

Module: Knowledge and Information Management Skills for the Work Place

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Knowledge and Information Management of Amazon.com

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Introduction:

Covid-19 has limited the movement of the people from all over the world. Covid-19 has changed the life style of the people. The economic activity of the people has come to a standstill. People have to stay at home due to the lockdown to prevent the outbreak of Covid-19. The supply chain of the business organizations has been come to a standstill due to this lockdown. The life of people has become miserable due to this supply chain disruption. The traditional business organizations have to shut-down their business organizations due to Covid-19(Janiak, Machado and Turén, 2021). On the other hand they have to endure a great loss to this lockdown. On the other hand Covid-19 has created a great opportunity for E-commerce industry as it doesn't operate like the traditional business organizations. It has created great opportunities due to its higher efficiency and lesser man to man interaction. E-commerce has plays an important role in restoring supply chain system. It has changed the life of people through providing essential commodities during the lock-down. While traditional business organizations are struggling to cope with this situation e-commerce are thriving during this period. It has created a large number of jobs throughout the world. Amazon is the largest e-commerce company in the world. It has become a huge business empire within a very short period of time. It has always concerned about the demand of the consumers. It has brings innovative ideas and technologies in the business which has makes it exceptional from the others which helps it to be the largest business organization in the world.

Introduction to Amazon Inc.:

Amazon Inc. is the largest e-commerce corporation throughout the world. It is established in 1994 as small book store. The headquarter of this company is in Seattle, Washington, U.S. The serving area of this company is worldwide. At the beginning it had to struggle in order to survive in the market. Jeff Bezos is the founder of this organization(Amazon.com: Books, 2021). He is also the richest man in the world. His visionary leadership strategies help this organization to be

the largest e-commerce platform throughout the world. It has brought a revolutionary change in the business world. It brings innovation in the business through bringing new ideas. The operating income of this company is 22.9 billion us dollars(Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more, 2021). It is the world's most valuable brand. It has employed about 12,98,000 employees throughout the world. It has developed an integrated supply chain system through establishing stores throughout USA. It emphasizes consumers satisfaction which plays the most important role in it's success in the business world. It has developed a unique strategy in order to gain consumer confidence which helps it to be a market leader throughout the world.

Knowledge management theories:

E-commerce is a knowledge based business system. In e-commerce the success of a business organization depends on the proper management of knowledge. E-commerce has used consumer information in order to maximize consumer satisfaction. Jeff Bezos has created his business empire with his visionary leadership strategies. He always emphasizes the consumer satisfaction over business profit. On the other hand it has developed a comprehensive knowledge management system to overcome the limitations of the existing traditional leaderships(Obrenovic, Obrenovic and Hudaykulov, 2015).

The current world economy is a knowledge based economy. In this competitive world companies need to create new business structures and new concepts for the management of its resources. Proper management of resources ensures business organizations to remain competitive. The latest approaches of strategic management are managing the intellectual capital such as human, structural and relational capital. Those resources are the main sources for a sustainable and competitive business organization(Andreeva and Kianto, 2012). In this age of globalization the interconnection among different is increasing significantly. In such a situation the survival of business management depends on their organizational intelligence. Information is the source of organizational intelligence. The skills of managing information and knowledge systems help organizations to bring new investments through convincing different stakeholders in a business organization.

Knowledge management is related to the processes and infrastructures of a business organization to attain, create and share knowledge for formulating strategy and making strategic decisions. The success of a business organization depends on the proper utilization of information as it helps to take timely decisions. So business organizations need to formulate a strategy to utilize the information of the organization. If business organization can utilize information it can turn into intellectual knowledge. This knowledge will help the organizations to take strategic decision which is essential for the sustainable growth of a business organization

Knowledge is considered as power. Managing knowledge requires higher efficiency. The management of a company needs the capacity to use knowledge at the right moment. Management needs to be dynamic and prompt in order to utilize knowledge. It helps them to remain competitive in this competitive world(Pereira and Santos, 2013). Knowledge is essential but the question is how, why and when can we can get the maximum return from knowledge. Knowledge is gained through experiences which have happened in our day to day life. It also helps people when, where and why we can use it.

Knowledge systems are very complex and dynamic. It needs to adapt according to the demand of the users. Knowledge can be used in both positive and negative purposes. So ethics are very important in managing knowledge. So it can be unpredictable or even uncontrollable.

Numerous views can be found on knowledge which discusses several different scientific areas regarding knowledge management, such as strategy, organization theory literature and philosophy. Different opinions on knowledge management lead to different conceptualizations of knowledge management but their main concepts are more or less same. My focus on this report is knowledge as an intellectual resource. This is in accordance with the knowledge management strategy theory, specifically the resource-based view on e-commerce firm. The main proposition of the knowledge management is that it helps to maximize the utilization of both internal and external resources to reach the organizational goals.

Knowledge management refers to the capacity to knowledge creation, knowledge organization and storage, knowledge transfer and knowledge applications which enhance a firm's capacity to gain large market share and sustain a competitive advantage over the other business

organizations. E-commerce is considered as a knowledge-based venture as the success of their business depends on the proper management information. E-commerce is knowledge-related and knowledge-intensive resources and capabilities is the prerequisite for the success of this business. Some questions can be raised:

Q1. How much resources can be used to create, acquire and integrate knowledge in knowledge-intensive processes?

Q2. How can knowledge-intensive processes be designed, redesigned to adapt with the changing business environment?

Q3. What resources and capabilities can be used to design the knowledge management processes?

In this regard we can say that the key aspect of knowledge creation and innovation is the ability of the organization to absorb external knowledge. It can be said the absorptive capacity of knowledge of a business organization determines the success of business. Absorptive capacity has emerged as a concept which is interconnected with the literature on dynamic organizational capabilities and organizational culture. Absorptive capacity is the ability to identify, assimilate and exploit knowledge from the both external and internal sources of a business organization. It helps business organization to create positive image in the business organization.

Absorptive capacity can be defined as a set of dynamic capabilities through which companies acquire, assimilate, transform and apply to external information and therefore constitutes a pre-requirement needed to implement innovation processes. Absorptive capacity could enhance organizations' capabilities to facilitate knowledge exchange processes, which can increase innovation performance and competitive advantage in the market. Absorptive capacity helps business organization to face business shocks. Amazon has developed such a system to cope business shock for this reason it is able to grow during the period of Covid -19.

Interaction between technological and intellectual resources is essential for the sustainable growth of a business organization. This interaction can be happened between the “old world of business” and the “global knowledge.

Demonstration of the importance of understanding that the effective creation, storing , sharing, application and integration of information is an essential perquisite for good knowledge development practices:

Knowledge management is perquisite for the sustainable growth of business organizations. Good knowledge management helps business organization to ensure uninterrupted follow of information. In the present world knowledge is power. So business organization needs to practice good knowledge management strategy. For this reason they need to follow the following steps in order to make the best use of information:

Knowledge creation: knowledge is created through practice, experience of collaboration, interaction with people. Knowledge creation helps business organization to take decision as it provides information to the management. Knowledge is improved through experience. Experience of interaction with business stakeholders helps people to improve the quality of knowledge. Knowledge is created through accumulation, and refinement of information. It helps us to distinguish between right or wrong thingv(Maruta, 2014). Knowledge is constantly improving as we are gathering new experience in day to day life. Amazon is an e-commerce company which provides online marketing service. Amazon needs to focus on consumers demands. For this reason they need information about consumer culture otherwise they cannot satisfy them. Amazon becomes successful in e-commerce through utilizing the information of consumer culture. It always emphasizes on the quality of the product as it believes good quality brings consumer satisfaction. Consumer satisfaction is essential for gaining trust of the consumers. It creates this knowledge through market analysis.

Knowledge storing: Knowledge is essential for the sustainable growth of business organization. knowledge is acquired through experience. But it is very difficult for any organization to protect this knowledge. In this competitive world rival business organizations are trying to know the reason of Amazon's success. So it is very important to protect the information. Information should be stored in such a way that business organizations can easily assess their information. On the other hand rivals organization would never assess this information.

Knowledge Sharing: Knowledge should be store in such a way that whenever it needs it can be used by it's owner. Knowledge sharing helps organization to improve the quality of knowledge as it is improved constantly through the experience of day to days interaction. Knowledge sharing helps to assimilate new experience with older experience. It helps business organization to create new knowledge. This new knowledge brings new technology which helps business organization to remain competitive in the market(Determinants of knowledge-sharing intention and knowledge-sharing behavior in a public organization, 2016).

Knowledge application : Knowledge is created by the researchers in order to further improve the existing technology or decision making process. Knowledge place the most important role in decision making process. When a business organization has the information about the demand of the consumers it would be very easy for it to take firm decision. If he would not know the market condition he may take wrong decisions. Knowledge also helps business organizations to be competitive in the market though formulating new ideas(Lauring and Selmer, 2011).

Integration of Knowledge: It is very important for the business organization to utilize knowledge. In order to utilize knowledge business organization needs to materialize the concept of knowledge. For example; Amazon brings automation in its store in order to reduce operational cost. Integration of different technology helps business organization to be competitive in the market.

Knowledge management helps business organization to be innovative. Innovation helps business organization to be competitive in the market. Innovation helps business organization to attracts consumers through providing better service. Knowledge management helps Amazon to create direct relationship with the consumers. It helps Amazon to improve the quality of

Amazon. Amazon has developed a strong knowledge based organizational culture in the organization which helps it to adapt with the ever changing demands of consumers. Though the outbreak of Covid-19 is an unexpected event which changes the business environment throughout the world, it doesn't affect the operational activities of Amazon. Amazon has developed an Unique organizational culture which has the capacity to absorb any external shock. Amazon has developed an equal business opportunity for it's workers which helps Amazon to continue it's business operation. It becomes successful in gaining employees Confidence.

**An evaluation of the of the identified scenario within the Amazon Inc.
Identifying relevant alternative academic and the evaluation of the
effectiveness of knowledge and information management culture within
the Amazon Inc corp. in terms of creating knowledge asset and
maintaining effective customer relationship management:**

Amazon is the largest e-commerce platform in the world. Jeff Bezos the founder of this organization has built this huge empire within 26 years. It is a remarkable incident in the present world. His visionary leadership strategy helps this organization to be the largest throughout the world. His unique business strategy helps Amazon distinguish from the other organizations. Amazon depend son information and technology in order to reduce the cost of doing business which helps it gain much profit from the other organization.

Knowledge plays the most important role in maintaining business growth of Amazon.This unique business strategy helps Amazon to maintain growth during the pandemic period. The visionary leadership of Jeff Bezos helps Amazon to continue business during the lockdown period. The man to man interaction in E-commerce is relatively low than other service base business organizations. Pandemic has limited the movement of common people due to its super contagious nature. U.S. Government compelled to impose strict lockdown throughout the country, The movement of people are greatly limited by this lockdown. Government from all

over the world has also imposed lockdown. This lockdown has broken the supply chain system in USA.

People have to stay behind their doors. During this time Amazon plays the most important role by providing essential products to its customer. It has earned much trust from the consumers due to its uninterrupted service. When people could not go to market for buying necessary commodities Amazon provides lifeline people during that time. Amazon has developed a huge supply chain for uninterrupted service. It has gain trust among the consumers through providing quality products. It has created a positive business environment through creating a positive business environment to its workers.

Amazon is very much concerned about the well-being of its workers. It has provided equal working opportunity to all of its workers regardless their gender and sex. It has always prioritized the safety of the workers. It provides safety equipment to its workers to protect them from Covid-19. Amazon has able to convince workers that they will provide all the necessary things due to Covid-19 related hazardous. On the other hand Amazon provides equal opportunities to its workers so that they can explore their potentials. It helps Amazon to continue its business operation during this Pandemic periods. Almost all the business organizations throughout the world has to lay off their workers in order to minimize their operational costs but Amazon recruits new employee during this time. It has able to attract talented employees due to its goodwill. It has able to gain confidence among the employees(Kelly and Ashwin, 2013).

Amazon is always prioritizing on consumer satisfaction. It brings innovation for its consumers which provides unique service to its consumer. Amazon has built an integrated supply chain system for the consumers. It also provides environment friendly products to its employees. It doesn't consider about its rivals strategy. But it always focuses on the consumers demands. Knowledge management helps Amazon to understand the demand of the consumers. As it is an information and technology based business organization it depends on technology to get consumers information. It will help Amazon to understand consumer culture from all over the

world. Amazon has developed a system to get the feed back from It's consumers. It helps Amazon to further develop it's service for the consumers.

It has developed an integrated knowledge storing systems for it's consumers which helps Amazon to understand the demand of the consumers. Amazon has developed an artificial intelligence to analyze the data of consumers which gives it an edge over rival business organizations. It makes amazon competitive in the market. On the other hand Amazon has established stores throughout USA to deliver product for the consumers. This strong supply chain system helps Amazon to remain steady during the Pandemic periods. It also

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

Amazon is knowledge based smart business organization. It gathers information about consumer culture through social networking. It maintains a strong research and analysis wing to create new knowledge for the growth of this organization. But managing knowledge is very challenging as it needs huge investment and years of experience. Potential challenges of Amazon's knowledge management are given below:

Motivating employees: Knowledge is the life line for every organization. Employees need to be motivated to be serious about knowledge management. They should understand their responsibilities otherwise they cannot manage information properly. For the better management of data organization can develop a culture of learning, improving and sharing data but it needs huge investment. It is a time consuming process.

Developing capacity to adapt with the ever changing technology: In this age of information and technology is evolving very rapidly. It is very challenging for the employees to adapt with this changing situation. Amazon should provide regular training to improve the quality of It's

employees and providing regular training to employee needs extra money. Though it is costly amazon need to take the risk. Otherwise it may lose the competitiveness in the market.

Measuring knowledge: It is not possible to quantify knowledge rather we should consider the contribution of knowledge. So during the sharing process of knowledge we should focus on the purpose of data sharing rather than the result or effects of it.

Maintaining up to date information: Business organizations need information before taking decisions. In order to right decisions they need up to date information otherwise they cannot understand the condition of the market and the demand of the consumers. It may affect the growth of business. Amazon has become market leader though utilizing up to date knowledge about market. So it is very imperative to maintain up to date information for Amazon.

Security: Data protection is essential for improving the service of organization. Organization should prepare a guideline to protect data. They should be careful during sharing data. Data should be shared in such a way that only targeted personnel will get the data. It will ensure the security of data.

Data analysis: Data analysis is to create new knowledge. It helps business organization to bring new ideas. Amazon may face great challenges if it fails to analyze data properly. Proper data analysis can show the condition of consumer culture which will help Amazon to prepare working plan.

Relevancy of data: Organizations often faces challenges to gather relevant data. Employees may fail to address the necessity of gathering information which leads them to gather un-relevant data. It may cause a huge financial loss for the business organization if they fail to gather relevant information. Amazon may face such challenges during managing data.

Skilled workforce: Skilled workforce is essential for managing data but it very difficult to recruit skilled workforce. Amazon often faces challenges to find employees who are skilled in managing knowledge as it needs years of experience to reach this level. So they need to identify potential employees and train them to manage data.

Offering recommendations to strengthen the knowledge management practices from the knowledge acquisition-retention-transfer perspectives:

Knowledge is created through practical experience. Knowledge helps people to differentiate between right or wrong thing. In business organizations knowledge helps to do ethical business. In business organization knowledge works as the main driver of growth. Managing knowledge is very challenging as knowledge needs to share with others. Without sharing knowledge we cannot get proper benefit from it. Proper management of knowledge is essential for business organization otherwise it may lose the relevancy (Cheema, 2010).

Amazon has developed an integrated technology based solution to gather data for the organization. It should develop a state of the art data base center in order to store data. For every business organization gathering data is the first step to create knowledge. Amazon can gather data with the help of social platform. People share their experience of using commodities in the social platform. Amazon should request it's consumer to share their experience of using Amazon for buying commodities. It will help Amazon to acquire data. Amazon should also create a platform for the consumers to share the feedback of every service. It will help Amazon to further improve the service for the consumers.

Amazon should store the information of consumers for analyzing it. Storing information is the second stage of for creating knowledge. In this stage organization sorts relevant data according to their nature. Amazon should developed a strong data center to store the data. Proper storing of data is very important for Amazon. It needs to share data with concern employees. Data should be stored in such a way that targeted people should get the right information. On the other hand proper data storing ensure the security of information(Johnson, 2009).

Information should be analyzed to create new knowledge for the organization. Amazon can use artificial intelligence for analyzing data. It will help Amazon to reduce operational cost as artificial intelligence can efficiently perform analysis work. It doesn't need much workforce to analyze data if an organization integrates artificial intelligence. It can provide up to date information. Amazon can get information from this system within a very short period of time. It

will reduce the time of creating new knowledge. This promptness helps Amazon to remain market leader. On the hand Amazon should developed a central monitoring system for improving the quality of information. It will help Amazon to find the efficiency of the knowledge management system.

Data sharing plays an important role in knowledge management. Data sharing is an integral part knowledge management through this process information is shared to the targeted person. Data sharing ensure the proper use of information. Amazon should understand the purpose of the data before sending data to the targeted person. It should not consider about the result of data transferring. Data transfer ensures uninterrupted flow of knowledge which is essential for continuous knowledge creation. Knowledge helps business organization to take risks. Without taking rest business organization cannot gain profit. Amazon has become one of the largest business organization due to it's capacity to take risks. Jeff Bezos the founder of Amazon takes risk to start new business which was completely new concept when Jeff Bezos started this business. Everyone was skeptical about his business Idea. But Jeff Bezos becomes successful with help of proper knowledge management(Jeff Bezos, 2021).

Conclusions:

The world has been going through a great depression due to the outbreak of Covid-19. Covid-19 has changed the business operation style throughout the world. A large number of business organizations are compelled to dissolve their business organization as those organizations cannot absorb the shock of Covid-19(Soni, 2020). On the other hand those who are continuing their business organization are struggling to cope with this situation. They are adopting technology based solution in order to survive in this grave situation. Covid-19 has accelerated the speed of integration of automation in the business organization. Amazon traditionally a technology based organization which integrated different technology to bring better service for the consumers has successfully absorbed the shock of Covid-19. While other business organizations are struggling to cope with this situation Amazon manage to grow it's business. It

becomes successful due to its organizational culture which is developed by it. Amazon's unique business environment is the result of strong knowledge management system. It has developed an efficient knowledge management system which helps Amazon to get real time information about the condition of the market. This knowledge management system enables Amazon to build fast decision making capacity. It also develops an adaptive workforce who can continue their business operation in any situation. On the other hand Amazon brings maximum automation in its business operation. It has significantly reduced man to man interaction which helps Amazon to reduce its employees health risks. The unique business environment of Amazon has enabled it to be one of the fewest companies in the world that can grow their business.

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