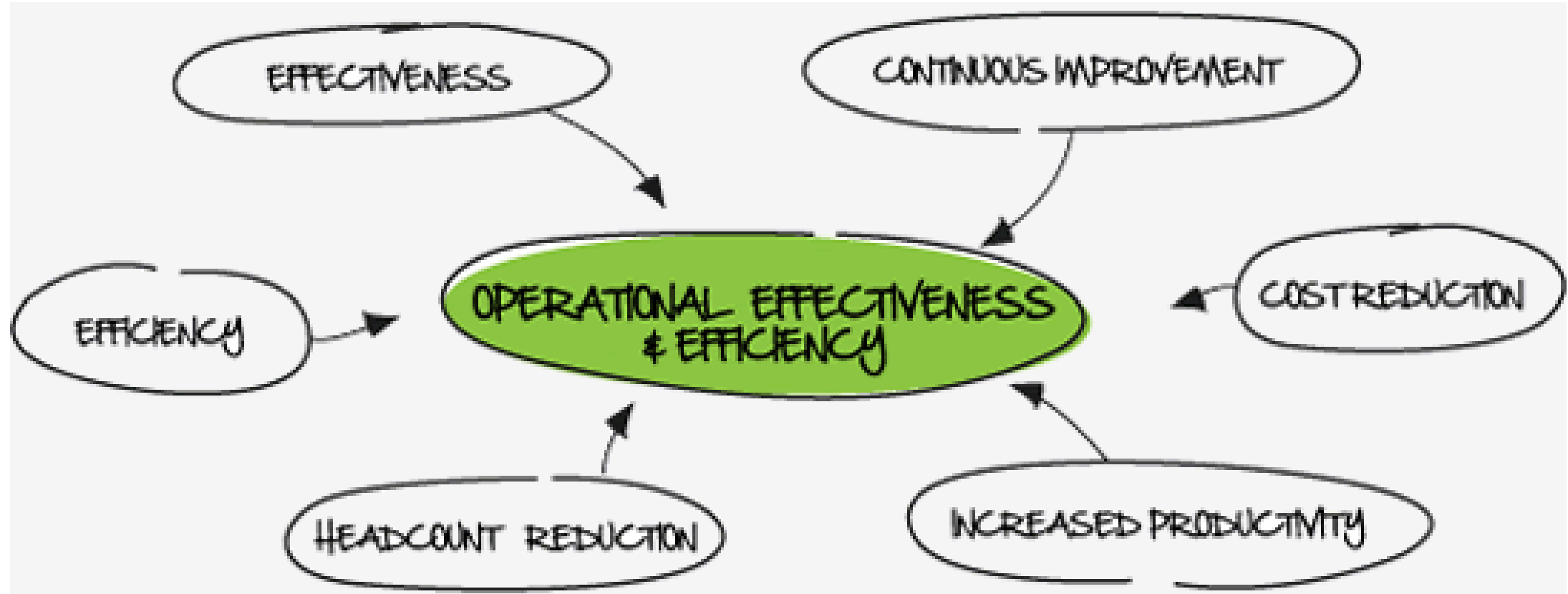
Criteria	Physical structure & Performance	Online structure & Performance
Geographical	Challenging to set up	Easy to start
Customers/focus	Products are main focus, product can be design	Content are main focus
Sales options/ Challenges	Retail traffic, circulation growth, direct main costs	Technology, platform, engagement and database
Costs	Higher costs for rent	Lower costs
Schedule	There is a schedule	Operating non stop 24hd/365 dy

Source:Smith (2021)

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

Introduction

3-In this presentation, the several tasks and skills that need to be applied by the management team of Bluewater Amazon store have been taken into consideration.



Tasks to be applied by the management to bring operational effectiveness

The various tasks that can be undertaken by the management team are as follows-

- **Focusing upon the human resources**
- **Focusing upon effective use of technology**
- **Ensuring systematic conduct of all activities**
- **Organizing regular meetings**
- **Maintaining quality standards**

(Sousa and Rocha, 2019)

Skills to be applied by the management to bring operational effectiveness

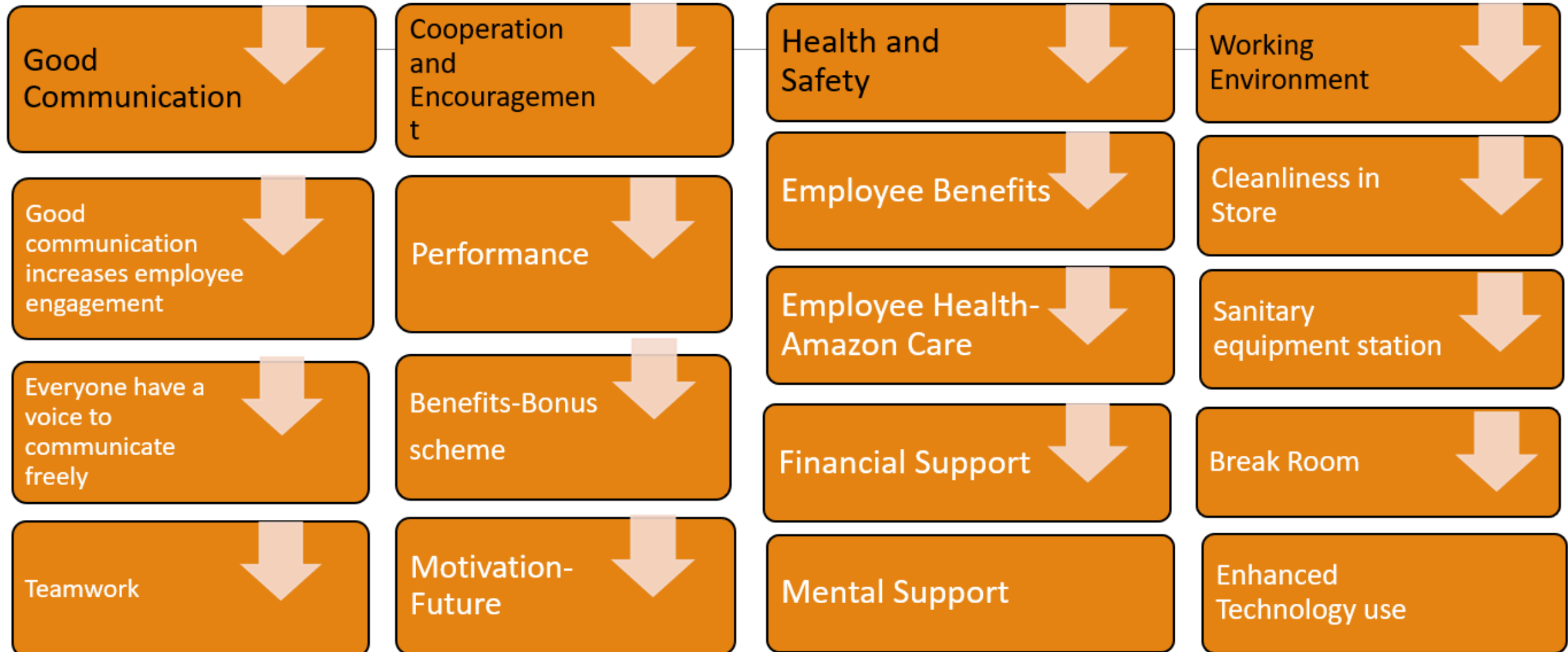
- Several incentives and rewards must be offered to the employees so that their morale remains high and they are highly motivated to perform effectively (Vinogradova, et al., 2019).
- The employees must be properly trained with the use of modern technology.
- The organising of regular meetings must be done among the staff members.



(Vinogradova, et al., 2019)



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



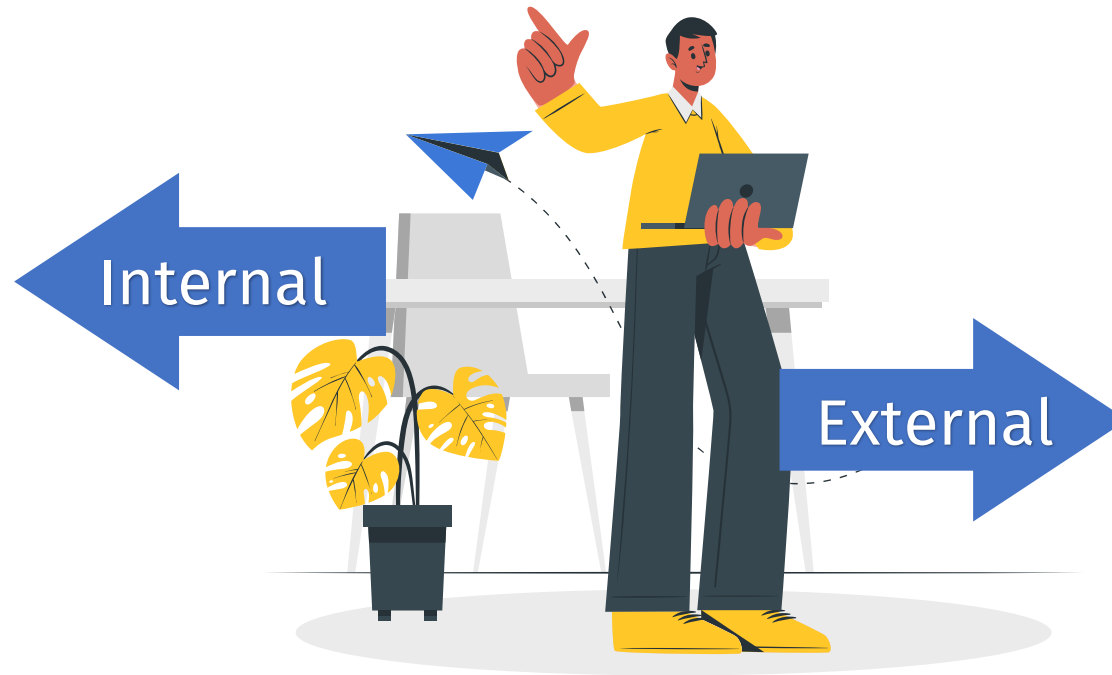
(Amazon,2021;2018)

INTERNAL & EXTERNAL FACTORS INFLUENCES INDIVIDUAL BEHAVIOR

Leadership

Organizational
Structure

Corporate
Culture



Family Life

Business
Relationships

Source: *Bright (2019), Yohn (2021), Porath(2015)*

INTERNAL & EXTERNAL FACTORS INFLUENCES GROUP BEHAVIOR

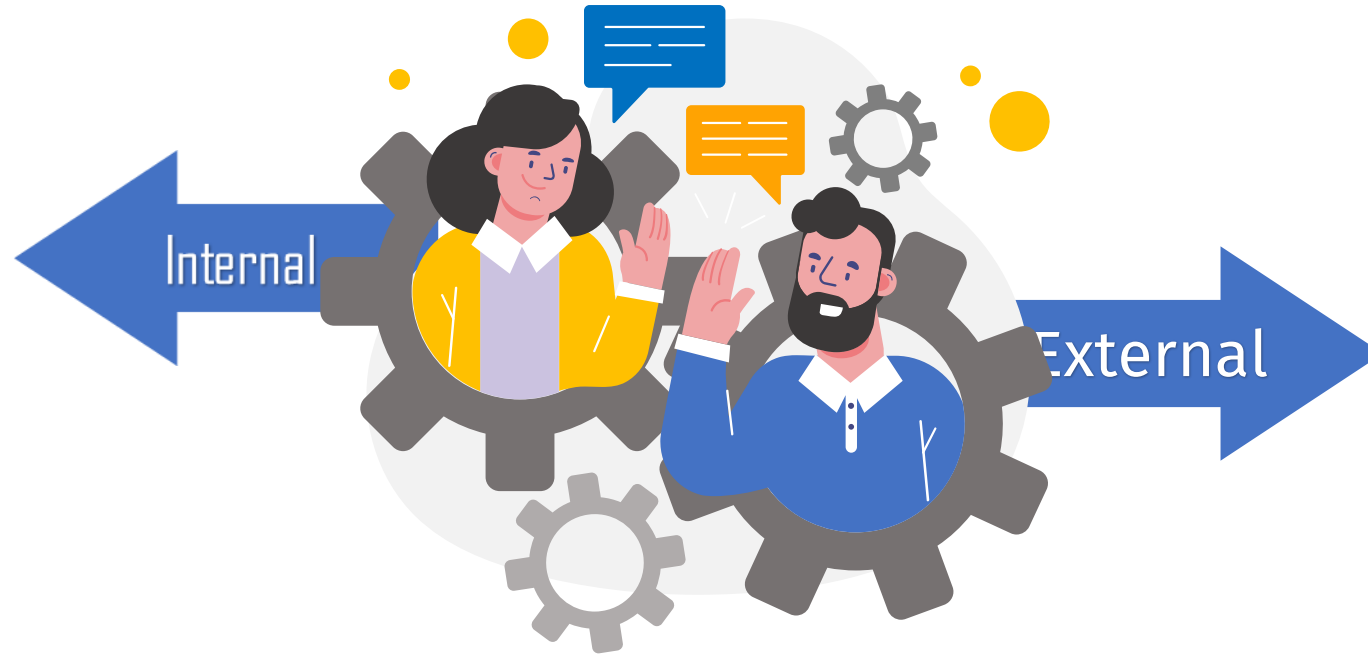
Interdependence

Social
Interaction

Perception
of a group

Commonality of
purpose

Favoritism



Technology

Marketing
Conditions

Social Changes

Political & Legal
Changes

Source: *Bright (2019), Yohn (2021), Porath (2015)*

INTERNAL & EXTERNAL FACTORS INFLUENCES INDIVIDUAL PERFORMANCE

Job Satisfaction

Training &
Development

Employee
Engagement

Goals &
Expectations

Skill &
Workloads



Tools &
Resources

Working
Environment

Management
Support

Source: Judge (2017), Chatzoglou (2018)

INTERNAL & EXTERNAL FACTORS INFLUENCES GROUP PERFORMNACE

Dedication

Trust

Collaboration

Openness

Flexibility



Management Practices

Motivation
Methods

Team Design

Organizational
Rules

Source: Judge (2017), Chatzoglou (2018)

Conclusion

- The operational effectiveness of Bluewater Amazon store can be enhanced when the management team adopts the tasks of focusing upon effective task fulfillment
- Also, the relevant skills of people management technical skills, motivational skills etc., must be adopted by the management team to enhance operational effectiveness

References

- Al Hajeri, H. and Nobanee, H., (2017). The Goal of Financial Management and Operational Efficiency.
- Amazon, (2021), *Employee Benefits*, Available at: [Amazon Employee Benefits \(aboutamazon.com\)](https://www.aboutamazon.com/employee-benefits)
- Amazon, 2021. *Our mission*. [Online]
Available at: <https://www.aboutamazon.co.uk/uk-investment/our-mission>
[Accessed 25 11 2021].
- Amazon, 2021. *Who We Are*. [Online]
Available at: <https://www.aboutamazon.com/about-us>
[Accessed 25 11 2021].
- Amazon, (2018), *Working at Amazon*, Available at: https://www.amazon.jobs/en/landing_pages/working-at-amazon
- Bauer, E., (2018). Improving operational efficiency of applications via cloud computing. IEEE Cloud Computing, 5(1), pp.12-19.
- David S bright, J., (2019). Organizational Behavior. 12th ed. OpenStax.
- Dudovskiy, 2021. *Research gate*. [Online]
Available at: https://www.researchgate.net/figure/2-Amazon-Organizational-Structure-Dudovskiy-2018_fig3_335429756
[Accessed 1 12 2021].
- Gupta, K. and Raman, T.V., (2020). Intellectual capital: a determinant of firms' operational efficiency. South Asian Journal of Business Studies.

References

- Henry, Z., 2016. *Why Amazon's Expansion to Grocery Stores Is Brilliant Business*. [Online]
Available at: <https://www.inc.com/zoe-henry/why-amazon-moving-into-physical-stores-makes-complete-sense.html>
[Accessed 28 11 2021].
- Le Yohn, D., (2021). Company Culture Is Everyone's Responsibility. Harvard Business Review, [online] Available at:
<https://hbr.org/2021/02/company-culture-is-everyones-responsibility> [Accessed 24 November 2021].
- Liao, C. C. S.-H. & T. P.-L., 2011. How knowledge management mediates the relationship between environment and organizational structure. *Journal of Business Research*, 64(7), pp. 728-736.
- Mai, A., 2020. Amazon's Organizational Structure. [Online]
Available at: <https://www.youtube.com/watch?v=qxND-VyQhU8>
[Accessed 30 11 2021].
- Management of the Enterprises. Economy and Ecology: Contemporary trends and contradictions, p.105.
- Martinsuo, M. and Tuominen, S., (2021). Managing uncertainty in innovation project portfolios: tasks of managers and steering committees. In Proceedings of the XXXII ISPIM Innovation Conference. Lappeenranta teknillinen yliopisto.
- Porath, C., (2015). The Leadership Behavior That's Most Important to Employees. Harvard Business Review, [online] Available at: <https://hbr.org/2015/05/the-leadership-behavior-thats-most-important-to-employees> [Accessed 24 November 2021].
- Prodromos D Chatzoglou, A., (2018). Factors affecting employee performance: an empirical approach. [online] ReserachGate. Available at:
https://www.researchgate.net/publication/329978024_Factors_affecting_employee_performance_an_empirical_approach [Accessed 24 November 2021].

References

- Sadeh, A. and Feniser, C., (2021). Uncertainty and Managers' skills in Industrial Innovation Processes. In MATEC Web of Conferences (Vol. 343). EDP Sciences.
- Savenko, V., Palchik, S., Malets, N., Karim, A. and Anas, A., (2019). Tasks of management, outlook from the need ability of ensuring optimal resource use modes and key aspects of the management process. *Ways to Improve Construction Efficiency*, 2(39), pp.110-115.
- Sousa, M.J. and Rocha, Á., (2019). Skills for disruptive digital business. *Journal of Business Research*, 94, pp.257-263.
- Share, S., 2021. *Slideshare.net*. [Online]
Available at: <https://www.slideshare.net/jeffinscaria25/presentation-on-amazon-127985491>
[Accessed 30 11 2021].
- Smith, S., 2021. *Physical Store VS Online Shop : advantages and disadvantages*. [Online]
Available at: <https://www.doofinder.com/en/blog/physical-store-vs-online-shop-advantages-and-disadvantages>
[Accessed 10 11 2021].
- Schaverien, A., 2018. *Five Reasons Why Amazon Is Moving Into Bricks-And-Mortar Retail*. [Online]
Available at: <https://www.forbes.com/sites/annaschaverien/2018/12/29/amazon-online-offline-store-retail/?sh=58ccdd535128>
[Accessed 26 11 2020].
- Timothy A. Judge, S., (2017). *Essentials of Organizational Behaviour*. 14th ed. United States of America: Pearson Education.
- Vinogradova, E.Y., Pivneva, S.V., Denisova, D.A. and Soldatov, A.A., (2019). *Processes in Models of the Solution of Tasks*