

KNOWLEDGE AND INFORMATION MANAGEMENT OF AMAZON.COM

LEVEL 5

BA (Hons) Leadership and Management Skills in The
Workplace

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Executive summary

In the study, the importance and application of the key knowledge management framework have been evaluated from scholarly theoretical perspectives. Alongside, the application of the components on business development practices of Amazon to improve their business functions in a better way. The report will elaborately discuss the chosen multinational organisation of Amazon. It will shed light on the key knowledge management theory along with the importance of knowledge management in the present-day business scenario for companies. Further, an evaluation of the identified scenario within the organisation will also be given in the report. It will vividly illustrate the different features of the information system utilised by Amazon along with the importance of the system that has allowed the company to achieve a competitive advantage in the market environment. Relevant theories to evaluate the effectiveness of the information management culture of Amazon along with the potential challenges that the company faces regarding its information systems will also be given in the later sections of the report.

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TASK 1

Introduction of the organisation

Amazon is a multinational online retailer that was founded in the year 1994 by Jeff Bezos. The headquarters of the firm is located in Washington, United States. As stated by de Assis Costa (2018), it is known to provide services to four main customer sets namely, sellers, enterprises, content creators and consumers. It is also known to provide marketing and promotional services where companies can advertise their brand products based on certain co-branded agreements. The design of the official website of the firm has been done such that the products are sold by the company as well as the third parties across a dozen of categories. It allows other brands to sell their products on their website by earning a fixed fee and revenue sharing per transaction that is carried on by them. According to Rodrigue, the company primarily operates in the North American and international markets (2020). The first category includes all retail sales of goods and subscriptions made through regionally localised Amazon websites, like www.amazon.ca and www.amazon.com. On the other hand, all of the products and subscriptions that are offered in markets with a global focus, including the US and Canada, are included in their International division. Besides their regular products, they are also known to distribute a variety of streaming content through their other subsidiaries such as Amazon Music, Twitch, Amazon Prime and Audible units. It can be agreed that the company has successfully been able to penetrate several market segments as it has also started publishing its books and movies through Amazon publishing and Amazon studios, respectively. With the existence of a varied variety of products, it was the only company that was able to increase its profit margins even during the pandemic period when most of the companies were going under severe losses. This aspect will be discussed in detail further in the sections of the report.

Introduction of the key knowledge management theory

Key knowledge management theory is a central knowledge management concept that helps to improve internal organisational structure and its practices in their operational environment. In terms of improving the internal structural division of an organisation, the theory explains the knowledge process of developing potential in a better way. In contemporary literature, Zaim *et al.* (2019) have amplified that the theory has highlighted the importance of cultural and structural

objectives of an organisation to intend their operational practices in a competitive environment. To identify management improvement procedures, creating a primary focus on organisations' internal structures is the best way to design hierarchically and culturally knowledge management procedures of an organisation to emphasise future growth prospects in a better way. Alongside, it is the way to understand key knowledge management practices of an organisation that could help to improve their decision-making practices in a better way. On the other hand, Ode and Ayavoo (2020) have contradicted that the objective of the theory is to highlight the core knowledge of management components that could help to improve internal organisations' processes and technological structure based on a firm in a better way. The main concept of the theory is to improve the cultural objective-based knowledge of an organisation for that it can be able to assess its structural prospects in a better way.

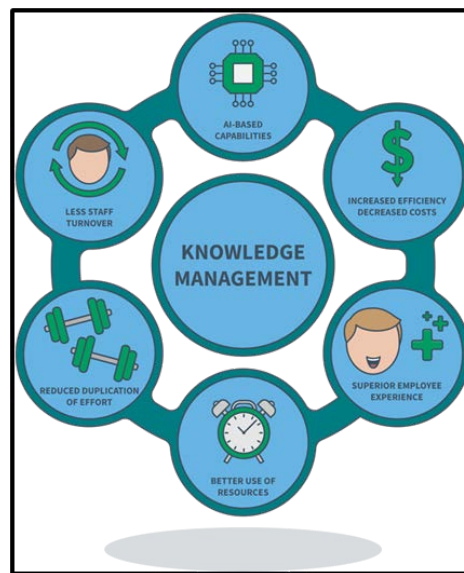


Figure 1: Key knowledge management theory

(Source: Zaim *et al.* 2019)

Application of the theory on Amazon's betterment

Based on the ideology of the theory, it has been recognised that the company can be able to improve its internal organisational structure to intend the performance ability and working efficiency of employees in a better way. The core principles of the theory highlighted the technological structural-based contexts of an organisation based on that Amazon can be able to improve its internal and external cultural objectives and key knowledge managing procedures in

a more effective way. Following the objectives of the theory, Amazon can be able to improve performance quality to enhance knowledge about different key management procedures to intend structural procedures improvement in a more significant way.

Importance of creation, storing, sharing, application and integration of information

Importance of creating and storing data

As opined by Webb (2017), the process of collecting, handling, storing and sharing knowledge throughout an organisation can be termed Knowledge Management (KM). This is the very process that is used by different companies to enhance their business processes and get rid of redundant ones. Knowledge management promotes an integrated approach by giving an organisation easy access to create capture and utilise the knowledge assets available to them. As asserted by Hislop, Bosua and Helms (2018), KM has presently emerged as one of the top priorities of every company irrespective of its size and functions.

Importance of sharing and application of data

The entire procedure of finding, gathering, organising and presenting the data to help employees better comprehend their area of duty is a critical issue for many standing businesses. However, with the use of KM, an organisation gains the ability to easily carry out several activities like the storing and utilisation of knowledge for strategic planning and problem-solving. It has also allowed the management of several companies, especially Amazon, to properly carry out major decision-making processes. In addition, it also reduces the risks of losing intellectual assets by enabling the firm to obtain strategic business goals. Martins *et al.*, (2019) state, that the effectiveness of KM is not just restricted to its technology, it stands to be the most useful in an environment where introducing new technical infrastructures has stood to be extremely challenging and individuals are not willing to share their set of knowledge. Such evidence increases the requirement of initiatives that the core management can find a relevant solution to, through the usage of knowledge management, which will go on to further unify processes, people and technology and allow the corporate to attain its vision and mission statement.

Importance of integration of data

In present times, knowledge management solutions have become the most strategic technologies that can be taken advantage of by large companies like Amazon, to achieve their long-term and short-term objectives. The requirements and demands of customers have become vulnerable to rapid changes. Hence, to serve them well and remain in the business, companies should try to operate on the minimum number of fixed assets, empower their employees and enhance their customer services (Li and Liu, 2016). Each of these mentioned benefits can be acquired by Amazon only by adapting, capturing, sharing and learning about the different knowledge databases that can be accessed by them through knowledge management solutions.

Evaluation of the identified scenario within the organisation

The pandemic that went on for a prolonged period of almost two years had huge devastating effects on the entire global economy which even resulted in many companies coming to a complete standstill. Several individuals lost their only source of livelihood which result in a severe crisis in almost every country in the world. However, in the midst of this, Amazon was the only standing company that was able to seamlessly carry out its operations and even sell its products at low and affordable prices. Moreover, when several companies were laying off their employees, Amazon on the other hand was continuously hiring and adding more than 36000 individuals to their employee list. As propounded by D'Agostino (2018), the success of the multinational firm was mostly because of the advanced information system that is integrated into their working processes. Even during the crisis period, the company took advantage of scanning through their large customer database and offering the lowest amount of prices on products that were most high in demand during the pandemic such as masks, sanitisers and so on. Therefore, by supplying the most demanded products, the company was able to achieve a higher profit margin even on low-priced products.

The information systems implemented by Amazon

As asserted by Li and Liu (2016), the e-commerce multinational company of Amazon is known to utilise a specialised information system that allows them to collect, store and analyse the data of that large clientele. By integrating the information system into their overall system, they have been able to streamline the key decision-making process which has allowed them to achieve greater levels of efficiency in their operations. Their system mainly operates on a two-piece information management software which consists of the Simple Storage Service and Amazon Web Services (Rodrigue, 2020). The former is the main database which stores all the information of their customers and the latter promotes their access to the e-Commerce platform. The web service also allows customers to create their personalised accounts which allows them to buy the products being sold on the website. The software system used by the company is extremely advanced as it is compatible with every electronic device that has internet access. This special feature allows the Amazon staff as well as the buyers and sellers to effectively communicate with one another while carrying out any important transaction. The web service of the company is observed to have three main parts:

- Reliable and scalable customer **Relation Management System**
- **Smart analysis search** system that allows customers to get access to any information that is related to the products available on the website.
- The entire system is built on a **Service-Oriented Architecture** that allows it to decentralize and improve the security measures of the system.

The entire information system of the company has been designed like one single unified pipeline where all the information that is gathered by the web service software management is directly sent to the resource management system which automates the ordering process and schedules the delivery date. This shows that the entire system works smoothly and sturdily where information of the customers is used at large to make their entire process fast and hassle-free.

Another major element of the information system of Amazon is its **Customer Relation Management** which has significantly been contributing to the revenue growth of the company since its initial years of operations, asserts Castelli *et al.*, (2017). This specific system is designed to collect customer data from resources like their transaction history or their previous orders. The entire system is designed with the use of specialized sorting algorithms due to which the recommendations that are shown whenever the customer opens the application of Amazon are entirely based on their previously placed orders. The magic that it uses to give such customized recommendations is by simply encrypting sensitive information and redirecting it to the customer's

order details. Through this system, Amazon is also able to collect information on customer feedback and queries. It is widely known that Amazon shows the true reviews that a product receives on its e-commerce platform; this facility is provided to customers only with the help of this particular software system.

Importance of information systems being used by Amazon

The information system of Amazon is highly effective which can easily be determined by their fast delivery processes and customer management systems. The company has successfully been able to integrate various components of its system within the customer database which has constantly helped the company to improve its overall business processes. Due to the varied portfolio of the company which consists of everything starting from household furniture to electronic devices, it can be agreed that it has successfully been able to create a virtual duplicate of the real-world marketplace (Martins *et al.*, 2019). Additionally, the delivery system has also been streamlined which has allowed them to enhance the time required to resolve any customer query, giving them a smooth and easy flow of business functions. Even after the increase in the competition level in e-commerce websites as well as the covid-19 pandemic, when almost every business was facing a very hard time surviving, Amazon was able to attract and retain a large number of customers. As stated by Ode and Ayavoo (2020), the credit for such benefits should be given to their excellent and advanced information management system. The automation processes and the communication structure provided by the system have constantly added value to the brand reputation of the company due to which it has benefitted in several ways. Some of these advantages have been given below:

Limitless inventory: As propounded by Stone (2021), initially when Jeff Bezos established the company, its sole purpose was to only sell books to customers. Fortunately, due to the integration of such an exquisite information system, the company has been able to include a diversified range of products such as movies, music, electrical appliances, beauty products and so on. This limitless feature of its brand portfolio has allowed the company to emerge as one of the trillion-dollar companies in the world.

High-profit margin with low prices: The system has played a major role in the retention of old customers and the attraction of new ones. This has allowed the company to sell more products within a shorter period which eventually results in a larger profit margin in their long-term performance.

Enhanced customer care: With efficiency and security being the prime characteristics of amazon's information system, the e-commerce company has significantly been able to improve the communication between its staff and users. As opined by D'Agostino (2018), customers who drop in their queries have been reported to get a call from customer care within just 10 minutes. Such a high level of efficiency has allowed them to provide excellent customer experiences.

Relevant alternative academic theories to evaluate the effectiveness of the information management culture

As stated by Hislop, Bosua and Helms (2018), the knowledge management theory that was established in the early 1990s lays down several methods of applications that allow companies to better understand their working systems and accordingly bring relevant changes to them. The central KM theory consists of three main categories, namely:

Organisational theory: This concentrates on the organisation's culture and structure that is used by a company to manage its different knowledge processes.

Ecological theory: This relates to the individuals and community that directly interact with the organisation and play an active part in sharing knowledge with the company

Technocentric theory: This focuses on the different processes that are used to design the technology that helps a company to facilitate its flow of knowledge and store the required amount of information.

Application of appropriate theory to Amazon information management culture

As the multinational firm Amazon is entirely dependent upon Artificial Intelligence (AI) to gather any kind of knowledge that helps them to carry out their work processes, therefore, the technocentric theory stands to be the most relevant among the three categories of knowledge management theory. From the collection of customer data to the delivery of their products to the doorstep of customers, every activity of Amazon is completed via different advanced technologies that have been integrated into their computer systems. Castelli *et al.*, (2017), state, that it is due to the use of such advanced technology that Amazon was able to survive during the crucial pandemic period when every other company was failing to even carry out their daily activities. The integrated technology allows the firm to constantly include the different changes taking place in the marketplace which allows the company to gain an upper hand against its rivals in the industrial environment.

Amazon's potential knowledge management challenges

Even after having such an advanced knowledge management culture, the multinational firm does face a certain number of challenges while handling its knowledge management systems. A brief description of some of these challenges has been given below:

Keeping up with the changing trends: Even though the information system of Amazon has been designed with specialised algorithms, however, just like every other company, it too is vulnerable to the rapidly changing trends taking place in the market scenario (Steg, 2016). As the company spends millions and thousands of dollars to maintain its entire working system, therefore, it becomes quite challenging to keep updating and including new features as it constantly increases the investments that are required to keep the systems efficient. Moreover, as the competitive edge of the company is largely dependent on the efficiency level of the system, hence the company cannot take any risk to keep it just as it is without bothering about the trends in the market.

Security issues: As the information system of the firm carries out its activities by gathering data from several customers, thus, it is extremely important for the company to constantly be aware that none of the gathered data is being leaked or hacked by any illegal entity. In contemporary times, the degree to which cybercrime has been happening has stood out to be a major point of concern, states Martins *et al.*, (2019). Any kind of data-related issues taking place in the systems of Amazon would have an immense number of negative effects on the present brand reputation of the firm. This would further hamper their market share and drag them down from the top retailer's list.

Motivating the staff members: Besides the computer system, the employees working for the firm have an equal share of contribution towards the success rate of the company. With almost 1.3 million employees working for the firm on a worldwide basis, it becomes extremely crucial for Amazon to come up with efficient strategies that will keep the employees motivated to give the best and improve the organisation's output. Moreover, all the queries that are submitted by the customers have to be solved by the employees rather than the information system. Therefore, keeping them encouraged and on the right track is essential so that customers can gain the relevant solution for any problem they might have been facing relating to Amazon.

Easy access to information: With more than thousands of individuals searching for products on the company's website per second, Amazon needs to maintain a simple and user-friendly interface that will allow clients who are not that technologically advanced to easily find the product information they are searching for (Zaim, Muhammed and Tarim, 2019). This component has posed a challenging issue as with time, the product portfolio of the company is rapidly increasing.

Hence, it is becoming even more complex for the company to maintain an easy interface to not lose any specific portion of its customer base.

Recommendations to strengthen the knowledge management practices

With the status of an exclusive multinational brand that offers such a wide variety of products, Amazon needs to resolve its present challenges and strengthen its knowledge management practices. Some recommendations that stand relevant to their practices and have the potential of resolving them have been stated below:

- ***Typing into intrinsic motivation:*** As stated by Steg (2016), when employees are given a job that matches the most with their desires and interest, they are likely to perform and give their best at it. Therefore, to resolve the challenge of motivating employees and keeping them encouraged to produce quality results, the managers and leaders should be given the responsibility of analysing the capabilities of each employee working for Amazon. It should be looked into that their job matches their analysed capabilities which will allow the workers to achieve job satisfaction and will also reduce the employee turnover rate of the firm.
- ***Soliciting questions and feedback:*** As customers are the primary source of income for Amazon, therefore, they should try and always win their hearts by resolving the majority of the issues faced them. This can be done by carrying out surveys and evaluating their feedback; such surveys can be conducted annually where common questions can be posted on the official social media pages of the company, such as Instagram and Twitter. The questions that receive the most amount of likes and comments then should further become a primary concern to be resolved by the core management.
- ***Improvising proper reviewing process:*** With so many features being added daily to their system, there might be instances where the employees mistakenly have not reviewed the accuracy level of the new component (Ode and Ayavoo, 2020). Therefore, to resolve such complications the firm can hire a new set of employees and create a review committee that will have the sole responsibility of looking into the minute details of the newly introduced features and immediately reporting the faults found in them.
- ***Using a natural language processing (NLP) for search functions:*** As the advisors always are in the need of using the knowledge base to find any specific information on the

system, hence integrating their search function with the Natural Processing Language will allow the advisors to gain easy access to the information and not spend prolonged hours of their precious time to search for any minute detail.

Conclusion

It can be concluded that Amazon does have an extremely efficient information management system that has allowed it to survive even during the critical pandemic period. With their excellent customer services, they were able to serve their clients and fulfil the requirements by supplying the most demanded products at affordable and low prices. This allowed the company to enlarge their client base even during the period when most companies were finding it difficult to even carry out their daily activities. However, to resolve their challenge of providing a simple and use of friendly interface to their clients, the core management is recommended to carry out surveys and take feedback from customers on an annual basis to be able to include different required updates in their advanced information systems.

TASK 2 POSTER

Introduction

A knowledge management framework is a structural improvement procedure of an organisation to optimise their company's knowledge resources and their betterment scale. By developing the knowledge structural procedures of an organisation, they can be able to improve knowledge sharing, organising and information-taking procedures by acquiring multiple resources within the targeted area. Based on these factors, the study is aiming to demonstrate the evaluation of the knowledge management framework to implement its ideology in the operational environment of Amazon. The implication of the knowledge management framework on the internal structural base of an organisation and its impact on strengthening firms' sales' related productivity is also going to be evaluated in the study to understand its influence on developing management practices of them in future.

Evaluating the 'Proposed Knowledge Management Framework for Amazon'

Saleh *et al.* (2018) have opined that knowledge management helps to conceptualise business development procedures by identifying knowledge resources of an organisation and also improves the innovation capacity to intend marketing productivity. The main objectives of the framework are to develop organisations' structural-based knowledge to form better, innovative business procedures to influence the marketing practices of organisations in a better way. In terms of improving internal departmental practices or transforming the performance potentials of organisations in a better way, most organisations are preferred to use the knowledge management framework (Hellebrandt *et al.* 2018). Alongside, the framework also develops an organisation's ability to structure their business optimization scale and shape their distribution channel to develop business operational practices more prominently. In the e-commerce business development segment, the framework is used to improve and reshape their technological procedures based on how their functional practices evolve. In the current e-commerce business environment, Amazon is one of the most effective online marketing segmented organisations which runs its business functions with proper efficiency and designed its business practices

innovatively. To develop the internal structural procedures in a competitive environment, the company has initiated the development of a more significant knowledge management framework effectively.

Application of the 'Proposed Knowledge Management Framework' in Amazon

Within the e-commerce business environment, the company has evolved their ability to design a particular knowledge management system based on which the fundamental dimensional development procedures of the company can be changed. In terms of improving the structural base of organisational structure, innovative management, HRM, data and information management, business intelligence development and customer relationship management practices of the company based on that they will be able to formulate their further business operational procedures in a more effective way (Amazon, 2021). After the outbreak of the Covid-19 pandemic, the company has restructured their internal structure to empathise with business better procedures by the principles of its proposed knowledge management framework. By adopting the newly designed knowledge management system and implementing it in the operational environment of the company, they can be able to structure their further improvement-related practices by effectively accruing proper knowledge-based resources.

Discussion on Amazon's knowledge management challenges

In terms of utilising knowledge and information that has been shared by the knowledge management system, the company can be witnessed as suffering from different challenges that have impacted their operational area to improve the data collection process in a better way.

Developing people motivation

After implementing the systematic format into the workplace environment to share information in a better way, the company has faced issues in motivating their employees with proper working practices. Developing information sharing procedures in a specific way, the employees of the company have been affected by developing data structural procedures of the company's proper implementation of technological devices. For that reason, the company has suffered to keep their employees properly motivated towards their working practices.

Frequent changes in technology

In the current business environment, usage of technological applications and modification of technologies are developed by which the operational practices of those firms are also improved (Ma *et al.* 2020). Due to this reason the company has also been impacted by the current design knowledge management system with new technologies, while it is also being upgraded with new features. It has affected the operational costs and technological implementation of the company in its targeted environment.

Maintaining information sharing process up-to-date and accurate

Laato *et al.* (2020) have stated that shared information and maintaining its currency and accuracy are competitively difficult to continuously manage the authenticity of those data properly. By improving information currency and managing its currency procedures properly, the company has also impacted its technological base and information management techniques of them and maintained the authenticity of data accordingly.

Recommendation to strengthen knowledge management practices

Centralising knowledge to create innovative content

Improving knowledge resources and enhancing the organisation's ability to collect data from reliable sources, develops the ability of the company to create more innovative content properly. Creating innovative content and utilising it in the operational environment of the company can be reliable to attract customers' attention and improve the internal structural applications of the firm properly.

Implemented knowledge management framework by following every step of the process

Implementing a knowledge management framework by following every step of the process can be the best way to formulate systematic procedures for the company in future. Every step of the knowledge management framework may improve an organisation's ability to improve its internal structural process by identifying its objectives to develop future operational practices properly. By implementing the KM framework stages the existing KM system of the company can also be developed in a better way.

Conclusion

The study has demonstrated the importance of a knowledge management framework in the context of improving the internal structural procedures of an organisation effectively. Alongside, the significance of the framework to improving operational environment betterment procedures of an organisation has also been evaluated in the study to understand its application to the internal environment. In the study, the application of the proposed knowledge management framework to the operational area of Amazon has also been illustrated to understand their improvement procedures in a better way. Conclusively, following the recommended strategic approaches are reliable for developing further performance improvement ability of the company in future.

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APPENDIX

Appendix 1: Poster presentation

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Evaluating the 'Proposed Knowledge Management Framework for Amazon'

Salih et al. (2018) have agreed that knowledge management helps to transform business development procedures by identifying knowledge resources of an organization and also improves the innovation capacity to intend marketing procedures. The main objectives of the framework are to develop organizations' structural-based knowledge to form better, innovative business procedures to influence the marketing practices of organizations in a better way. In terms of improving internal departmental procedures, transforming the performance potentials of organizations in a better way, most organizations are preferred to use the knowledge management framework (Kilichowski et al., 2018). Alongside, the framework also develops an organization's ability to structure their business optimization scale and shape their distribution channel to develop business operational practices in a more prominent way. In the e-commerce business development segment, the framework is used to improve and reshape their technological procedures based on how their functional practices evolve. In the current e-commerce business environment, Amazon is one of the most effective online marketing segments organizations which runs its business functions with proper efficiency and develops its business practices in an innovative manner. In order to develop the internal structural procedures in a competitive environment, the company has initiated to development of a more significant knowledge management framework in an effective way.



Introduction

A knowledge management framework is a structural improvement procedure of an organization to optimize their company's knowledge resources and their commitment scale. Through developing the knowledge structural procedures of an organization, they can be able to improve knowledge sharing, organization and information-taking procedures by acquiring multiple resources within the targeted area. Based on these factors, the study is aiming to demonstrate the evaluation of the knowledge management framework to implement its ideology in the operational environment of Amazon. The implication of the knowledge management framework on the internal structural base of an organization and its impact on strengthening firms' sales' related productivity is also going to be evaluated in the study to understand its influence on developing management practices of them in future.

Application of the 'Proposed Knowledge Management Framework' in Amazon

Within the e-commerce business environment, the company has evolved their ability to design a particular knowledge management system based on which the fundamental dimensional development procedures of the company can be changed. In terms of improving the structural base of organizational structure, innovative management, MIS, data and information management, business intelligence development and customer relationship management practices of the company based on that they will be able to formulate their further business operational procedures in a more effective way (Amazon, 2021). After the outbreak of the Covid-19 pandemic, the company has restructured their internal structure to comply with business better procedures by the principles of its proposed knowledge management framework. Through adapting the newly designed knowledge management system and implementing it in the operational environment of the company, they can be able to structure their further improvement-related practices by securing proper knowledge-based resources in an effective way.

Discussion on Amazon's knowledge management challenges

In terms of utilizing knowledge and information that has been shared by the knowledge management system, the company can be witnessed as suffering from different challenges that have impacted their operational area to improve the data collection process in a better way.

Developing people motivation

After implementing the systematic format into the workplace environment to share information in a better way, the company has faced issues in motivating their employees with proper working practices. Developing information sharing procedures in a specific way, the employees of the company have been affected by developing data structural procedures of the company's proper implementation of technological devices. For that reason, the company has suffered to keep their employees motivated towards their working practices in a proper way.

Frequency changes in technology

In the current business environment, usage of technological applications and modification of technologies are developed by which the operational practices of those firms are also improved (Ma et al., 2020). Due to this reason the company has also been impacted by the current design knowledge management system with new technologies, while it is also being upgraded with new features. It has affected the operational come and technological implementation of the company in its targeted environment.

Maintaining information sharing process up-to-date and accurate

Law et al. (2020) has stated that shared information and maintaining its currency and accuracy are comparatively difficult to continuously manage the authenticity of those data properly. By improving information currency and managing its currency procedures properly, the company has also impacted its technological base and information management techniques of them and maintained the authenticity of data accordingly.

Recommendation to strengthen knowledge management practices

Consolidating knowledge to create innovative content

Consolidating knowledge resources and enhancing the organization's ability to collect data from reliable sources, develop the ability of the company to create more innovative content properly. Creating innovative content and utilizing it in the operational environment of the company can be reliable to attract customers' attention and improve the internal structural applications of the firm properly.

Implementing knowledge management framework by following every step of the process

Implementing a knowledge management framework by following every step of the process can be the best way to formulate systematic procedures for the company in future. Every step of the knowledge management framework may improve an organization's ability to improve its internal structural process by identifying its objectives to develop future operational practices in a proper way. Through implementing the KIM framework stages the existing KIM system of the company can also be developed in a better way.



Recommendation to strengthen knowledge management practices

Consolidating knowledge to create innovative content

Consolidating knowledge resources and enhancing the organization's ability to collect data from reliable sources, develop the ability of the company to create more innovative content properly. Creating innovative content and utilizing it in the operational environment of the company can be reliable to attract customers' attention and improve the internal structural applications of the firm properly.

Implementing knowledge management framework by following every step of the process

Implementing a knowledge management framework by following every step of the process can be the best way to formulate systematic procedures for the company in future. Every step of the knowledge management framework may improve an organization's ability to improve its internal structural process by identifying its objectives to develop future operational practices in a proper way. Through implementing the KIM framework stages the existing KIM system of the company can also be developed in a better way.

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