

Module Title: Knowledge and Information Management Skills for the Workplace

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Executive Summary

The e-commerce sector aspires to achieve core competence through the establishment and maintenance of a unique procedure for collecting personal information about clients and their shopping habits. The research analyzes how Amazon, a service-based corporation, leverages management information systems as a vital instrument for achieving competitive advantage through efficient information management and acquisition. The study will evaluate Amazon's best information technology (IT) practices across its value chain activities. The research emphasizes the report's uniqueness by evaluating Amazon's technology, processes, and systems from the time an end-user first interacts with the website to the time payment and delivery modes are selected. The final section of the paper discusses ideas and suggestions for Amazon.com on how to improve its existing management information systems. The recommendations are based on an assessment of qualitative data and the degree to which the proposed solutions are feasible to implement.

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1. Introduction

Amazon.com is the world's biggest company that sells things on the internet. Before 1994, Jeff Bezos had in mind that the best road for winning online should be growing big and quickly. Selling books to groceries to shipping container homes, this company is in the business of selling everything it makes from start to finish. It is now has grown into an all in all shop which has big plans for the far future, and now it is. Amazon.com, Inc. is a company that lets people buy things online. Users, sellers, businesses, and content providers are all types of customers who use their service as marketing promotional services offered by Amazon.com includes both web advertising and co-branded credit card agreements, among other things (Aggarwal, 2019). There are a lot of choices when it comes to prices, selection, and ease of use on its retail websites. It also makes websites that let Amazon.com and other businesses sell the products in a wide range of different types of goods. The company also sells the Kindle a type of e-reader and it tries giving users value by providing them cheap prices and free of cost shipping all the time, including through the Prime membership. The company also allows to sell to sell goods on the and sellers own websites having set fees, revenue sharing for each item that is sold. Developers and businesses can use Amazon.com. It has web Services which can give them passage to the technological backbone that makes it possible for almost any kind of Amazon.com to work. North America and the rest of the world are the two main areas in which the company does business (About Amazon.com, 2021).

2. The key knowledge management theory

Knowledge management is the systematic administration of Amazon.com's information resources for producing value alongside accomplishing tactical and strategic objectives. Which includes the actions, strategies, and systems which support also improve knowledge storage, evaluation, sharing, refining, and production. Knowledge management is an intentional, methodical, and coordinated strategy to ensure that the company's knowledge base is effectively exploited, in combination with the potential for human talents, competencies, thoughts, innovations, and ideas, to build a more efficient and successful Amazon.com. There are numerous knowledge management approaches and applications, and each approach is unique to the researcher, editor, or professional (Lee and Ooi, 2013). The three primary philosophies of knowledge management are philosophical, ecological, and techno-centric.

Philosophical knowledge management theory is primarily concerned with Amazon.com's structure and how the knowledge is both culturally alongside hierarchically organized for managing knowledge and the process of knowledge. Ecological knowledge management is concerned with the individual, relations, and learning from communities, as well as the connections between individuals and Amazon.com and the variables that motivate a person for sharing information. Techno-centric theory is based on technology and how the process for developing technology enables the flow of knowledge and information storage (Maula, 2019).

Whatever the theory of practice is applicable, knowledge management encompasses the effects of people, processes, and technology on the knowledge that is shared.

3. Demonstrate the importance of understanding that the effective creation, storing, sharing, application, and integration of information is an essential prerequisite for good knowledge management development practices.

Nowadays, businesses compete not just based on financial capital and might but more based on knowledge. This knowledge-based economy necessitates the use of effective knowledge management (KM) strategies to increase Amazon.com's effectiveness. Due to the ability for offering the strategy which will be in result for Amazon.com when comes in terms of profit, competition, and capacity building, knowledge management has gained interest for business and management rings. Knowledge management is emphasized as a critical and fundamental component of Amazon.com's survival and competitive power (Poggi and Keating, 2013). KM can be defined as a framework for developing Amazon.com's plan, structures, and procedures in such a way that Amazon.com may leverage its knowledge to grow and produce economic and social value for its customers and community. Amazon.com must have a strong capacity for retaining, developing, organizing, and utilizing its people's competencies to maintain a competitive edge. While knowledge and knowledge management are viewed as critical features for Amazon.com's survival, the main thing is to understand the accomplishments and letdowns for knowledge management within which is the identification of resources that enable Amazon.com to stock, distinguish, make, convert, and distribute knowledge. Effective knowledge management and transmission enable Amazon.com to be more innovative and perform better (Johannessen, 2017).

Knowledge management is considered a process in which numerous activities are developed to carry out critical parts of Amazon.com's knowledge management. For example, Amazon.com must first locate and capture knowledge, then organize it inside Amazon.com's limits. Additionally, knowledge is conveyed and exchanged across Amazon.com as a member using human and technical means. Using the transfer, people working for Amazon.com can use new information to their activities, which may include the usage of knowledge management systems or the development of a business case for Amazon.com's knowledge management projects. KM is fundamentally concerned with the generation and growth of knowledge. Knowledge is created in a variety of dynamic ways, including humanistic

methods and technical techniques. Knowledge generation is fundamentally a human endeavor; technology can aid in the process but cannot completely replace humans. Amazon.com capitalizes on their capacity for knowledge creation, innovation, and value creation. This is information that results in original and groundbreaking goods alongside the knowledge that can improve internal processes and operations, and knowledge that enhances Amazon.com's strategic decision-making capabilities and direction. According to Arseculeratne and Yazdanifard, (2013), any Amazon.com that aspires to remain viable in its marketplace must be able to create information and provide a competitive advantage.

Above, we discussed the importance of knowledge creation in Amazon.com. It is also critical to emphasize that knowledge maintained by Amazon.com must be easily available and retrievable for such operations to be effective. This requires Amazon.com to organize its information in a manner that makes it accessible to the relevant persons. In other words, the primary goal of knowledge Amazon.com is to make it accessible. The repercussions of failing to organize knowledge in a retrievable and usable manner might be severe. As a result, Amazon.com must invest time and money in managing and organizing the knowledge contained within its walls. Given that businesses and Amazon.com have been increasingly having gained competitive advantages using intellectual assets rather than using physical assets, Amazon.com who does not have strong knowledge management strategies will encounter challenges (Shin and Kook, 2014). Knowledge sharing and transfer are critical components of knowledge management, as Amazon.com suffers from knowledge loss due to employee turnover. Along with retirement, vital information is lost through job transfers, mobility, and other employment arrangements. Therefore, it is the responsibility of all members of Amazon.com to develop and share information by adopting the attitude of "knowledge as part of self," which transforms knowledge sharing into a personal matter requiring personal commitment. Additionally, the ultimate purpose of knowledge management for every Amazon.com is to increase profit through increased operational efficiency, increased innovation quality and quantity, and increased competitiveness. This expected benefit, however, cannot be realized unless the accumulated information is implemented successfully inside Amazon.com (Dey and Mukhopadhyay, 2018). As a result, Amazon.com employees at all levels must make a concerted effort to incorporate accessible knowledge into various aspects of its operations, such as the power of making a decision. Amazon.com has the ability for applying the knowledge which is critical for business work which also serves as a critical link for the knowledge management program's business objectives and the actual programs with realized benefits. The use of knowledge again should have the participation of knowledge of workers, who are frequently organized within Amazon.com into

workgroups.

4. Demonstrate an evaluation of the identified scenario within the given Amazon.com. Relevant alternative academic theories must be identified and evaluated to check the effectiveness of knowledge and information management culture within the given Amazon.com in terms of creating knowledge assets and maintaining effective customer relationship management.

The pandemic has upended businesses worldwide, but it has been extremely helpful for Amazon. Each "click to purchase" restriction which broke the corporation closed to complete supremacy of working purchasing, as total e-business sales nearly creased in May 2020. Amazon.com has unquestionably been the standout performer throughout this worldwide pandemic, playing a critical role in ensuring the availability of basic commodities and essentials. As is the case with many shops, it has been concentrating its efforts on initiatives aimed at resolving the way COVID-19 has transformed buying patterns, industries, and economies worldwide. Amazon.com has been forced to react with great haste, putting its not-insignificant supply chain and fulfillment capabilities to the test. Despite being the best-positioned merchants if we take terms of infrastructure and quickness for responding to this unusual spike caused by this surprising event. Amazon-like other retailers were overwhelmed by the large volume of demand (Hunter, 2021). The theories are:

Theory of Cognitive Behavior

During the late 1950s, cognitive psychology emerged and was very essential for the shift away from the way of behaviorism. Individuals had no longer thought of collections for behavioral reactions for external stimuli, as behaviorists had a strong former belief, but rather as informational processors. Cognitive psychology was also inspired by the emergence of the computer as a device where information is processed that think like the human mind which had mixed focus on complex mental processes that neglected the behaviorists. In cognitive psychology, learning is described as the acquisition of knowledge where the learner is an information processor who takes data, analyzes it cognitively, and remembers it (Ayres, 2020).

Theory of Social Learning

Bandura (1986) provided an in-depth assessment of Albert Bandura's well-known social learning theory. Bandura works with both the cognitive and behavioral which frameworks the encompass attention, recollection, and inspiration. The theory of learning postulates that the human acquires in social contexts and those notions such as modeling, experimental learning, and imitation aid in learning. Bandura advanced the concept of "reciprocal determinism," which declares that a person can be conduct, environment, and personal characteristics reciprocally (Johnson and Bradbury, 2015).

Amazon.com continues to grow year after year. It announced massive net sales of \$96.15 billion in Q3 2020 alone - a 37.4 percent raise over the same period in 2019. Jeff Bezos, the firm's founder, is becoming the world's first trillionaire with the business itself achieving innovation a year ago (Ingraham, 2021). Amazon's.com CRM strategy has helped in the process acquiring of users and customizing the service to the individual. And, perhaps importantly, CRM has enabled the company to sell to the millions of trustworthy consumers repeatedly, while fending off swarms of competitors.

The success of amazon is built on a strong customer focus. Which is facilitated by using the company's use of CRM. The CRM software of the company is developed to collect data from customers in the house the moment a purchase is done and quickly helps to give a personalized experience. "We view our customers as guests invited to a party, with ourselves as the hosts. Every day, it is our responsibility to improve every significant part of the client experience." — Jeff Bezos (Binns, 2021). The five methods in which Amazon.com makes use of CRM are as follows:

1. Offers and promotions that are specifically tailored

When we purchase on Amazon. It prompts for creating an account. Enables Amazon.com to re-align with your interests and sell to you on an ongoing basis. Amazon's system provides the user with customized offers alongside promotions based on last purchases - a common approach to customer relationship management.

2. Assortment and storing of private data

When an account is opened on Amazon.com for purchasing anything, Amazon's management system retains the private and expense information. Because it will be significantly relaxed for purchasing again. An order can be placed with a single click – with securing the knowledge of private information is protected by Amazon.com Pay's leading best scam prevention capabilities where the item will be delivered the next day (Sangat and Taniar, 2017).

3. Support for customers

As Amazon.com customers we can resolve any use through the account in real-time. Returns are handled online. There is also an option of talking to the customer support representative if necessary. Amazon.com allows the employee to be prepared to chat with you with the details at hand, ensuring a swift and efficient resolution of any issues and more delighted customers.

4. Service evolution

CRM is important for the growth of Amazon.com. The commitment which is given by customers helped to develop kindle for Amazon.com. The kindle marketplace which is provided by Amazon.com gives a customized experience to the user.

5. Discuss Amazon.com's potential knowledge management challenges and offer recommendations to strengthen their knowledge management practices from the knowledge acquisition-retention-transfer perspectives.

Rapid productivity increases are frequently observed in Amazon.com as they gain manufacturing experience. Significant tacit knowledge, or know-how, of experienced employees, is captured and documented by the process of information acquisition. When tacit information is documented in a useable way, it becomes explicit knowledge. Knowledge Retention is the method through which Amazon.com ensures the preservation of vital knowledge, limiting the risk of loss. The process through which knowledge is transferred critical tacit knowledge is transferred from more experienced employees to less experienced employees within a workforce.

TECHNIQUES FOR ACQUIRING KNOWLEDGE

Information acquisition is the process of capturing and documenting critical tacit knowledge. Knowledge acquisition entails assisting individuals in verbalizing intuitive mental processes that enable them to accomplish their jobs with an uncommon degree of quality, efficacy, and thoroughness (Liu and Li, 2021). Tacit knowledge is often the result of substantial experience in the following areas:

- 1) Effective mental processes and an understanding of why activities must be completed
- 2) An awareness of how work is conducted inside Amazon.com, as well as the interactions and relationships necessary for effective navigation within the company; and 3) historical knowledge of significant events and the rationale for prior decisions.

TECHNIQUES FOR TRANSFERRING KNOWLEDGE

Expertise transfer is the process by which experienced workers share and distribute their knowledge to less-experienced workers. Transfers can be made directly, such as from person to person, or indirectly, such as from person to process. The distinction is that indirect transmission, information originates with the source of knowledge and is delivered directly to the recipient. The transfer of knowledge from a mentor to a mentee is an illustration of this. When information is provided by a knowledge source and then formatted and saved for subsequent access by potential users, this is referred to as indirect transfer. Because indirect knowledge transfer entails

the long-term storage of tacit knowledge in some form of media before being accessed by users, indirect knowledge transfer will be addressed as a technique for knowledge retention (Alexander and Huizingh, 2016).

TECHNIQUES FOR RETAINING KNOWLEDGE

The method through which Amazon.com guarantees that vital knowledge is retained is called knowledge retention. conserved, hence reducing the likelihood of loss. Knowledge is captured, examined, and validated before being formatted for ease of use. The following are some successful knowledge retention techniques:

- 1) Plan for personnel retention.
- 2) Electronic media, such as audio and video recordings, intranet Web sites, and databases communities that have similar practices (groups of people who share common hobby, functions, or problems)
- 3) Alternative employment models, such as phased retirements and the use of retirees as contract coaches and subject-matter experts (Davoine and Rossi, 2018).

The following recommendations will be made:

1. Accept the desire to socialize as a natural part of your being.

Humans are also known as social animals. Employees, who are also humans have a natural trend for socializing which shouldn't be seen as distraction or laziness. Employees can learn from each other when they are encouraged to build a relationship.

2. Centralize data

As indicated previously, Amazon.com possesses a treasure of collective knowledge. Along with open communication, it is critical to have a central repository for that knowledge so that staff may access it as needed.

3. Create an environment conducive to immediate conversation and sharing

Communication is critical on an individual level as well. Additionally, B2B supply chains involve a variety of teams, branches, and vendors.

Effective knowledge management requires that all of these moving pieces communicate easily with one another, or else your workflows will encounter blockages. Eliminate as many silos as

possible and improve communication (Spiegelblatt, 2000). Eliminating barriers will increase productivity.

4. Adopt an intrinsic motivational style

When employees find their work fascinating, stimulating, and pleasurable, they are more inclined to share knowledge. Employees who are motivated to share knowledge are more likely to do so.

Rather than motivating your team with external input – which may leave employees feeling manipulated or controlled – inspire them through autonomy. Motivation, job satisfaction, and people who like to have some control are critically motivated by autonomy (Leaders, 2021).

6. Conclusion

The report demonstrates that Amazon.com has a lot of room to improve customer relationship management through its enterprise resource planning. This report traces the conceptual foundations of knowledge management which help to understand the role, nature, and content of knowledge management back to the emergence of the knowledge-based view. Which results in the development of the knowledge-based economy. It becomes a catch-all term for many management activities for centrally focus knowledge of Amazon.com. The rise of knowledge-based economies has emphasized the necessity of competent knowledge management. Effective knowledge management has been defined as a vital component of any Amazon.com striving to achieve long-term strategic competitive advantage. A database is required where the complex information system streamlines the process of retrieving it which saves the data.

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Purpose

- Understand key knowledge management theory
- The importance of understanding that the effective creation, storing, sharing, application and integration of information
- Amazon's potential knowledge management challenges and offer recommendations

Amazon's potential knowledge management challenges and offer recommendations

The challenges are:

- To verbalizing intuitive mental processes with an uncommon degree of quality, efficacy, and thoroughness .
- Transfer information originates with the source of knowledge and is delivered directly to the recipient.
- To examined and validated before being formatted for ease of use.

Recommendations:

- Centralize data
- Create an environment conducive to immediate conversation and sharing
- Adopt an intrinsic motivational style

Evaluation of the proposed knowledge management framework for Amazon

Potential benefits:

- One portal, one interface.
- Modular content.
- Performance-centered.

Drawbacks:

- With the overall goals and business strategy it is hard to align the knowledge management.
- It is tough to implement knowledge management technology after choosing it.
- It is often tough to integrate knowledge management with the existing processes and the information systems that exists.

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