



Report

**Subject: KIM's process at
Amazon.com during Covid-19**



Module: Knowledge and Information Management Skills for the Workplace

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1.Introduction

According to King and Zeithaml (2003) knowledge turned out to be one of the utmost important powerful forces for organization achievement and design significance.

Knowledge Information management in the last twenty years has developed significantly, thus noticing advances in information technology, becoming for large companies sources to develop their strategies. Being for organizational management an integrated part of KIM, forming an interdependence between operations and management strategies. In this report, we will analyze the progress of Amazon.com through the prism of knowledge information management. I will evaluate the KIM system through methods, models and theories to support their importance for companies like Amazon.com(The Five Learning Cycles of the Competent Organization, Nonaka, etc). I will demonstrate how Amazon has increased the importance of standard operating procedures through knowledge. Using the 2019 and 2020 annual reporters to compare the influence of the pandemic (COVID-19) for the company. Amazon, the company designed by Jeff Bezos, is a huge world market. And just like at the market, his stalls are spread out and visible all over the world.

