

## EXECUTIVE SUMMARY

This is an attempt to comprehend the effects of incentives on employee performance. As MBA students, we are required to complete a six-week internship in any firm, which includes a research assignment and was able to complete my internship with Amazon in Bangalore for this reason.

The general details and information about the industry, as well as the complete organization information such as vision, mission, organizational structure, products/services, operations, future growth and prospects, are gathered and derived from primary and secondary sources in the first part of the project report. A SWOT analysis is also used to examine a situation.

The theoretical background of the study is covered in the next section of the report by studying the research papers and articles written by other researchers and authors who provide an overview of incentives and motivational factors that influence employee performance, thereby contributing to the next section of the report, which contains the research methodology, including the problem statement, objectives, scope and limitations of this research project. Further, a questionnaire is prepared to collect data from the respondents who are Amazon employees. The data is further formatted, analysed and the results are interpreted. Finally, relevant findings of the research along with the conclusions are noted down and suggestions are made, if any. It is observed that the Incentives are quite a huge one with great scope in the future to improve employee performance and productivity. Amazon is one of the big fives in the business industry specifically E-commerce having great opportunity for improvement in the near future.

My focus of learning was to understand how the firm operates at strategizing the incentive plans and the employee responses at the receiving end and was able to closely work with the HR team. This opportunity aided to understand and practically view the process and understand the requirements and plan a strategy to build the profile with creative ideas based on current trend and also observed work culture followed at Amazon by the management and employees. The organization notable to understand the behaviour of an employee based on the job satisfaction and incentives offered in terms of developing strategies for improved productivity and employee performance.