

The criteria for setting objectives are among the most crucial components of Amazon's strategies, ensuring its competitive edge in global markets with remarkable effectiveness. Performance Evaluation Forms are considered one of the most distinguishing features of a powerhouse like Amazon, as they serve as driving forces for its ongoing business operations and the effective maintenance of its competitive edge. Human resources representatives or indirect managers may attend, especially if these meetings involve discussions about promotions, demotions, transfers, or salary increases. Amazon has used the OKR metric as a significant part of its overall strategic plan.