



BMSW5106

KNOWLEDGE AND INFORMATION MANAGEMENT SKILLS FOR THE WORKPLACE

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The report focuses on the *Amazon* company and the intent is to demonstrate how this global giant is able also and above all in the light of Covid19, to connect an undeciphered number of users on the acquisition of information on the products it offers, through the use of gigabytes.

The report will be supported by research, explaining first of all what *Knowledge Management* is and how *Amazon* manages it internally, what are the conversion processes to transform *Tacit knowledge* into *Explicit form* and what are the challenges that the company must constantly interface to be able to have organized *Knowledge Management*. Furthermore, the reading will be supported by a brief introduction on the background of the company itself, of how it uses *E-commerce*, favouring its customers to buy seated comfortably from home, at discounted prices and simply thanks to the use of devices they provide to the user an indefinite number of information and therefore of data, and with specific use of techniques and theories such as: *The DIKW Model* "The pyramid of knowledge, a theoretical scheme aimed at explaining the cognitive and learning process, which connects four elements in a linear hierarchical way: data, information, knowledge, wisdom", *The Knowledge Management Cycle* "The process that transforms information into knowledge and explains how it is acquired, processed and distributed in the company".

In conclusion, a demonstration of how important information systems are, and which ones are implemented by *Amazon*, to ensure that the customer continues to purchase products and therefore continues to increase turnover, making sure that even during a global pandemic, where millions of people have lost their jobs, homes, etc., *Amazon* increased the number of workers and tripled profits during *Covid19*.