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by George Giuliano Mihai

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Knowledge and Information Management

5 Skills for the Workplace

Part 1

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Student name: George Giuliano Mihai

Student id: 2027230

Lecturer: Samuel Ofori

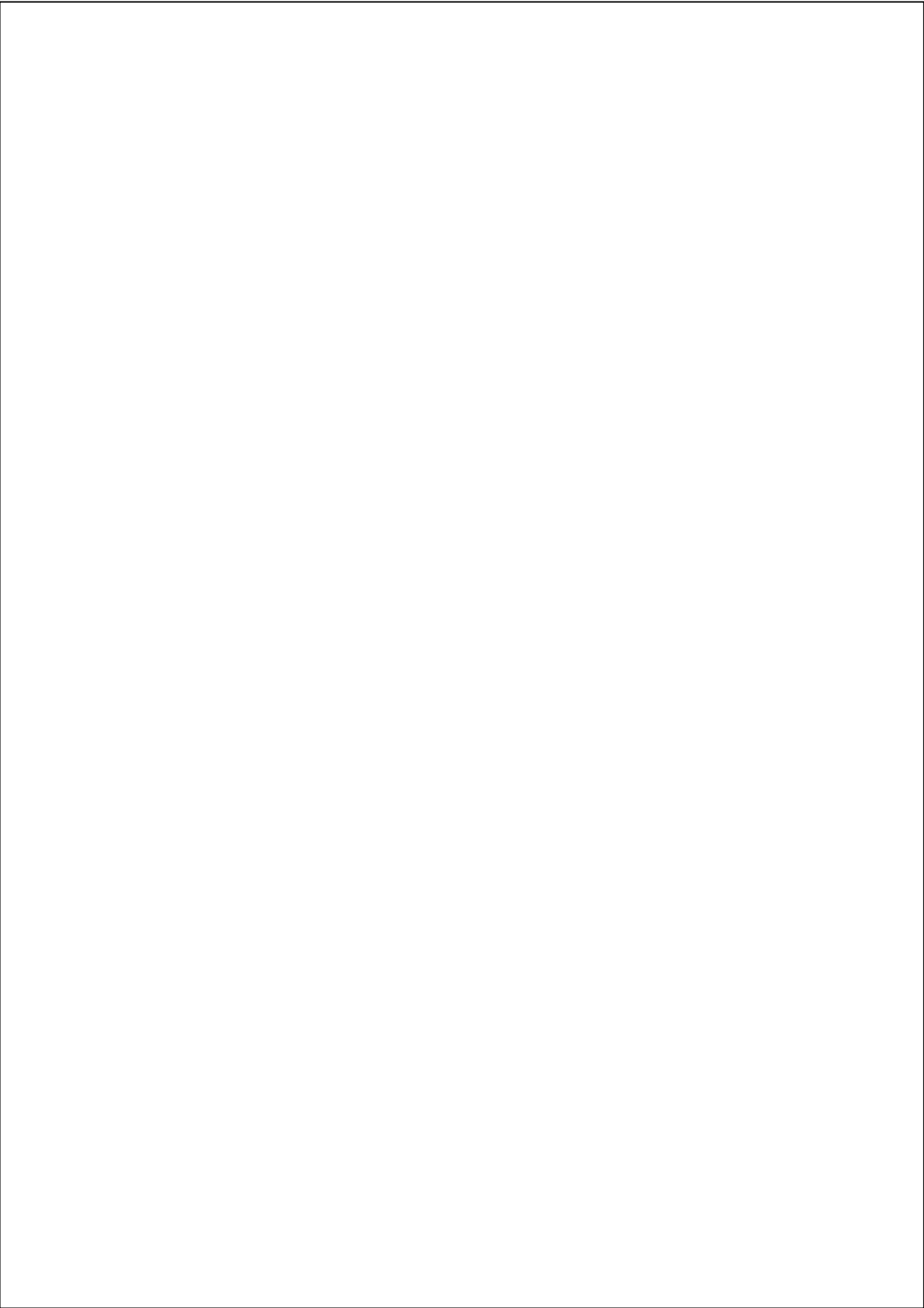


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Introduction

The pandemic Covid-19 has caused difficulties for many e-commerce businesses. Not only Covid-19 but also Russia and Ukraine has also affected many organisations. Thus to overcome these challenges the company have chosen various management of knowledge which

would help the business to run the business swiftly even though after these two challenges they have faced recently. Thus in this report, there will be a discussion of the process by which the e-commerce organisation which will change their working strategies so that they can upgrade their company product and can acquire great control over the macro environment of the business. In the report two famous e-commerce sector has been chosen one is Amazon and the other one is eBay. The report will include a brief introduction of the organisational activities along with their strengths, weakness, opportunities, and threats to their Knowledge Management system. The report will also elaborate on how this Knowledge Management system helps the organisation to make its support system stronger. A part of the recommendation will also be added to the report to make the report more informative to the readers.

Introduction of the organisations

Amazon-

The company Amazon is a famous American multinational company which has mainly focused on the e-commerce business. Other than the e-commerce business the company Amazon has also focused on cloud computing, online advertisement, digital streaming, and artificial intelligence. The headquarters of the company is situated in Washington, United States (Rikap, 2022). The company was founded in the year 1994 and since that time they have a huge rule over the e-commerce market in the whole world. The product which the company delivers to their customers are also of very good quality and thus, for this reason, they have a huge customer base globally. The feedback of the customers on the products of the company is also very good. As the company Amazon is said to be the world's largest online retailer, they are engaged with different types of products and services which they provide to their beloved and loyal customers.

There are some of the important organisational activities which the company Amazon do (Huang, et. al., 2020). Moreover, there are many Amazon stores in the market where there are many employees who work in the company together and they gain the trust of the customers with the help of their excellent behaviours and sympathetic nature. From the web services of Amazon, the customer uses these devices and they make their daily life easier and more enjoyable. The office of the CEO ²⁰ also plays a very important role in the company and also tries to divide each work so that it can be completed properly. With the help of the talent management department, the company also tries to grow their business development plan so that it can achieve its goal. The finance department is also controlled appropriately. As Amazon is an international company thus they also maintain a good relationship with its international customers. The accounting and the legal section of the company are also very good.

eBay-

The company eBay is also a very renowned American multinational company that tries to provide a great service to its customers and the company has a strong hold in the e-commerce market. This company provides consumer-to-consumer services as well as business-to-consumer services. The company was founded in the year 1995 and the headquarters of the company is in California United States (Senadzo, 2019). This company also provides online services and they have a huge customer base. The prices of the products which are available on eBay are very much affordable and thus for this reason it becomes easier for the customer to buy the products. The customers of eBay are also very satisfied with their services and they always try to maintain their customer trust when they are giving their services. This company also has their international services and thus it can be said that they also have a big customer base in the whole world. There are some of the main organisational activities which help to unite the organisational structure of eBay Company (El-Ebiary, 2021).

The technology which is used by the company is also very good and they always try to give premium services to their customers. While running the business in the market they also try to maintain all the legal affairs properly so they did not face any issues in the company. The global operations of the company are also very good and they also try to use different business strategies which will help them to give better services to their customers. As said earlier that the product quality of the company is also very good and the company also maintains its finance department with lots of skilled employees who can maintain their accounts department properly (Ahmad, et. al., 2020). The company also communicates with their employees and customers in a fluent way which helps to make the business process more unique. The department of human resource team of the company has also a great contribution to the company as they try to maintain all the work properly.

Analysis of the organisations

This section of the report will elaborate on the SWOT analysis of both the company of Amazon and eBay which will help to analyse the differences and the similarities of the e-commerce companies. The SWOT analysis will be illustrated with the help of the table which is given below.

Amazon	eBay
<i>Strengths-</i> • It has a strong brand recognition. • Amazon offers varieties of products. • The company has a very good network distribution. • Amazon uses advanced technology in their company (Yang, 2022). • The financial performance of the company is also very good. • The company has a huge customer base.	<i>Strengths-</i> • The company has a maximum number of active buyers. • It is the most famous company in the international market. • The AI used by eBay helps to meet the strong business target. • The company has an extensive variety of products. • They have a free shipping policy.
<i>Weaknesses-</i> • Amazon depends on third-party sellers. • It has a concern with data security. • It has a very easy business model which is very easy to copy by other companies.	<i>Weaknesses-</i> • It has an extreme competition in the market. • There are some technical glitches which are found on the website of eBay (Amiri and Vida 2023).

• It has regulatory issues. • Customer loyalty is limited. • Product control is limited.	• Many fraud vendors are attached to eBay. • Customer experience limited sensory experience.
<i>Opportunities-</i> • The company want to expand their market. • They also have a plan to expand their physical stores. • Investment in new ventures can be an opportunity. • Have the plan to enter Crypto (Sandhya, 2023). • The company has more acquisitions.	<i>Opportunities-</i> • Expansion of the market is an opportunity. • Effective marketing can lead to company growth. • Increasing the variety of products will increase the customer also. • Changes in the marketing strategy will help to grow the business.
<i>Threats-</i> • Intense competition in the market can be a threat. • Regulatory issues are also threats to the company. • Cyber security can be a threat. • Economic recession is a threat to the company.	<i>Threats-</i> • Strong competitors are the threats. • The government taxation policy can also be considered a threat (Bogensneider and Mironko, 2022). • Maintaining the security of the information of the company is also a threat.

- A natural disaster can also be considered as a threat.

Evaluation-

Thus from the above table it has been analysed that there are some similarities in the macro environment of the business of these two companies Amazon and eBay. From the part of strength, it has been analysed that both the companies have a variety of products which they deliver to their customers and thus for this reason both the companies have a very big customer base. This helps the company to gain the trust and loyalty of the customer. Both companies use advanced technology which helps them to run their company smoothly. Both companies have extreme competition in the market with their competitors and which has been considered as their similarities in the weakness. Both the company has the same interest to expand their company in the international market and also to increase their variety of products. Cyber security is a threat to both companies which can also be considered a major threat.

There are also some differences for both the companies in the SWOT analysis which has been analysed from the above table. Amazon has a very good distribution network but in the case of the company eBay it is not found, but it is also observed that eBay gives a free shipping policy to their customers which Amazon does not. Amazon has more brand recognition than eBay but the number of active buyers is more on eBay. Some differences in the part of weakness are also observed (Zhu, 2022). Amazon uses a very simple business model which is very easy to copy but the business model of eBay is stronger. But it is also seen that eBay faces many technical glitches in their website which Amazon does not. Amazon depends on third-party vendors but eBay has a fraud vendor in their company. Amazon tries to grow new physical stores to grow their business but on the other hand, eBay plans for an effective marketing strategy to grow their business. This difference in opportunities is also observed. Economic recession is the threat to Amazon whereas government taxation policy is the threat to eBay.

Critical evaluation of the organisations' ¹ knowledge management systems

Knowledge Management system ⁵ is the process by which the company maintains its IT system so that it can store the information of the company securely. With the help of the knowledge management system, the company can able to store and retrieve data and also help to improve the understanding of the information which are conveyed to the employees through different training sessions to the employees of the companies (Khabarov and Volegzhanina, 2019). The knowledge management system of every company should be proper so that it helps to carry out all the organisational activities within the organisation so that the company can able to reach its goal within the specific period. The knowledge Management system of the company also helps the team of the company to know better information about the company so that they can easily implement them in their work to give the effective delivery of products in the company. In this section of the report, there will be a discussion of how the company Amazon and eBay uses their Knowledge Management system to run their organisational activities.

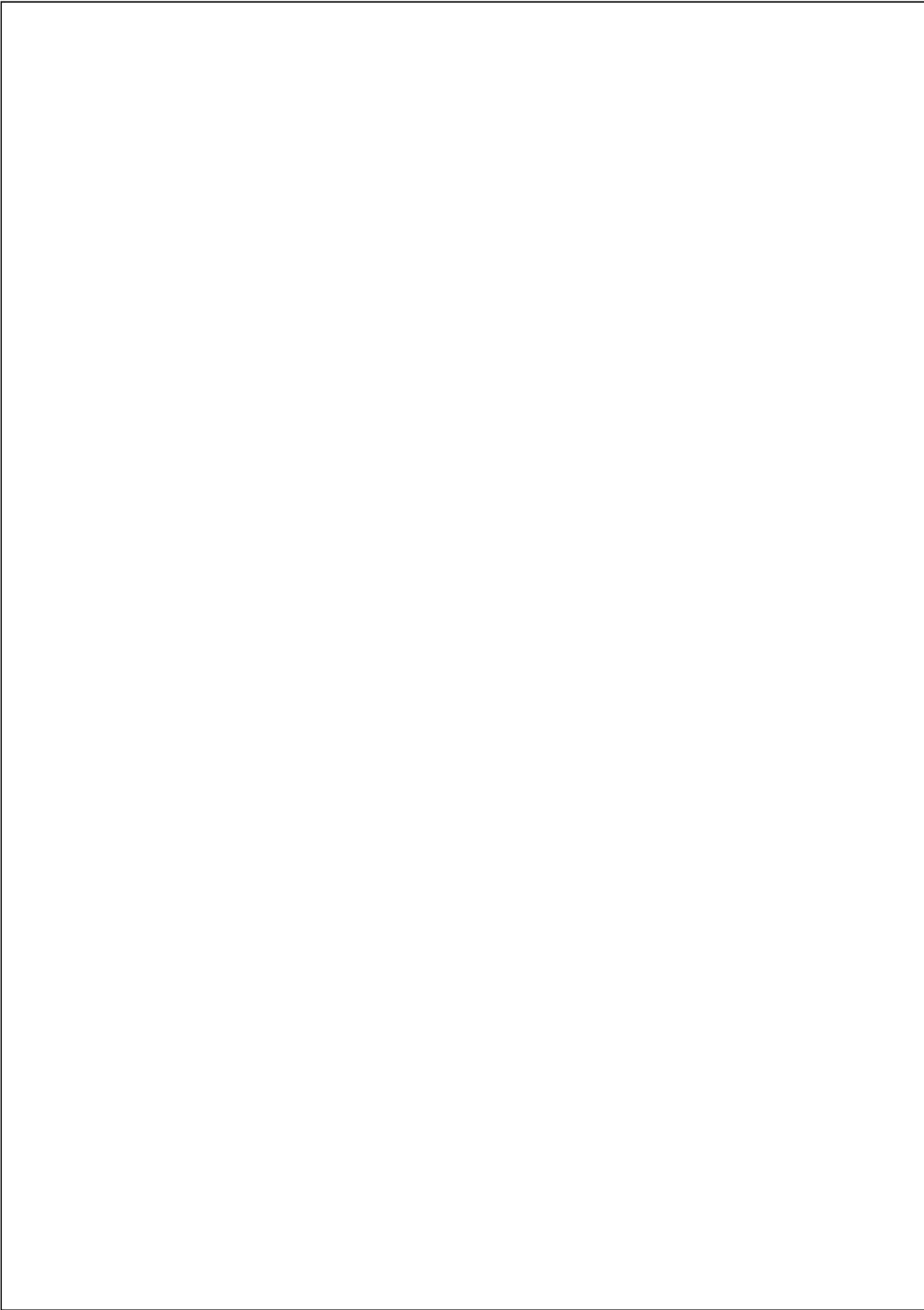
There are various organisational activities which are carried out by the company Amazon in their business. It has been observed that the company Amazon uses a Knowledge Management system to run every activity properly so that they can show their best effort in the e-commerce market (Martins, et.al., 2019). The CEO of the office has different areas in which they work. Thus with the help of the best Knowledge Management system, they try to set up new business strategies which will help them to bring new inventions into the business. They should always be focused on the ways they should satisfy their customer so that they can increase their customer base. For business development, they always try to implement new strategies in their business which will be different from the others. By bringing variations in the product with the help of the Knowledge Management system they can make their customer satisfy.

In the department of finance, they can apply new technology which will help them to run the process fluently. This can only happen with the help ⁸ of the Knowledge Management system.

The company should also invent new communication strategies with which they can interact with international customers which will help them to improve their business in the international market also (Manesh, et. al., 2020). By using a Knowledge Management system they can also make inventions in their services which will attract more customers. Like before Amazon not only gives online services but also Amazon web services which makes their customer happy to use it. Thus these are some of the organisational activities which are run in a better way with the help ⁸ of the Knowledge Management system in the company Amazon.

The organisation eBay also uses a Knowledge Management system in their organisational activities when they run their business in the market. The company uses advanced technology in their company. Thus with ⁷ the help of the Knowledge Management system the technology which is used by the company makes them work more efficiently (Ahmad and Al-Shbiel 2019). They store their data in the most protected way so that it does not get disclosed to their third party vendor. To maintain the global operation the Knowledge Management system gives a huge advantage to work the company differently. Due to this, it has been observed that eBay has a very good relationship with their international partners.

For creating new business strategies they usually take the help of the Knowledge Management system so that they can invent new strategies in the market which will be more attractive in the market. For this reason, the marketing strategy of eBay keeps on changing and the customer gets attracted to their new thoughts. In product, they also use new thoughts so that they can identify the expectation of the customers. New technology is used in their finance department and for this reason they correctly run their accounts. When new strategies are implemented in the company the human resource of the company always arranges good meetings and training sessions which help them to convey all the information among their employees so that they can work according to the new strategies (Nisar, et. al., 2019). Thus it can be said that ⁶ the Knowledge Management system is properly maintained by the company.



Main areas of challenges within Knowledge Management Systems which are needed to be developed

While dealing ⁸ with the Knowledge Management system and the talent held in the organisation Amazon and eBay both companies have some common problems which can create issues in the company. This section of the report will discuss some of the common problems which are faced by these companies when they are dealing with Knowledge Management and trying to make the organisational activities stronger. The issues are as follows:

Outdated technology- In the companies Amazon and eBay the employees have their techniques working. It is found that those techniques sometimes are not up to the market in front of the Knowledge Management system which is modern (Alfawaire and Atan, 2021). Thus at that time, the companies face issues in their production of work. As the employee's old method of work technique, it will decrease the value of the productivity of the work for both companies.

Employee shortage- It is observed that sometimes as there is a shortage of employees in the organisation thus at the time it becomes difficult for the companies to share their Knowledge Management system as there is a very less number of employees available to work on that product. It is very true that when employees focus on different work they did not get time to investigate the new knowledge which can apply to the company (Ciampi, et. al., 2020).

Lack of time- For a limited period it becomes difficult for the employees to create new knowledge for the companies. Introducing the new Knowledge Management system it needs more time but as the employees are busy it becomes a challenge for the company. For example, it can be said that when there is a deadline for the project the employees give time to complete the project rather than investing in new knowledge for the topic.

Failure of the management commitment- ⁶ When less initiative is taken in the Knowledge Management system then it becomes the duty of the company management to take the initiative

through which they can develop the knowledge of the employees. But it has been seen that in the companies Amazon and eBay the management also take much time to adopt the new technology and to process it correctly (Almeida, et. al., 2019). In this case, the senior management leadership should take the responsibility to improve the Knowledge Management system within the organisation.

Resistance in the organizational change- Due to the organisational change some of its effects on the Knowledge Management system and the talent management. Sometimes it becomes hard for the employees to adopt the new method of working which is set by the new management. This can create a challenge for the company (Di Vaio, et. al., 2021). Sometimes by adopting the new method of working the employees fails to provide the best quality of work. Thus in this situation, proper training should be given to the employees when there is a change in work decided by the management.

Untrustworthy information source- It is often seen in the companies like Amazon and eBay that though the companies provide them with the Knowledge Management system of the work still the employees use untrustworthy sources of information in their work. For this reason, it is observed that sometimes the knowledge becomes outdated and inappropriate which can also harm the new employees to make good decisions in the company. Due to the untrustworthy information the critical decisions which have been taken for the company sometimes fail. Thus employees must always check the reliable source of information they are providing in their work.

Inaccessible information- Sometimes the information which is provided by the organisation becomes inaccessible to the employees. This can create also a major challenge among the employees in the companies like Amazon and eBay. It is often observed that when the employees cannot able to search for the right information for their work thus they stop using

the Knowledge Management system in their work which becomes harassment for the company (Martins, et. al., 2019). This can lead to low productivity of the work and thus the company can also earn less profit from the business. It becomes the duty of the organisation to make all the information in the Knowledge Management system more accessible to the employees of the company.

Recommendations for areas of development for the organisations

This section of the report will discuss some of the suggestions which will ⁸ help to improve the Knowledge Management system of the companies like Amazon and eBay. These companies indeed use lots of Knowledge Management systems in their companies and for this reason, they have a very huge customer base and are considered the most famous companies in the e-commerce market (Kremer, et. al., 2019). However, as they face some challenges thus the part of the recommendation is needed to improve the system in the company. By improving the Knowledge Management system both the companies can generate new ideas and the business strategies which they will use in their business to make the business run the proper way. New business strategies will help the companies to improve their market strategies and thus it will also help them to improve their customer base (Boon, et. al., 2019). For this, they should also make improvements in their collaboration system which should be more effective and will help to build up the bond with new business partners in the market.

When companies are introducing new ideas it becomes their duty to give good training to their employees so that they can able to adopt the knowledge more easily. Proper training will make the employees grow ⁸ in the new Knowledge Management system introduced by the company and they will love to work more effectively in the organisation. After the training, the talent management team should also go for a feedback session which will help the employees to clear their views (Asamoah, et. al., 2021). And to adopt the knowledge most efficiently. It is also observed that sometimes employees get bored to work with the old process of work. This new Knowledge Management system will also increase the interest of the employees to work for the company. The new Knowledge Management system also helps to motivate the employees. Some employees in the company get motivated when they come to learn new technology from the company. This also increases the reputation of the company in the market. It is also very important that when the company is coming up with the new Knowledge Management system

then it should be very much accessible to the employees so that they can easily take out the information from the recommended place.

If at the time of work, the information is not accessible then it can create issues for both the company and the employees. When the company is coming up with the new Knowledge Management system then they must circulate the ideas to all the employees in the company as it will help them to work more efficiently. A good Knowledge Management system also helps to make new business strategies which will help to satisfy the customers more and they will become more loyal to the company (Abbas and Sağsan, 2019). The company should also encourage their employees to change their mindset with their new Knowledge Management system which will help them to grow interest in their work. Thus these are some of the recommendations which ⁸ can help to improve the Knowledge Management system of the company.

Conclusion

Thus it can be concluded that in the report the process⁶ of the Knowledge Management system of the company like Amazon and eBay have been discussed appropriately. The organisational activities of both the companies mentioned in the report are described in an elaborative way. There is also a SWOT analysis of the companies which has helped to analyse the macro environment of the business. The companies Amazon and eBay use Knowledge Management systems in different ways and thus with their help of it they can run their organisational activities smoothly. There are also some challenges faced by the companies in the Knowledge Management system and they are also discussed in an elaborated way. The report has ended with the proper recommendation mentioning the ways⁶ to improve the Knowledge Management system² in the company.

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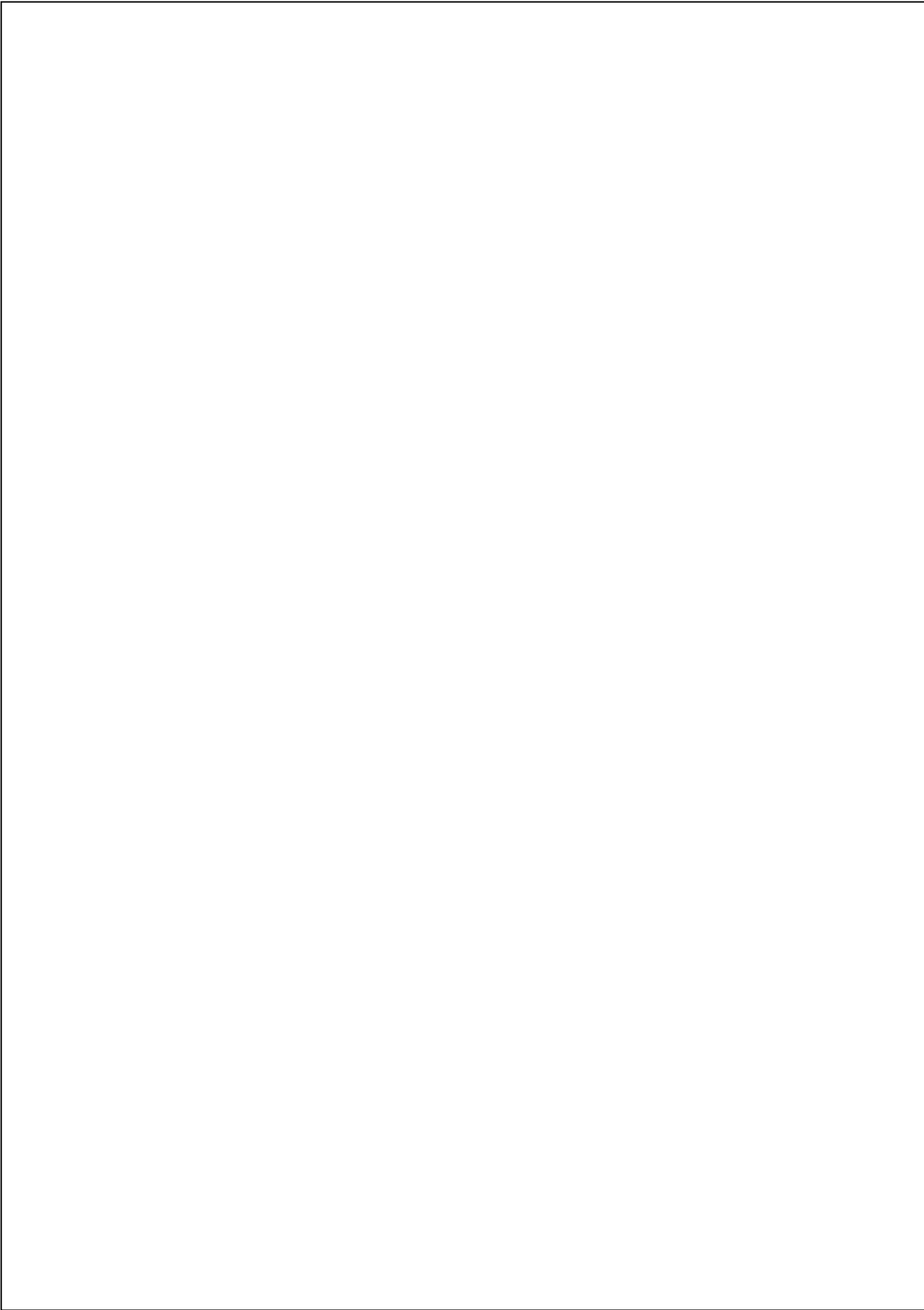
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