MBA 5101 - Unit 3 Assignment

Name: Kathryn Campbell

MBA 5101 - Unit 3 Assignment

## Amazon Inc.

The Company I am presenting is Amazon Inc., a USA based global technology giant, headquartered in Seattle, Washington. It has been successful in lodging among the four largest technology companies in the world. Artificial Intelligence, digital streaming, E-commerce, and cloud computing of the Company. From the financial statement of Amazon Inc., it can be noted that for the year 2018 Amazon’s net revenues were $232 billion, and its total assets are at $162 billion (Amazon.Com, 2019). Moreover, the market capitalization of Amazon is $930.181 Billion as of June 17, 2019 (Finance, 2019). The Company started its operations in 1994 from being an online bookshop, and gradually it emerged as the major E-commerce business (by revenue) having worldwide operations.

Because of the huge scope of operations and activities, the Company is organized according to the hierarchical structure as follows: top management team comprise CEOs, SVPs, a Controller, and segment heads, all of them are ultimately answerable to Amazon’s CEO Jeff Bezos. Moreover, the company employs more than 560,000 individuals and is having a customer base of more than 300 million across the globe (Dudovskiy, 2018). Amazon’s Corporate Social Responsibility activities, innovations, and developments in this respect are only available on Amazon’s website. Amazon is committed to advance its social responsibility meaningfully by introducing improvement in packaging and renewable energy. The Company launched the first program to support the local communities in 2016, and it is striving to impart skills and empower its workers. Moreover, Amazon’s has installed 100 turbines in Texas and they are contributing one million megawatts hours of clean and sustainable energy. In addition to those Amazon is making advancements to eliminate waste and encourage recycling.

## Conclusion:

The Company follows Carroll’s view of social responsibility as its management are concerned with the economic, legal, ethical, and discretionary measure that is to be taken for the welfare of the society. And it can be verified from the Corporate Social Activities Amazon is involved in that management is not only concerned with profit maximization, but it is also determined to return back to the society in the forms of Corporate Social Responsibility, Corporate Citizenship, and Sustainability.

# References

Amazon.Com, I. (2019, June 17). *FORM 10-K*. Retrieved from sec.gov: https://www.sec.gov/Archives/edgar/data/1018724/000101872419000004/amzn-20181231x10k.htm

Dudovskiy, J. (2018, August 01). *Amazon Organizational Structure*. Retrieved from research-methodology.net: https://research-methodology.net/amazon-organizational-structure-2/

Finance, Y. (2019, June 17). *Amazon.com, Inc. (AMZN)*. Retrieved from Yahoo Finance: https://finance.yahoo.com/quote/AMZN/