Corporate Social Responsibility (CSR) Project

Mark Wrublewski

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Amazon’s Corporate Social Responsibility (CSR) Project

One of the most successful examples of web-based initiatives; Founded by Jeff Bezos in 1995, is Amazon.com, the world's largest online retailer and largest internet company, which operates in a small garage in Washington as a book-only website. Amazon's staff initially consisted of those people who are related to packing and shipping. The opportunities offered by the internet, it has laid the foundations of the company's location by selling books to its customers with its low-cost storage feature and advanced search option. With the growth of orders, Amazon has quickly become a company that sends requests to fifty states in America and 45 countries worldwide.

Amazon has been one of the world's fastest-growing companies in the last couple of years. The company has already become the third most valuable company in the world. Amazon has 300 million users a year and 1.6 million packages a day. In its new target countries, Amazon has been able to mix the market quite a bit, forcing many large e-commerce companies to subcontract. Amazon will also be submitting many large e-commerce companies to partner in Finland. When it delivers traffic to other online stores, Amazon takes a 15% commission on product sales.

*Amazon's mission is to be "the most customer-conscious company on Earth."*

Amazon's global sales platform provides access to a large market to sell any product. Amazon, especially for companies selling unique products, offers excellent growth opportunities. Resource carriers can also benefit from Amazon landing worldwide. Amazon is competing with suppliers through the Flex system. Being a part of a business on Amazon does not guarantee added value or success. “Even though Amazon's sales volume is huge, it is harder to distinguish yourself from competitors and gain discovery every day. You have to invest in marketing, and you have to know how to make the right choices. Amazon's search function and algorithm are remotely similar to Google's (Hong, 2012). However, the vast majority of Amazon traffic comes from Google's search engine through product searches on Google. Many companies selling on Amazon also make effective use of social media to market their products.

Business Models

Amazon.com, an online retailer and service provider, has revolutionized retailing and has created an e-commerce innovation. Amazon operates retail websites and platforms to ensure that 3rd party companies sell their products through the website. The company has sites in 10 countries other than www.amazon.com. Amazon's business model, which is the world's largest retailer, deals with all kinds of services; books, films, music and video games, electronics and computers, home and garden tools, toys, children and baby, health and beauty, clothing and footwear, jewelry, health and beauty, sports, automotive and industrial main categories new, refurbished or used As such a wide range of products is composed of each product. Amazon operation modeling; as a vendor, as an intermediary and as an E-commerce service supporter.

Amazon strategy

Amazon has laid the foundations of the formation that will change the fate of the online world with its vision for explosive growth and e-commerce domination. Amazon pays attention to technology and artificial intelligence and uses a variety of techniques, including high-performance operating systems, workflow and queuing systems, business intelligence and data analysis, pattern recognition, neural networks, and probable decision-making techniques.

Amazon's CSR

For Amazon, the concept of socially responsible business is a promise to the company's values ​​, people's respect, cooperation with local communities, investment in future generations, and apprehension for the environment. At Amazon, the method to corporate social responsibility is grounded on the certainty that business plays a significant role not only in financial life but also in the presence of society as a whole, serving to resolve the most compound problems of our time. Amazon continues to give its employees autonomy and independence. It gives employees a full regulator over their projects. This gives Amazon a feature that attracts many great leaders; Independent departments and high goals built by a person or small group of people. (Is This the Biggest Threat to Amazon’s Business Model , 2015).

Brad stone clearly stated in his book that it want people globally to search for things at Amazon and order at one click. It is also Amazon's strategy to keep the product at a low cost, and this model infused to its employees. It shows the strength of leadership. Since its inception, Bezos had a vision for Amazon. However, in the last few years, indeed, what the concept envisions is coming out in wide-ranging ways. It also provided him with a lot of room to grow. This demonstrates the importance of being patient and following the steps in creating a vision.

One of the things Amazon does best is to meet failure with great maturity. For example, in the early 2000s, Amazon invested heavily in Pets.com and suffered a severe breakdown, as did the GSM project (Brian ,2016). But Amazon continued taking these risks. Amazon's select best person as employees, for example, Christine Beauchamp, former global brand president of Ralph Lauren, joined as president of Amazon Fashion. It is how Amazon's list of recruits from other top companies flows, and these teams are often entrusted to the best. It enables employees to develop new roles when they are ready and encourages a challenging, competitive work environment. It makes capabilities more prepared for new tasks.

In a shareholder letter in 2017, Bezos talked about caring about AI technology and working on it. Amazon works to stay up to date on where technology moves; too many technology giants who do not adopt change are outdated (Future of Information Warfare,2018). But this innovative approach keeps Amazon open to a range of opportunities and puts it ahead of the competition. Amazon can act quickly as a start-up. With the support of VPS, decision-making, and operations, teams tend to be small in Amazon and often work autonomously. Despite a large number of Amazon employees, it allows employees to create and grow more autonomy and resources, which stands out as an essential plus of Amazon.

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