

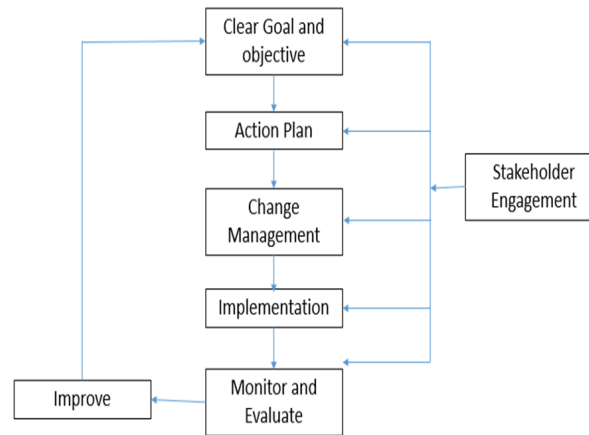
Executive Summary

The report explores the significance of knowledge management (KM) in today's fast-paced business environment. It investigates KM techniques, proposes a framework for embedding KM culture, and evaluates Amazon's KM practices using the SECI model. Challenges and areas for improvement are identified, leading to a proposed KM framework for Amazon. The report concludes with recommendations to optimize KM practices and strengthen KM culture

Introduction

Knowledge management (KM) is critical for organizational success in today's fast-paced business environment, as organizations face challenges in responding to changing market trends (Anshari and Hamdan, 2022; Hislop, Bosua and Helms, 2018). Kraus et al. (2021) emphasize that knowledge is a key driver of economic transformation and competitiveness. Effective KM involves acquiring, disseminating, and applying knowledge within the organization, as well as protecting it (Ode and Ayavoo, 2020; Kraus et al., 2021). Amazon, a multinational organization with a wide product and service portfolio, relies on strategic management of knowledge and information assets for its success (Quinones et al., 2023).

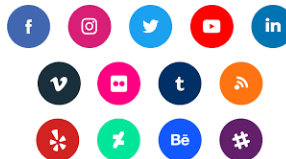
PROPOSED FRAMEWORK



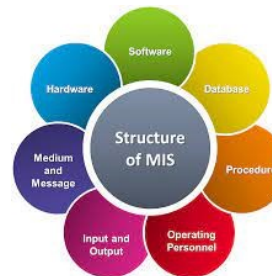
KM Tools and Techniques in Amazon



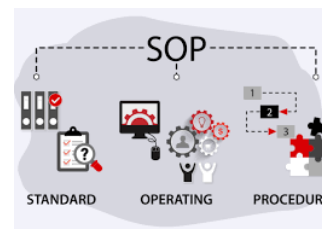
WIKIS



Social Media



MIS



Internal KM Strategies

Intranet and Digital Platform

Documentation and Standardization

Knowledge Communities

Training and Development

AI Technologies

Leadership Principles

Evaluation of KM Outcomes

Pros

- ◇ Communication
- ◇ Agility
- ◇ Retrieval
- ◇ Satisfaction

Cons

- ◆ Costly
- ◆ Capture
- ◆ Continuous
- ◆ Privacy and Security

Recommendation

Capture Tacit knowledge

Regular K. Update and Validation

Change Management

Data Privacy and security

Resource Allocation

Continuous improvement

Reference

Quinones, M. et al. (2023) 'Technology: a strategic imperative for successful retailers', International Journal of Retail & Distribution Management, 51(4), pp. 546–566.