

Title: Digital Skills and Research Methods

Lecture :

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IMPACT OF THE TECHNOLOGY INTRODUCED

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Lecture: Amitave Banik

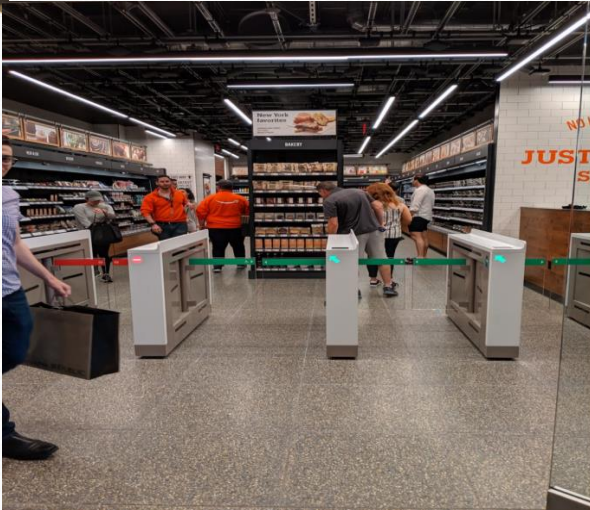


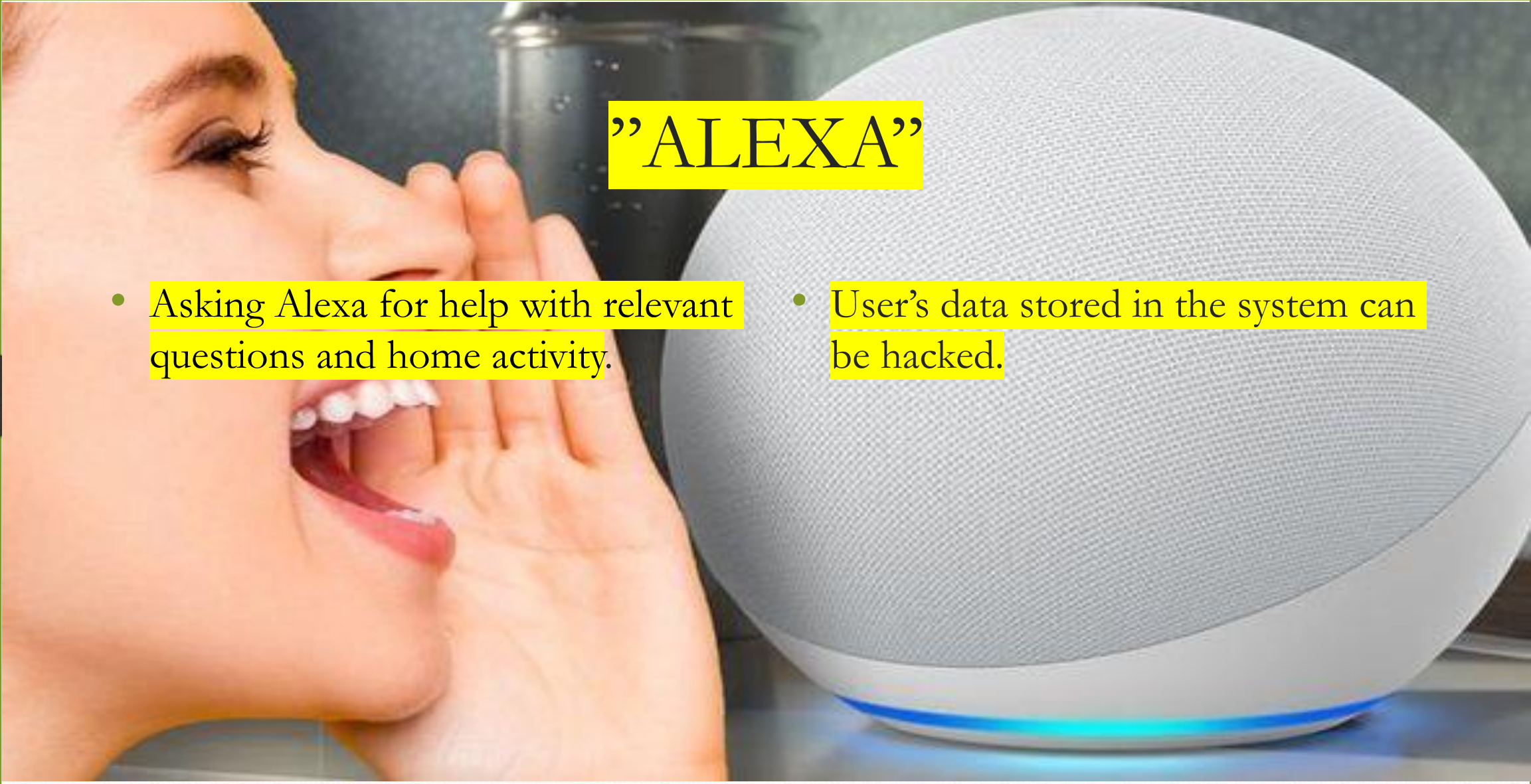
”ONE CLICK ORDERING”

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- It makes shopping more convenient by ordering everything online and getting it delivered straight to customer's door.
 - Opens a worldwide door to small and local business and helps them showcase their products
 - Because of Amazon size and variety of products offered, small businesses cannot compete

”AMAZON GO”

- Fast and convenient service without queue or interaction with staff. Simply walk in and walk out.
- No more staff needed at the physical stores.
- All movements are monitored by hundreds of cameras and data collected for the global retailer

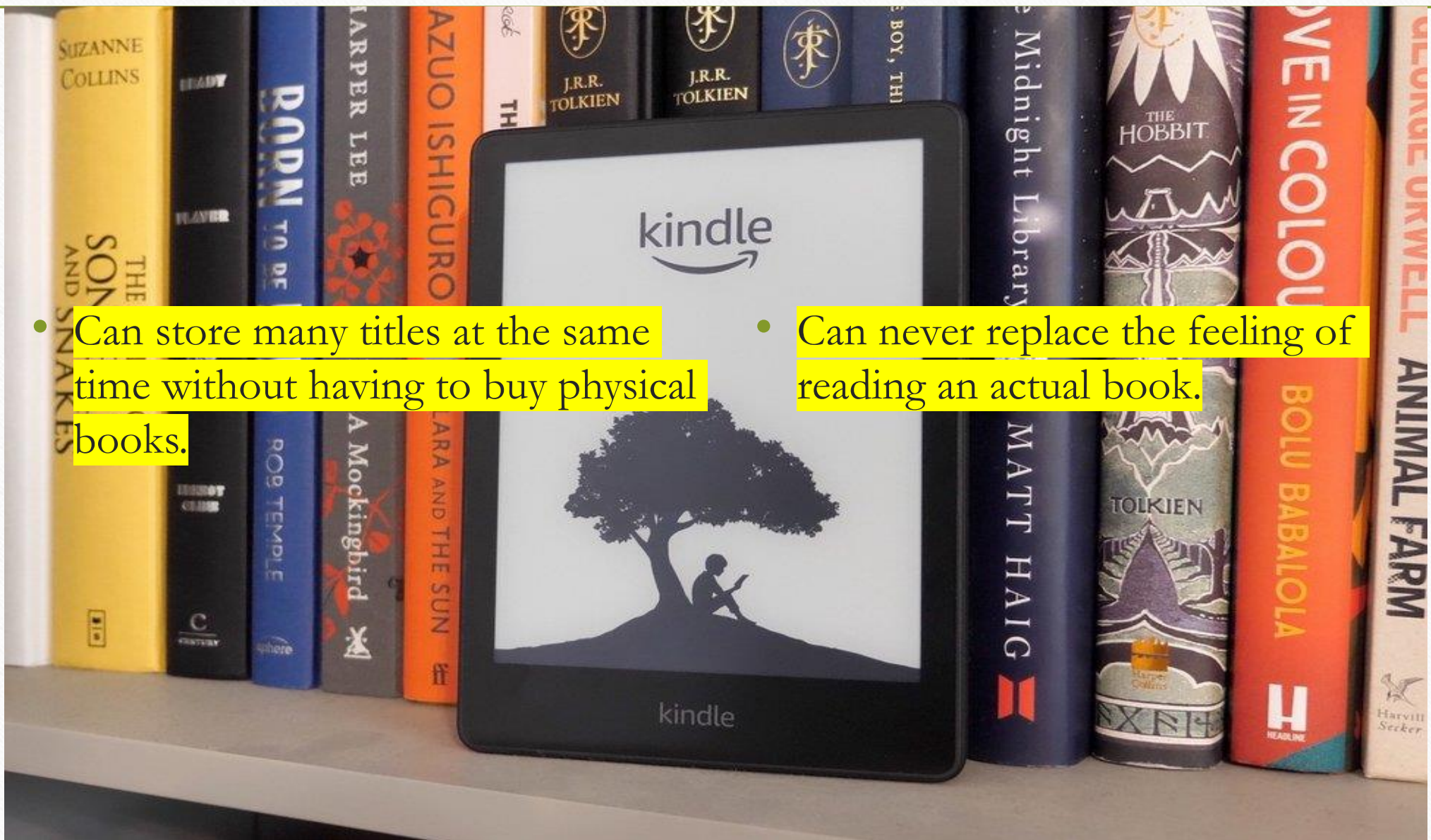


A close-up photograph of a woman's face in profile, shouting with her mouth wide open and her hand cupped behind her mouth. She is facing a large, white, spherical smart speaker with a blue light ring at its base. The background is dark and out of focus.

”ALEXA”

- Asking Alexa for help with relevant questions and home activity.
- User’s data stored in the system can be hacked.

- Can store many titles at the same time without having to buy physical books.
- Can never replace the feeling of reading an actual book.



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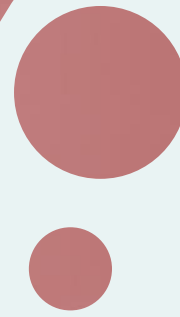
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A top-down view of a desk with a red background. On the left, a portion of a laptop is visible. Next to it are two pens and a small cup. At the bottom, a white notepad is placed. The notepad has the text 'Morden Technology' written on it in bold, underlined black font.

Morden Technology

- 
- Two solid red circles of different sizes are positioned to the left of the list items.
- **The background of organisation**
 - **The insights to the modern technology introduced;**

The insights to the modern technology introduced;

Information : When you see a start  and numbers in it that means it is going to be referenced on the last page of the PowerPoint

- Amazons first logo was different  when it was found by jeff Benzo in 1994 5 of July it was only a website that sold books .



Logo in 1994



Amazon used to be called Relentless." If you visit Relentless.com today, it navigates to Amazon." 

amazon logo. (2000).
<https://www.bing.com/images/search?view=detailV2&ccid=3ZJg2P%2Bf&id=337478E77ABAF0229224C2AA50D2ABC35A948D48&thid=OIP.3ZJg2P-fzfHw3pjJyUJMuQHaE8&mediurl=https%3A%2F%2Findianapublicmedia.org%2Fimages%2Fnew-s-images%2Famazon-logo.jpg&cdnurl=https%3A%2F%2Fth.bing.com%2Fth%2Fid%2FR.dd9260d8ff9fcd1f0de98c9c9424cb9%3Frik%3DSI2UWsOr0ICqwg%26pid%3DImgRaw%26r%3D0&exph=1000&expw=1500&q=Amazon+Logo&simid=608042287081149835&form=IRPRST&ck=D533939E16C704104750941919EA597B&selectedindex=9&ajaxhist=0&ajaxserp=0&vt=2&sim=15,0&ajaxhist=0&ajaxserp=0>

Facts about amazon with modern technology

- Within a month of selling" \$20,000 all week books being shipped to the United States and foreign countries the company was public in 1997"
- In "1999 Amazon's number were incredible they had shipped 20 million products to 150 countries"
- In "2000 Amazon expanded with there products
- In 2007 Amazon was even more popular when it introduce the kindle e-reader it had all the books you wanted and you could read them where ever you go
- After some years Amazon introduced a new kindle Fire tablet where you could watch movies tv shows do art online and many more thing



Why do you think amazon is popular ?

The reason why amazon is popular is because like I have already said it was the biggest book store, people did not have to move from their house if they wanted a book they could just go on the website and order it within minutes and get it delivered to there house and it did not mater where they lived.

Challenges Amazon faces

- Amazon faces challenges such as different company being competitive for example amazon and eBay are similar as they are both company's that sell thing online .
- One of the main differences between eBay and Amazon is that eBay is an online auction website whereas Amazon is an online store.
- Amazon has the ownership of items that it sells. On the other hand eBay does not have the ownership of items that it sells or auctions on the site. This is an important difference between the two sites.
- The challenge between these two is that amazon sells brand new thing and eBay sells second hand thing for example if you where to buy an iPhone from amazon it will be brand new but then on eBay it will be sometime second hand .
- Another challenge that amazon faces is that say a ribbon on amazon can be more expensive than a ribbon on eBay where on eBay I can be say £1 but on amazon it can be £1.50



VS



Challenges that amazon faces

- ❑ Challenges that amazon faced before modern technology is that the old people cannot use there phones or computers even some old people to this day cannot use modern technology.
- ❑ For example amazon has only a grocery shop amazon fresh where that is good for old people because they can go in and get what they need but for example they don't have a shop for them where they can go and get different things for example clothes electronics





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