

Mission, Vision, and Ethics in Organizations

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Introduction

In the contemporary business landscape, companies are evaluated based on their ability to align with their corporate mission, vision, and goals. These strategic statements not only serve as a basis for consumer evaluation but also enable comparisons among firms in the same industry, facilitating an assessment of strategic objectives and business tactics. To enhance customer relations and strengthen market position, it is crucial for companies to invest in a comprehensive set of strategic focus (Stangis, Smith, & Boston, 2017).

Amazon.com, a prominent player in the eCommerce and cloud computing services market, presents an overview of its corporate identity on its website. While the company's implied vision of being the most customer-centric, best employer, and safest workplace on Earth is stated, its mission statement is lacking. It is essential for Amazon.com to develop explicit and identifiable mission and vision statements that can be compared with those of its competitors. This will enable the public to understand the central objective and primary outlook of the company, while also transforming the mission and vision statements into internal competitive advantages (Stangis, Smith, & Boston, 2017). Currently, Amazon's implied vision statement lacks the necessary impact and distinguishability (Leape et al., 2020).

Importance of Vision and Mission Statements

A well-defined vision statement serves as a guide for strategic decision-making by a company's leaders (Ashkenas & Moore, 2022). It is complemented by a well-written mission statement, which helps identify critical stakeholders affected by the company's activities and outlines how the company will deliver on its promises (Stangis, Smith, & Boston, 2017).

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Although Amazon articulates its corporate principles on its website, it fails to explicitly state the beneficiaries of its actions.

Recommendations for Improvement

To address these shortcomings, Amazon must enhance its website by creating a dedicated section for the mission and vision statement within the "Who We Are" page. This section can be organized alongside existing content such as leadership principles, company awards, and corporate position. Hyperlinks can be added to provide access to various company-published resources that highlight programs supporting the corporate mission statement (Leape et al., 2020). For the vision statement, the inclusion of diverse content formats like videos and stories, summarizing Amazon's goals, plans, and initiatives, would align with the company's short-term and long-term outlook. An interactive infographic or animated presentation embedded on the webpage would make the presentation of the corporate mission and vision statements engaging and captivating. Leveraging Amazon's technological capabilities will further enhance the impact of these materials, making the mission statement more impactful for the intended audiences.

Ethical Commitment through Code of Business Conduct and Ethics

While Amazon lacks a formal mission and vision statement, it does demonstrate a commitment to ethics through its "Code of Business Conduct and Ethics." This comprehensive publication, accessible via the company's Investor Relations page, outlines the company's ethical prescriptions, organizational principles, and commitment to honesty, transparency, legality, and ethical business operations (Massotte, 2017). The code of ethics also defines the actions, behaviors, and corporate conduct that Amazon employees are expected to adhere to, ensuring the

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fulfillment of the company's promises and responsibilities to external stakeholders and shareholders.

Conclusion

In order to strengthen its position in the market and differentiate itself from industry competitors, Amazon.com must develop distinct mission and vision statements, sharing them with the public through its website. By doing so, the company can enhance the value of its products and services in the eyes of its customers. Additionally, Amazon's ethical commitment should be continuously reinforced by regularly updating the elements of its code of conduct, allowing the company to adapt and respond to evolving ethical challenges in the business environment. By investing in strategic focus

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