

Table of Contents

Abstract	1
Intisari	2
1. Introduction and Central Research Question	5
1.1. Initial Motive	5
1.2. Problem Description and Analysis	6
1.3. Central Research Question	6
1.4. Research Questions.....	7
1.5. Methodology.....	7
2. Literature Review.....	8
2.1. Definition of Narcissism.....	8
2.2. Characteristics of Narcissism	9
2.3. Types of Narcissism	9
2.4. Definition of Narcissistic Leader.....	10
2.5. Narcissistic Leader Motivation.....	11
2.6. Definition of Narcissistic Organisation	11
2.7. Narcissistic Leader Influence on the Organisation.....	12
2.8. Short-term and Long-term Influence of Narcissistic Leader on the Organisation	12
2.9. Diagnosis of Narcissistic Leader and Organisation.....	13
2.10. Narcissistic CEO and Organisation Case	14
2.10.1 <i>The Case of Jeff Bezos</i>	14
2.10.2 <i>The Case of Amazon</i>	15
2.11. Preliminary Answers for the CRQ.....	17
3. Hypotheses	18
4. Research Plan.....	20
4.1. Population and sample.....	20
4.2. Measurement and measures.....	20
4.2.1. Operationalisation	20
4.2.2. Survey method	21
4.3. Research design	21
4.3.1. Reliability and validity	21
4.3.2. Type of research design.....	22
4.4. Statistical methodology	22



4.4.1.	Descriptive statistics.....	22
4.4.2.	Inferential statistics	22
5.	Analysis and Discussion	23
6.	Conclusion and Recommendation	24
6.1.	Conclusions	24
6.2.	Recommendations	24
6.3.	Reflection.....	24
	References.....	26
	APPENDIX A: Analysis of Jeff Bezos' Narcissism.....	30
	APPENDIX B: Analysis of Amazon's Narcissism	33
	APPENDIX C: Jeff Bezos' Social Media Posts	36
	APPENDIX D: Jeff Bezos' Letter to Shareholder 2016.....	38
	APPENDIX E: Components of NPI, FFNI, and ONS.....	41
	APPENDIX F: Items for NPI	43
	APPENDIX G: Items for FFNI.....	44
	APPENDIX H: Items for ONS	45
	APPENDIX I: Questionnaires	46