

Presentation

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INDIVIDUAL PRESENTATION

Knowledge and Information Management Re in Amazon and eBay



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Introduction

- The aim of this presentation is to discuss knowledge management systems for two companies which operate in ecommerce sector.

- The two companies to analyse are Amazon and eBay

During the presentation will be discussed as follow:

- Companies background
- Strengths, Weaknesses, Opportunities and Threats of Amazon and eBay in relation to their Knowledge Management System.
- Similarity and differences between companies
- Knowledge management value chain
- At the end will be provided some recommendation for Amazon and eBay with areas for development in their Knowledge Management System.

Company overview

Online retail giants Amazon and eBay have been operating for over two decades. Both have experienced immense success in their respective areas



Amazon

- Found in 1994 in Seattle by Jeff Bezos. Operate around 50 countries

Organisational activities

- E-commerce, biggest online retailer in the world.
- Cloud computing through Amazon Web services
- Digital streaming services through Amazon Prime Video.
- Artificial intelligence. Leader in using artificial intelligence to power products such as Alexa, and Amazon recognition (Bernstein, 2015)

eBay

- Found in 1995, in California by Pierre Omydiar. Operate around 20 countries.

Organisational activities

- Online marketplaces, where people buy or sells products
- Online bidding and trading of goods
- Payment processing between sellers and customers through PayPal (Clausen et al., 2010)
- Auto-trading
- Customer services for buyers and sellers through different channels, phone, email or livechat

Amazon Strengths and Weaknesses, in Relation to Their Knowledge Management System

Strengths

Market dominance in many of its categories (Wu and Gereffi, 2018)

- Strong technology infrastructure and an experienced team
- Multi-faceted pricing and product offering
- High volume of customer data
- Existing customer base, loyalty and relationships

Weaknesses

- Lack of understanding of customer preferences
- Limited access to customer data outside of Amazon
- Data privacy and security concerns (Amazon, 2021)
- Clinical purchasing experience
- Cannot generate customer loyalty through a user-friendly and personal experience



Amazon Opportunities and Threats in Relation to Their Knowledge Management System Cont.

Opportunities

- Expanding technology infrastructure
- Combining existing customer base
- Creating partnerships with retailers and other brands.
- Continuous innovation (Robert et al., 2017)
- Developing stronger understanding of customer preferences

Threats

- Increased government regulation of data usage
- Potential reputational damage due to security breaches or data privacy violations (Amazon, 2021)
- Threats from new technologies such as blockchain
- Intense competition from products offered by other companies



eBay Strengths and Weaknesses in Relation to Their Knowledge Management System Cont.



Strengths

- Strong customer service support
- Comprehensive platform and convenient marketplace
- Access to a wide range of products and services (eBay, 2021)
- Highly successful in targeting customers due to personalization features
- Strong relationship with customers (Comberg and Velamuri, 2017)

Weaknesses

- Weak mobile presence
- Fragmented customer experience because of multiple platforms
- Low rate of converting visitors to customers (eBay, 2021)
- Limited selection of products





eBay Opportunities and Threats in Relation to Their Knowledge Management System Cont.

Opportunities

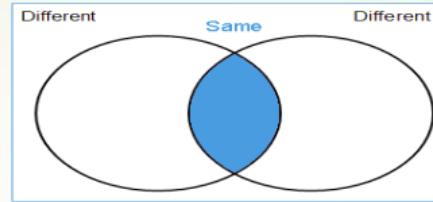
- Increasing customer engagement with social media
- Expanding the use of analytics
- Developing a mobile presence
- Collaborating with third-party partners
- Using technology and artificial intelligence

Threats

- Data security risks and customer privacy concerns
- Intense competition from other ecommerce platforms such as Amazon
- Government regulations related to data usage (Sharma, and Trivedi, 2014)
- Rising costs of shipping and storing goods
- Changes in consumer behaviour and preferences



Similarities and Differences between Amazon and eBay



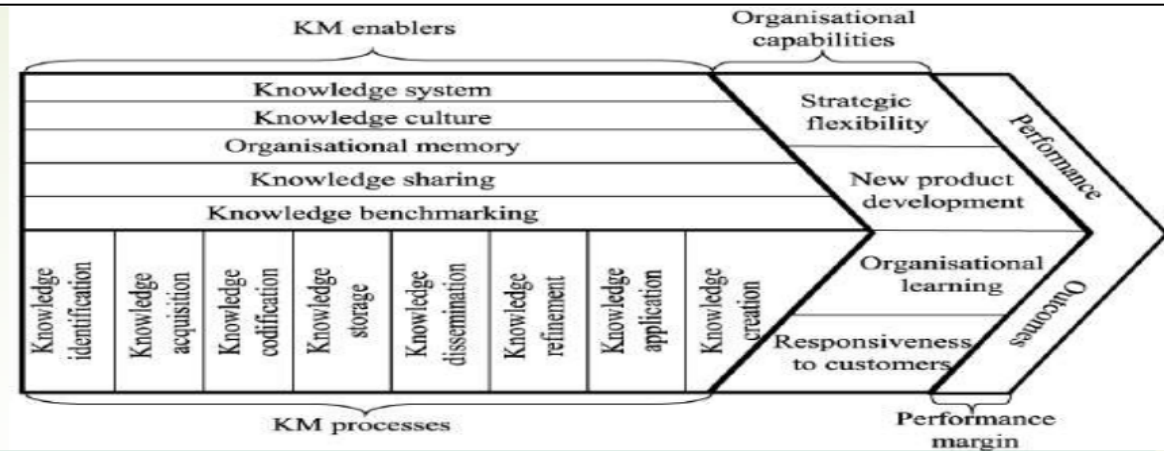
Similarities

- Both organizations use advanced technologies and automated tools for their operations (Baker El-Ebiary et al., 2021)
- Both companies offer a wide variety of products and services to their customers
- Both Amazon and eBay are online e-commerce companies, and both are well-established in the industry, having been in business for over 20 years.
- Both companies provide a secure online shopping experience with various payment and delivery options
- Both company continue innovate and expand their offering

Differences

- Amazon and eBay differ in terms of their pricing structures
- Amazon has a larger presence around the world, 50 countries, while eBay is mainly focused on only 20 countries (Wang et al., 2012).
- Amazon is a larger company than eBay, with a much more extensive inventory, while eBay presents smaller sellers and buyers through an auction and classifieds website
- Amazon offers both free and paid Prime memberships, while eBay offers only free membership
- Amazon focuses primarily on retail sales, while eBay also offers services such as job postings, apartments and cars for sale, and other services

KM Value Chain



- Knowledge management systems (KMSs) are used by organizations for gaining a competitive edge
- Data is converted into knowledge through assimilation, correlation and amalgamation of information
- Essential components of KMS include Administration, preservation and propagation of knowledge (Ju et al., 2006)

Supporting Systems. Important parts of Knowledge management systems are:

- Knowledge collection
- Knowledge processing and aggregation
- Knowledge administration
- Knowledge storage
- Knowledge creation

Deploying Knowledge Management Systems by Amazon and eBay

- Amazon has automated processes (Amazon, 2021)
- The knowledge management system (KMS) at eBay is similarly robust, consisting of a wide range of features (eBay, 2021)

Conclusion and Recommendations

Conclusions & Recommendations

Conclusion

Conclusion

- Knowledge Management Systems (KMSs) are essential for today's competitive business climate
- KMSs encompass processes such as knowledge acquisition, processing, aggregation, and administration
- KMSs should integrate cutting-edge technology like artificial intelligence and machine learning
- Cultural challenges should be taken into consideration to ensure employee participation

Recommendations

- Increase customer engagement through social media platforms.
- Invest in secure storage and data protection systems such as blockchain technology.
- Expand the impact of knowledge management by creating collaborations and partnerships with other organizations.
- Increase customer engagement through social media platforms.
- Improve customer preferences and knowledge through the use of predictive analytics.
- Develop a mobile presence to reach more customers.
- Analyse customer data to personalize customer experiences and improve customer loyalty.
- Create comprehensive customer segmentation models to better understand customer behaviour.

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