

DIGITAL SKILLS AND RESEARCH METHODS

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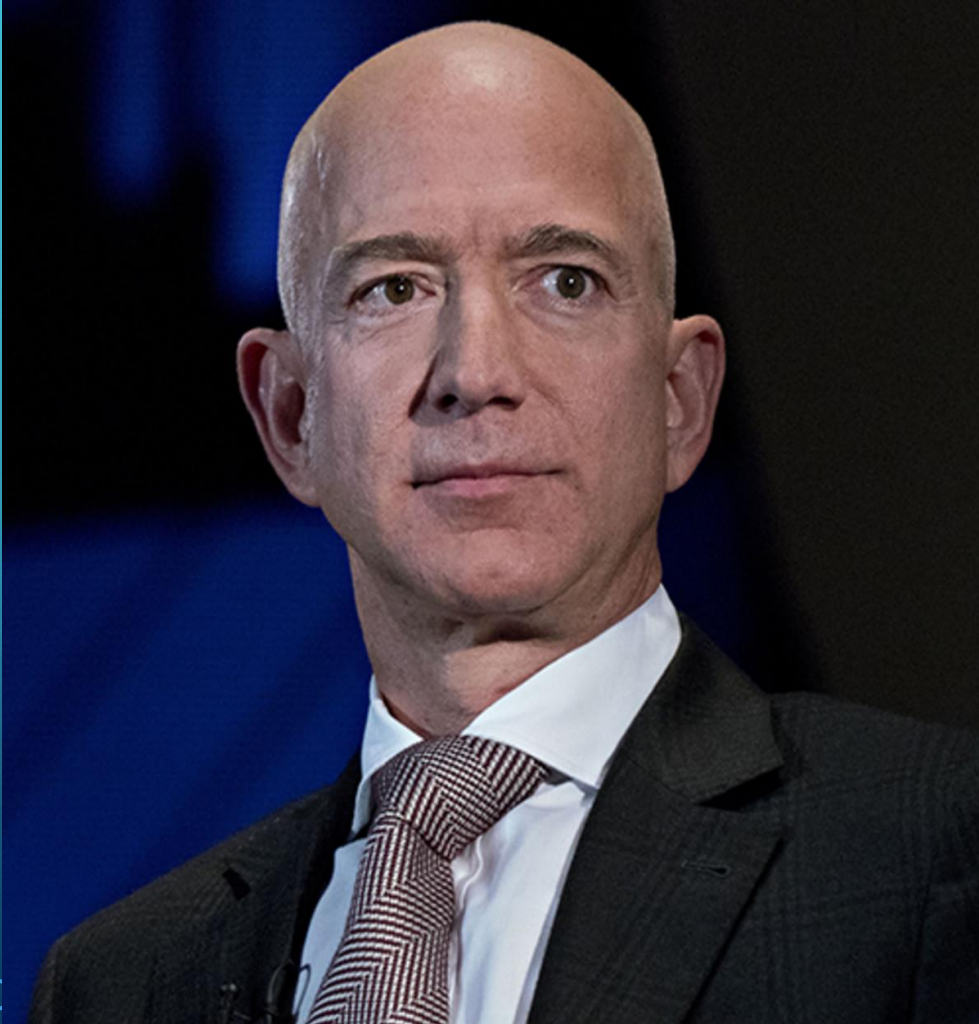
**DIGITAL
SKILLS**

INTRODUCTION

- The entire task procedure would scrutinize the technological implementation by the company Amazon differentiating between the challenges faced before the modern technology period and what impact was brought by modern technologies for the respective company's business strategies. This task would highlight the difference of modern technological age from the pre period of technology as it would help the people to analyse how the company upgraded with technological outputs and the challenges or any difficulty faced by them. It would even specify what are the lessons that can be drawn from the challenges faced and usage of modern technology effectively.



BACKGROUND OF THE ORGANISATION



- **Amazon:**
- USA based online shopping company
- Founder: Jeff Bezos
- Net income : US\$21.331 billion (2020)
- Employee number: 1,298,000 as per December 2020

CONT...

- **Facilities :**
- Marketing
- Cash payments
- Inconveniences
- Anti-competitive outlook
- Anti-competitive outlook
- Tax avoider
- High demanding culture of work
- 12 Board of Directors

Amazon's board of directors



Jeff Bezos
Amazon Chairman, CEO



Tom Alberg
Madrona Venture Group



Jamie S. Gorelick
Fmr. U.S. deputy atty. gen.



Daniel Huttenlocher
Cornell Tech



Judith McGrath
Fmr. MTV Networks CEO



Jon Rubinstein
Fmr. HP, Palm, Apple exec



Thomas Ryder
Fmr. Reader's Digest CEO



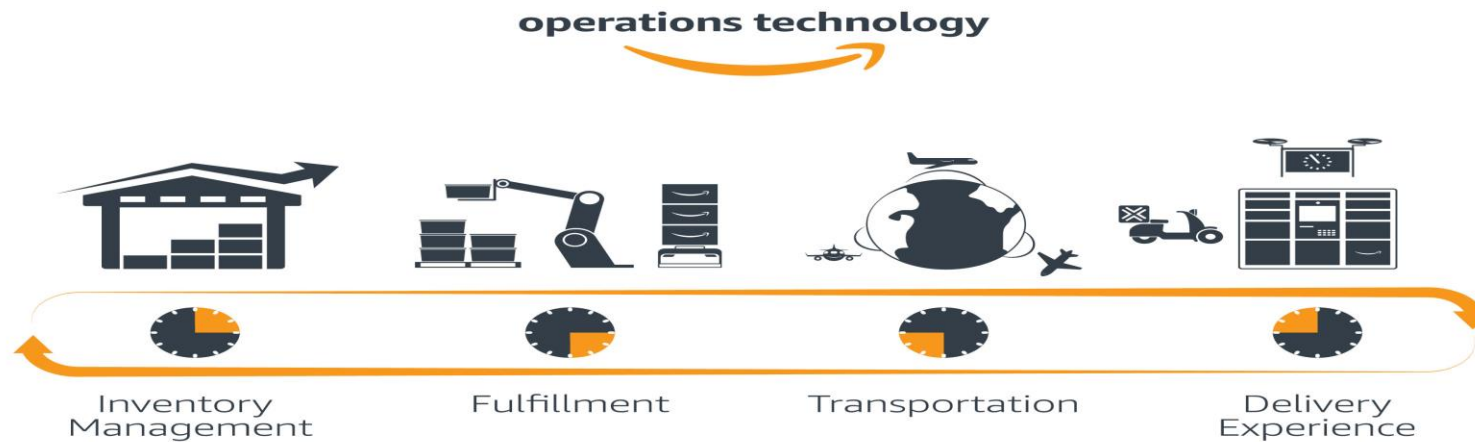
Patty Stonesifer
Fmr. Gates Foundation exec



Wendell Weeks
Corning CEO

CHALLENGE(S) BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

- Introducing technology is not an easy task
- Initial stage of Amazon: highly technological advantages



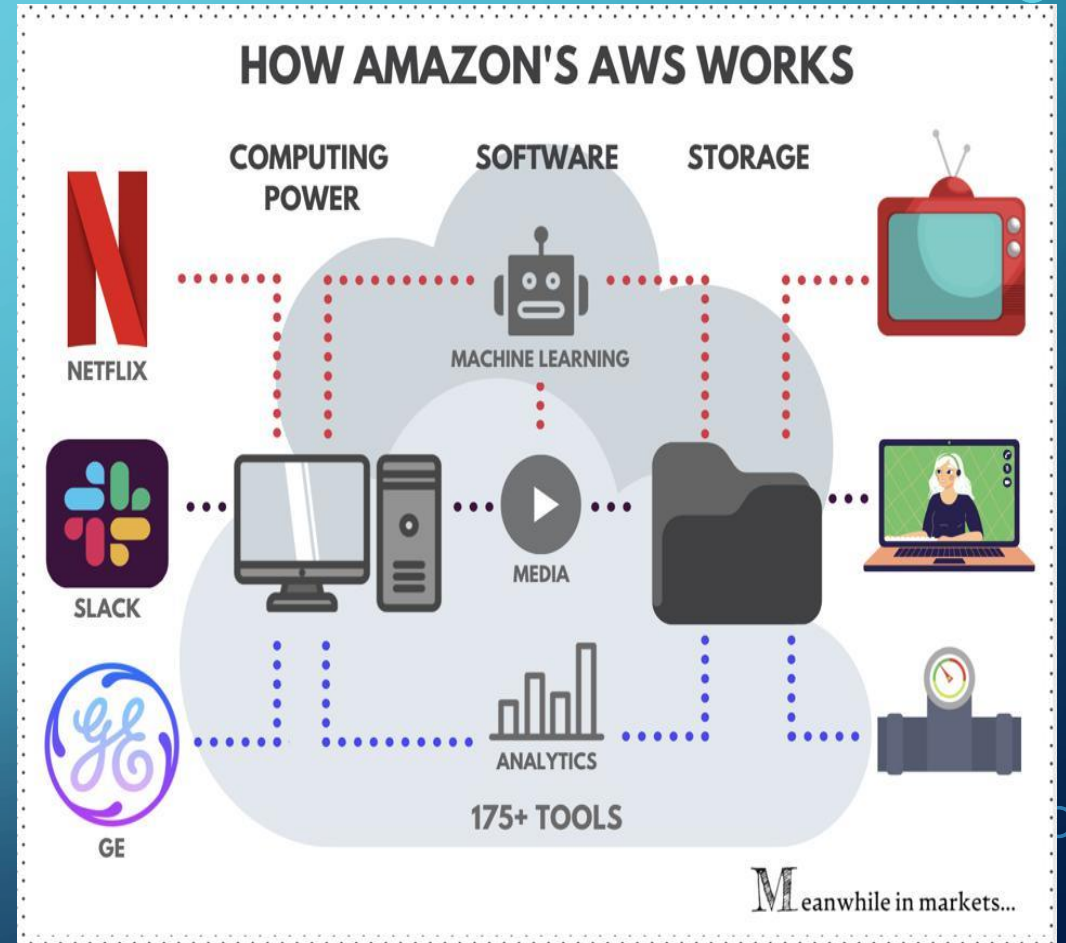
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- Less technical innovation : large scale production did not receive much boost
- High shipping
- Manual labor was quite highly effective
- Low running of technologies
- Good and high salary of employees
- Online payments were not secured
- Technology was growing but did not successfully establish

INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED

- Use of technology
- Meeting time
- Reduce manual labor
- Mass scale production at short periods
- Raise profits
- Near about eight technologies pioneered and popularised by Amazon
- Introduction of customers and service providers



CONT...



- Amazon Fresh: subsidiary service for online grocery business
- Amazon Prime Air: Use of drones
- Click Checkout
- Automated warehouses
- bulk of computer data

IMPACT OF THE TECHNOLOGY INTRODUCED

- Usage discarding the cashier's desk
- Technological upgradation
- Use of robotics



CONT....



- Use of certain softwares determining box sizings, labelling
- Cloud technologies
- Amazon: brilliant online book broker

LESSONS THAT CAN BE DRAWN FROM THE CASE

- Amazon : techno bombshell industry
- high technological applications give rise to malfunctioning of data



CONT...

- Excess exposure to mobile devices can lead to physical and psychological disorders
- Using robotics : leading to degradation of man power, cutting the Chances of expected employment



CONCLUSION

- Therefore, it can conclude that every organization has its merits and demerits. Everything cannot have a perfect solution. If one looks at Amazon it also has its drawbacks though few in number but they are major one's. Minute faults can lead to major disputes and may even result in everything to zero. Amazon is excessively involved in technological application rather better to say technology is the backbone of the industry. If severe faults take place not only the company would run into loss also it would affect millions of staff whose daily bread is involved with the respective industry.



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THANK YOU