



A critical analysis of Knowledge Management in Amazon

Introduction

Knowledge management plays an important role within organizations because it helps to enhance the efficiency of the employees

In addition to that, it also helps to boost the supply chain management of the organization so that the competitive position of the firm in the market can be enhanced in the present study, the knowledge storage of Amazon will be discussed.

Are these appropriate? Purpose-built/making-do, modern/outdated, user-friendly/overly-complex, providing the right amount of/too little/too much knowledge?

- As identified, some of the major knowledge management aspects at Amazon correspond to the creation of a singular form of interface coupled with providing of high consistent performance in real-time.

- Evidence of the same could be attributed to the extensive number of filters available to sort out the specific requirements.

What systems/platforms do they use to store knowledge?

- It has been noted that management of Amazon uses knowledge management practices so that the customers can be served in an effective manner.
- In addition to that, the management of Amazon also stores the information of the customers in the centralised data system so that the products and the services can be produced as per the taste and preference of the customers.
- The management of Amazon also connects the zillions of people with “zigabytes” so that the data of the customers can be stored in an effective manner.
- The knowledge management system in Amazon also provides information about the products so that a transparency can be maintained between the employees and the management.



- How accessible are they to those working in the organisation? Both in terms of physical access (equipment) and skills/ability to use the systems.

- For the employees, accesses to knowledge management services of Amazon are through backdoor entry channels

- This is because the employees are provided with the source code coupled with data upload facilities

- However, one of the minor limitations in access could be attributed to the use of the employee code in accessing the internal aspects of the network

- Amazon Alexa that aids in virtual data storage coupled with the segmentation of knowledge to meet organisational as well as customer experience (Orr and Sanchez, 2018). This includes controlling the use of knowledge management for the customers and live support from the employees.