

Knowledge and Information Management Skills for The Workplace

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Introduction

The report explains knowledge management theories applied by Amazon. The report also examines the significance of creating, storing, applying, and integrating information for Amazon to implement good knowledge management practices. The report evaluated the effectiveness of the knowledge and information management culture in Amazon to create knowledge assets and maintain effective customer relationship management. This report further identifies potential challenges faced by Amazon related to knowledge management. The report also provides a recommendation to help Amazon strengthen knowledge management practices.

Company Overview (Amazon)

Amazon is a technology company that mainly focuses on artificial intelligence, digital distribution, cloud computing, and e-commerce. This company was founded by Jeff Bezos on July 5, 1994. The head office of Amazon is located in Seattle, Washington, US. In Amazon, about 1,298,000 workers are employed globally while 841,000 are employed in the US. The company earned revenues of US\$ 386.064 in the year 2020 despite the pandemic impact (Rainer et al., 2017). The major products offered by Amazon include Echo, Fire Tablet, Fire OS, Kindle, and Fire TV. Amazon also sells apparel, furniture, toys, food, software, games, furniture, and jewelry. The major objective of Amazon is to increase customer experience with the use of the internet and advanced technologies. The goal of Amazon lies in understanding the shopping habits of customers so that it can deliver better experiences and satisfaction to them. Data analytics are mainly used by Amazon to optimize customer experience, anticipate customer needs, deliver relevant products and offer personalized services. In the US it is the second-largest employer that employed 36,400 workers during the pandemic at the end of June 30 (Natalicchio et al., 2017). Amazon is one of the most valuable brands and is referred to as the most influential cultural and economic force in the global world. The company is widely known for industry disruption through technological innovation. Amazon is one of the few firms in the market that is positively benefited from the Covid-19 pandemic effect. The company spent billions of sums on Covid-19 related investments such as safety gear and internal testing called Project Ultraviolet to protect employees.

