Additionally, Amazon’s focus on an ego-driven leadership approach may undermine its long-term sustainability, as it prioritizes control and immediate performance over employee well-being and innovation. The emphasis on stringent performance metrics and electronic monitoring could lead to a reduction in organizational resilience, as it discourages risk-taking and innovation, which are vital for adapting to changing market conditions (Ref-f038989). Furthermore, this approach may erode trust and organizational commitment among employees, as highlighted in Aguinis, Villamor, and Gabriel's research, which emphasizes that corporate social responsibility (CSR) initiatives can enhance trust and employee commitment during crises (Ref-f038989). A lack of CSR initiatives that address employee well-being during challenging times, such as the COVID-19 pandemic, potentially weakens Amazon’s employer brand and diminishes long-term employee engagement. Therefore, without a shift toward a more balanced leadership style that incorporates aspects of social responsibility, Amazon's current practices may hinder its ability to sustain long-term success.