



UNIVERSITY OF WALES
Trinity Saint David

Individual Report on Knowledge and Information Management of Amazon.com

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Module Lecturer's Name: MD KALAM
Student Name: Francisco Jose Gonzalez Castillo
Student Identity Number: 1917101
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EXECUTIVE SUMMARY

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Report Introduction. -

The purpose of this report is to demonstrate the importance of information management systems for the proper development of knowledge management in the Amazon organization.

Amazon is an e-commerce company founded in 1994 in Seattle, USA. The pandemic caused by Covid-19 has made Amazon the big winner of this global health crisis, increasing its employees to 1.2 million workers around the world at the end of 2020 (Weise, 2020) and increasing its gross profit to 7,200 million dollars in the fourth quarter of 2020 (Orús, 2020).

Attending to these reasons, it seems interesting to identify, describe and analyze the information management system currently used in the aforementioned organization. This information will be contrasted with three academic models to check the effectiveness of information management in the creation of knowledge assets and productive customer relationship management in Amazon.

There are a wide range of academic knowledge management models. This report will focus on Nonaka and Takeuchi's model, Wiig's model, and Choo's "sense-making" model.

This report will begin with an approach to the concept of knowledge management through the DIKW (information-data-knowledge-wisdom) model in order to understand the basic terms of this management system.

Based on the above information, knowledge management will be defined. Evidence will be provided to clarify the importance of the management of knowledge assets in companies and how this concept can be integrated through organization's departments.

The main areas in which knowledge management can be divided will be pointed out, highlighting the importance of the implementation of a knowledge culture. The advantages of implementing such culture in the company will be evaluated.

This report will address the appropriateness of openly sharing knowledge assets within the organization and how that knowledge dissemination can be managed and protected.

The achievements made by Amazon thanks to the application of information management systems will be studied. The challenging task of identifying some gaps in said management system will also be addressed and suggestions for improvement will be proposed.

This report hopes to understand in depth different systems / models of knowledge management and their implication in the management of information within the company. In

the same way, the identification and understanding of the key processes in knowledge management for the correct development of the organization is sought.