Globethics Repository

Globethics

Responsible leadership in large corporations

This page was generated automatically upon download from the Globethics Repository. More information on Globethics see https://www.globethics.net. Data and content policy of Globethics Repository see https://repository.globethics.net/pages/policy.

Item Type	Preprint
Authors	Kinder, Mariya
Rights	With permission of the license/copyright holder
Download date	2026-11-16 07:56:23
Link to Item	http://hdl.handle.net/20.500.12424/218288

Kinder MarIya

"Responsible and ethic leadership in large corporations"

Introduction

In 2012 large international corporation HAY GROUP jointly with FORTUNE magazine published global Top-50 most successful companies. This list included mostly American companies from consumer commodities sector. Only 6 European enterprises were presented[1].

More than 4000 opinions of CEO, top-managers from all over the world were analyzed to make this top-50 report the most faithful.

Pursuant to the survey, about 30% of success depends on the leader's qualities and traits of character, intuition and ability to perform duties in stressful circumstances.

The author of this paper will give a short overview of key intangible qualities and skills (do not confuse with qualification), which are necessary for company to flourish and make profit. Moreover, the examples will be provided.

Faith and fair treating to employees

Most of leaders wants to behave faithfully and believe they do it in a proper way. Nevertheless, they have to face the choice between faith and desired result, as they are interested in gaining profit. They want spacious room, significant stake, and impressive share of market. Furthermore, they believe they really deserve it. However, the truth is that each member in all layers in the company's structure think they do more than others do. If you ask each department to count its percentage its value for the company, total number will be more than 100%. [1]

Extra-favor to yourself is essential because of reason proved by psychology. Everybody knows more about their efforts rather than about others'.

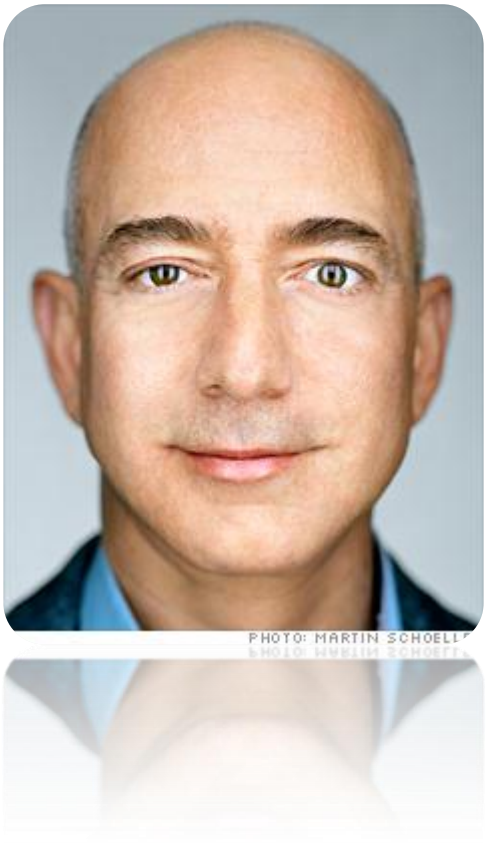
There is now top-secret, that boss who is able to appreciate and encourage his staff is more likely to get loyal and dedicated employees as a bonus. This skeleton is one of the 7 basic pillars of the company's success. Dr Hans-Jurgen Warnecke devoted his paper to this issue, as he had worked in this field for 15 years.

The ability to assess the risks and denial of uncertainty

One of the reasons that managers often underestimate the importance of random events is the belief that they are on their own experience learned to cope with uncertainty. Nevertheless, the experience is not always the best teacher . In cases where our predictions turned out to be wrong, we often mistakenly believe that we have assumed is exactly what happened. When in fact, our expectations were very different from the reality that followed .

Person is a key point. Sometimes we tend to blame a person, not technology, not technical mistake or simple mistranslation, whatever! It is easier to imagine that the man has made a mistake rather something wrong occurs.. Thus, our theories comprise of ideas that just people are sources of reasons, not the surrounding circumstances that may facilitate the perpetration of both positive and negative actions, or compensate human failings. True leader should take this factor into account.

Example



49-year-old Jeff Bezos, the founder of world's largest online store AMAZON occupies 19th place in the list of the richest people in the world. His fortune is estimated to be $25?2billion it is still working on the Amazon with persistence as he had just launched the start-up, as if he had been trying to gain his first pocket money, He is the chief number one in America. According to Forbes Rating of top executives (it is not about fortune) Bezos comfortably located in top-5.

Every day in the mailbox of the General Director Amazon Mr Bezos finds the total sales for the previous day. Bezos traditionally reads the e-mail and often responds by himself from the address jeff@amazon.com.

Every time when the economy may face earthquake, there are people who feel it coming before it happens. Jeffrey Preston Bezos has just this talent: he was the first who saw something in world wide net that almost no one saw - her financial future. There were others who had a premonition something similar (for example, Pierre Omidyar of eBay), but the Bezos vision was so clear about Amazon.com and its website was so elegant and attractive that almost from the first day he became a symbol of e-commerce. Therefore, Bezos was elected Person of 1999 year, when the e-business began its rapid growth.

Thus, Jeff Bezos, due to the dedication, fairness to yourself, employees and their contributions and intuitive ability to give the desired direction to their company was named The Head Number One by TIME magazine.

Список источников

1. «Ethical Leadership and the Psychology of Decision Making», David M. Messick, Max H. Bazerman

2. http://www.peoples.ru/undertake/soft/ jeffbezof/

3. http://www.elitarium.ru/2008/03/28/prichiny_uspekha_predprijatijj.html

Appendix 1

TOP-20 MOST SUCCESSFUL COMPANIES

Place in 2012	*Place in 2012*	*Company*
1	1	Apple
2	2	Google
3	7	Amazon.com
4	6	Coca-Cola
5	12	IBM
6	8	FedEx
7	3	Berkshire Hathaway
8	16	Starbucks
9	5	Procter&Gamble
10	4	Southwest Airlines
11	10	McDonald’s
12	17	Johnson & Johnson
13	14	Walt Disney
14	19	BMW
15	13	General Electric
16	20	American Express
17	9	Microsoft
18	15	3M
19	27	Caterpillar
20	29	Costco Wholesale