Case Study

Name of the Writer

Name of the Institution

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**Question 1**

Larry Ellison is using the Coercive Power, unlike other powers the use of power is tougher and stricter. In this power, the leader always informs his subordinates regarding the punishment policies, penalties, warnings consistently and uniformly. Ellison used this power to control the individuals and the organizations in which he was interested. He was being unkind with those people and exploit every opportunity and harm these people. He had a vast knowledge about how to control the situations of business.

**Question 2**

The attitude of Larry was the mixture of both negative and positive powers. He used his power during his career in which he used negative ways and techniques to achieve his desired results. He didn't follow and consider ethics, and he was just interested in the results for himself and his organization. His only interest was his needs and interests. While the positive face of Ellison's power was that, he firmly believed in the authority system. According to his philosophy, the company is essential and also the authority.

**Question 3**

Ellison used the power unethically, and his only concern was the outcomes he could achieve without considering any ethics and morality. As in the case study discussed, Ellison first took aggressive steps in the case of sexual harassment against the CEO HP Mr. Mark Hard. So he lost the job in this accusation after that Ellison hired him to work in the project of Oracle (Micheal et al., n.d).

**Question 4**

His approach and tactics were quite negative, and he used to pressurize people, uses demands and threats, and coercion to compel people to do what he wanted. In Oracle office, he established specific rules with penalties which were based on the winners and loser, so that the people perform their tasks to meet the organizational goal. He also used lateral power to convince and persuade the CEO and Board of Directors of other companies to acquire their organizations.

References

Michael K. McCuddy, Louis S. and Mary L. Morgal: (n.d): Oracle’s Larry Ellison: A Profile of Power, Influence, and Dominance