

Knowledge and Information Management Report in Selected Organization

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Introduction

Curry's PC World is a well-known British retail brand that specialises in the sale of electrical appliances and technology equipment. The firm has both physical storefronts and an online platform, and it sells a wide range of items such as computers, mobile phones, televisions, household appliances, gaming consoles, and other electronics. eBay UK is a well-known online marketplace that links consumers and sellers and allows them to sell or buy an extensive assortment of goods as well as services. eBay UK, a subsidiary of eBay Inc. that functions internationally, focuses on the United Kingdom market.

CURRYS PC WORLD: Curry's PC World, a renowned retailer of electrical goods, focuses on offering clients with innovative technology and a varied range of items from well-known companies. Their primary goal is to meet the demands and interests of a diverse client base, which includes both individual customers and corporations. Curry's PC World is dedicated to providing customers with a pleasant and dependable buying experience. By giving expert guidance and support, they hope to make technology accessible to everyone, regardless of technical skills. The company's employees are educated to assist clients in selecting the proper items and providing information on their features and functions (Curry's PC World, 2023).

In addition to retail sales, Curry's PC World provides a variety of services such as electronic device installation, repair, and recycling. They offer customer service and after-sales assistance to ensure client satisfaction and long-term connections. Curry's PC World is a division of Dixons Carphone, Europe's largest electrical and telecoms shop. The firm has a number of outlets around the United Kingdom and Ireland, making it easily accessible to people all over the country. Overall, the core organisational operations of Curry's PC World focus around retailing a large choice of electrical appliances and technology items, giving professional advice and support, and providing extra services to enhance the customer experience. (Curry's PC World, 2023).

eBay UK eBay UK's principal organisational function is to provide a platform for people and companies to advertise and sell their items to a broad and diversified client base. Sellers may create listings for new or used products in a variety of categories, including electronics, fashion, home and garden, motors, collectibles, and others. Buyers

can go through these listings and buy straight from the vendors (eBay UK, 2023).

eBay UK focuses on the fundamentals of an online auction-style marketplace. Aside from fixed-price advertisements, sellers can auction their things, allowing consumers to submit bids and compete for the best offer. This auction style adds enthusiasm and sometimes result in the discovery of uncommon or rare goods. eBay UK makes shopping easier by offering safe payment methods such as PayPal and other authorised payment gateways. They also provide seller protection programmes and buyer assurances to ensure that all parties trade in a secure and dependable environment. Through messaging and feedback systems, the organisation promotes contact between customers and sellers. Buyers can ask questions about the items, and vendors can respond with extra information or support. eBay UK places a high value on building a strong user community and establishing trust and openness in the online marketplace. Additionally, eBay UK helps small enterprises as well as entrepreneurs build and grow their online presence by providing resources and services. This includes features like eBay Shops, which allow sellers to construct their own branded storefronts, as well as marketing tools to help them advertise their items. Overall, eBay UK's primary organisational operations focus around offering an online platform for consumers and organisations to purchase and sell a broad variety of items, maintaining a safe and reputable marketplace, and assisting small businesses in establishing an online presence (eBay UK, 2023).

Analysis based on their Strengths/Weaknesses/Opportunities/Threats in relation to their Knowledge Management System

Using SWOT Analysis, I provide an analysis based on their Strengths, Weaknesses, Opportunities, Threats in relation to their Knowledge Management System for both companies.

Extensive product knowledge: Curry's PC World has an important edge as a consequence of the extensive product knowledge and competence of their team. This expertise may be collected and used efficiently inside their knowledge management system, guaranteeing accurate and complete product data for both workers and consumers. Curry's PC World has a physical shop as well as an online platform, giving many touchpoints for obtaining and spreading knowledge. This multichannel presence provides for a range of information and feedback sources, supplementing the knowledge management system with a wide set of viewpoints and experiences.

Weakness: Information fragmentation: Because of Curry's PC World's vast assortment of goods and large organisational makeup, knowledge may be dispersed, with information scattered across multiple divisions or systems. This might impede the efficacy of the knowledge management system by making it harder to consolidate and organise knowledge.

Personnel education and attrition: In the retail business, high staff turnover is typical, and educating new employees on the knowledge management system can be difficult. It is critical to ensure that all staff members are sufficiently educated to use and contribute to the system in order to preserve its correctness and relevance.

Opportunities: Customer-generated material: Curry's PC World may improve their knowledge management system by leveraging customer-generated information such as product reviews, ratings, and conversations. The system can provide a more complete and genuine information resource for users by incorporating consumer experiences and views. Integrating artificial intelligence (AI) technology into their knowledge management system allows Curry's PC World to automate some activities, such as chatbots for customer service or clever search engines. AI may increase the system's efficiency and effectiveness by providing personalised experiences and suggestions to consumers.

Threats: Technological advancements: The continually developing nature of technology puts Curry's PC World's knowledge management system to the test. Keeping up with the most recent product releases, features, and standards necessitates ongoing upgrades and maintenance to guarantee the system stays current and relevant.

Curry's PC World works in a highly competitive market, competing against both traditional storefronts and online platforms. Competitors may have sophisticated knowledge management systems or customer support methods of their own, demanding continual innovation and upgrades to preserve a competitive advantage.

Strength: Curry's PC World's overall strengths are their broad product expertise and worldwide involvement, while its drawbacks include information fragmentation and employee education. They may include user-generated content and integrate AI, but they must also oversee the dangers posed by technical improvements and a competitive market. Curry's PC World can establish a robust and effective knowledge management system that enhances customer experiences and differentiates them from rivals by capitalising on their strengths, fixing shortcomings, and capitalising on possibilities.

Through strong knowledge management practises, Curry's PC World has showed resilience and the ability to prosper in difficult circumstances. Here are some of the ways they have dealt with the post-Covid-19 epidemic and other challenges:

Product agility: Curry's PC World has modified its product offers to accommodate changing client demands and preferences throughout and after the epidemic. They have been able to acquire insights on developing trends and client requests using their knowledge management system, allowing them to alter their product mix and inventory accordingly. This adaptability has assisted them in remaining relevant and meeting the changing requirements of their consumer base. **Management of suppliers and vendors:** Curry's PC World maintains good connections with its suppliers and vendors. They may cooperate effectively with their partners while remaining updated about supply chain difficulties and product availability thanks to effective knowledge management. They may lessen the effect of interruptions caused by the Russia/Ukraine war and other geopolitical crises by aggressively managing their supplier relationships and exchanging expertise.

Customer-centric approach: Curry's PC World places a high value on knowing and addressing the requirements of its customers. They gather client feedback, run surveys, and analyse market trends using their knowledge management system to acquire insights into changing consumer behaviours and preferences. In a competitive market, this intelligence enables them to personalise their products, improve user experiences, and increase customer loyalty.

Employee engagement and empowerment: Curry's PC World understands how important it is to engage and empower its staff. They promote a culture of continuous learning, give chances for training and development, and encourage people to share their expertise and thoughts. Employees may contribute their experience to the knowledge management system through this collaborative method, which improves overall organisational resilience and flexibility. Curry's PC World has been able to navigate post-pandemic challenges and the ripple effects of geopolitical events by employing effective knowledge management practises such as agile decision-making, customer-centricity, strong partnerships, employee engagement, and a focus on continuous improvement. These practises have enabled them to quickly adjust to changing conditions, manage risks, and survive in a competitive corporate environment.

Large product selection: eBay UK offers a wide selection of items advertised by vendors. This diverse product line offers a variety of knowledge that can be gathered and

organised inside their knowledge management system, providing users with a wide-ranging and diverse information repository. User-generated content (UGC): The eBay UK platform creates a substantial quantity of UGC, such as product reviews, ratings, and conversations. This user-generated information may be used to improve the system for managing knowledge by supplying users with real-life experiences and insights.

Weaknesses: Quality control: Because eBay UK is an open marketplace, it confronts difficulties in maintaining consistent quality control over the information given by sellers. To ensure accurate and trustworthy information within the knowledge management system, extra methods to check and validate the content may be required. Access to knowledge: With so many listings and sellers, it might be difficult for users to discover relevant and accurate content inside eBay UK's knowledge management system. To improve knowledge accessibility, the system may require enhancements in search capabilities and classification.

Opportunities: AI-powered recommendation systems: eBay UK can investigate using artificial intelligence and machine learning technology to create personalised recommendation systems. These systems can exploit user preferences, purchase history, and browsing behaviour to provide personalised product recommendations and enhance the entire knowledge acquisition experience.

Improving seller support: By providing sellers with comprehensive knowledge management tools, training materials, and best practises, the quality and accuracy of the information they supply may be improved. This, in turn, improves eBay UK's total knowledge ecology, benefiting both sellers and customers.

Threats: Counterfeit and fraudulent listings: eBay UK is vulnerable to counterfeit and fraudulent listings, which can undermine the system's dependability and trustworthiness. To counteract this hazard, rigorous controls, initiative-taking monitoring, and user reporting methods must be implemented. Competition from specialised platforms: eBay UK operates in a competitive environment, with specialised sites focusing on certain product categories. These specialised platforms could offer more focused and curated knowledge management systems, attracting users looking for more particular and precise information.

Overall, eBay UK's strengths are its large product selection and user-generated content, while its drawbacks include quality control and knowledge accessibility. Threats include

counterfeit listings and competition from specialised platforms, while opportunities include AI-powered recommendation systems and increased seller assistance. Addressing these issues can assist eBay UK in strengthening its knowledge management system, improving user experiences, and maintaining a competitive advantage in the online marketplace.

While I can share basic insights into how eBay functions, I do not have access to the precise methods or practises they used to overcome post-pandemic issues or the ramifications of the Russia/Ukraine war. However, there are other ways in which impressive knowledge management may have helped to eBay's capacity to develop and survive through challenging times: Market intelligence: eBay is most likely using sophisticated knowledge management practises to collect and analyse market intelligence. This involves tracking consumer trends, analysing competitors, and comprehending the influence of geopolitical events on the corporate environment. eBay may make educated judgements and alter its tactics by being updated about market trends. eBay uses data analytics and insights to better understand customer behaviour, preferences, and purchase trends.

Critical evaluation of both organizations' Knowledge Management systems

Knowledge Management (KM) solutions from Curry's PC World are critical for capturing, organising, and sharing knowledge throughout the organisation. Here is a critical assessment of their knowledge management systems, including a description of the knowledge management value chain and supporting information technology systems (Dalkin, 2013).

Curry's PC World creates information through a variety of sources, such as staff expertise, supplier collaborations, consumer input, and market research. Employees are encouraged to share and collaborate their expertise, which leads to the creation of significant assets. Curry's PC World obtains expertise from a variety of sources, including product specs, diagnostic manuals, user reviews, and best practises. Curry's PC World stores and organises knowledge assets using a digital knowledge repository or intranet. Employees can use this system to get vital data such as product specifications, customer insights, and sales statistics. It serves as a centralised and straightforward repository for information that is explicit. Curry's PC World's information management system

promotes the sharing of knowledge to workers, customers, and affiliates. This involves delivering product information to salespeople, providing consumers with cooperation resources, and disseminating best practises with suppliers. Curry's PC World encourages staff to utilise their expertise in their everyday actions. They will certainly give training and development programmes to ensure that personnel have the essential skills and expertise to properly service clients. The knowledge management system enables employees to obtain and use relevant information, which improves their decision-making and problem-solving abilities.

Deploying KM Systems: Deploying KM systems at Curry's PC World entails various processes, including Identifying knowledge requirements and goals: The organisation establishes the precise knowledge needs and objectives that are in line with their business objectives. Creating a KM strategy: Curry's PC World develops a plan for efficiently capturing, organising, and disseminating knowledge. This involves establishing knowledge management roles, responsibilities, and processes. Building technological infrastructure: The organisation puts up the essential IT systems to support knowledge management operations, such as the intranet, knowledge repository, CRM, and collaboration tools. Knowledge capture and organisation: Within the KM system, Curry's PC World collects knowledge from numerous sources and organises it in an organised manner. Promoting.

eBay's Knowledge Management (KM) technologies are critical to the organization's capture, organisation, and dissemination of knowledge. Here is a critical assessment of their knowledge management systems, including a description of the knowledge management value chain and supporting information technology systems: eBay is expected to use procedures and methods to identify knowledge gaps, investigate new sources of information, and receive views from internal and external stakeholders. **Knowledge Capture:** eBay would implement methods to capture knowledge from a variety of sources, including consumer interactions, seller expertise, market research, and data analytics. **Knowledge Organisation:** Captured knowledge must be organised and structured so that it can be easily retrieved and accessed. To successfully categorise and index knowledge assets, eBay may use taxonomies, metadata, category schemes, and other classification approaches. **Knowledge Sharing:** It is probable that eBay supports knowledge sharing across employees, teams, and departments. This may be accomplished through utilising collaborative tools, social platforms, wikis, forums, and other types of

communication. eBay focuses on using knowledge in real circumstances to improve decision-making, problem-solving, and innovation. This entails delivering relevant knowledge from the KM system to the point of action, allowing employees to effectively exploit the available knowledge. Knowledge Management Systems (KM): eBay would use specific KM systems or interfaces that operate as centralised libraries for storing, organising, and extracting knowledge. Collaboration and Communication technologies: eBay is likely to use collaboration and communication technologies to facilitate staff knowledge sharing and cooperation. Platforms for team chat, video conferencing, and document sharing are examples of this. Search and retrieval systems: eBay would use search and retrieval systems to provide simple access to knowledge assets. These systems let users to do searches across several sources, such as papers, databases, and knowledge repositories, ensuring that relevant information is easily accessible.

Supporting Information Technology Systems: Analytics and Business Intelligence technologies: To extract insights from data, eBay may use analytics and business intelligence technologies. Learning Management Systems: eBay may use learning management systems to give employees with training and development opportunities. Supporting Information Technology Systems: Knowledge Management System Implementation: The implementation of KM systems in specific organisations such as eBay entails various steps: eBay would examine its knowledge management requirements, objectives, and current knowledge assets. This evaluation drives KM system strategy and design, assuring alignment with the organization's strategic goals. Technology Infrastructure: eBay creates the IT infrastructure required to support the KM system. This involves selecting suitable KM software, setting databases and repositories, and so on. Knowledge collects and transmit eBay uses procedures and technologies to effectively collect, store, and transmit knowledge. This might include developing methods for knowledge collection, defining metadata standards, and building protocols for knowledge sharing and collaboration. Training and Change Management: eBay gives staff with training and assistance to help them adapt and use the KM system. Employees realise the benefits of knowledge management thanks to change management activities. Continuous Improvement: eBay constantly analyses and reviews the efficacy of its knowledge management systems. Feedback loops and measurements are set up.

¹
Conclusion to the report which outlines the main areas to be developed within the Knowledge Management System or contributing systems within the organization.

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Based on the findings of the evaluation of Knowledge Management (KM) systems at Curry's PC World and eBay, numerous areas may be established to ensure the safeguarding of talent and knowledge growth within the microbial environments of both organisations. These are some examples:

Enhanced Knowledge Sharing and cooperation: Both Curry's PC World and eBay may focus on cultivating an employee culture of knowledge sharing and cooperation. This may be accomplished by putting in place social collaboration platforms, communities of practise, and other technologies that allow for the simple and seamless sharing of knowledge, experiences, and best practises.

Using Artificial Intelligence and Automation: Curry's PC World and eBay can investigate the use of artificial intelligence (AI) and automation to supplement their knowledge management (KM) systems. Chatbots powered by ¹⁰artificial intelligence, natural language processing, and machine learning algorithms can aid in the automation of knowledge collection, retrieval, and recommendation processes. Employees would be able to obtain relevant information more efficiently, improving total knowledge discovery.

Strengthening Knowledge Capture from other Sources: By actively capturing and integrating knowledge from other sources, both organisations may improve their KM systems. This involves taking use of client feedback, industry research, and collaborations with suppliers and specialists. By gathering and implementing external knowledge in a methodical manner, Curry's PC World and eBay may keep current on industry trends, client preferences, and market insights, therefore boosting their competitiveness.

Curry's PC World and eBay should build strong knowledge governance structures and quality assurance systems. This involves defining knowledge management roles and duties, developing standards for information collection and organisation, and performing frequent audits to verify the correctness and usefulness of knowledge assets.

Curry's PC World and eBay may enhance their KM systems and contribute to the futureproofing of people and knowledge growth within their respective organisations by tackling these areas. Adopting a culture of continuous learning, exploiting technological breakthroughs, and actively capturing and sharing information will allow them to remain

competitive, adapt to changing market conditions, and maximise the value of their knowledge assets.

Set of recommendations

Recommendations for Knowledge Management System Development at Curry's PC World:

1. Encourage staff to actively participate in information sharing efforts ¹² to foster a knowledge sharing culture. Platforms such as internal forums, collaboration tools, and social intranets should be implemented to promote simple information exchange and cooperation among teams (Dalkir, 2013).

2. Create a Strong Knowledge Repository: Create a centralised and easy-to-use knowledge repository where workers can find essential information, best practises, and standard operating procedures. To give accurate and up-to-date knowledge, ensure that the repository is well-organized, searchable, and constantly updated (Dalkir, 2013).

3. Gain leadership support and commitment to knowledge management projects through promoting leadership support. Demonstrate the importance and effectiveness of good knowledge management in attaining organisational goals and promote an environment that appreciates and encourages knowledge exchange and innovation.

Curry's PC World may improve its Knowledge Management System, develop a knowledge-sharing culture, and guarantee that information is properly captured, organised, and shared across the organisation by adopting these recommendations. Employees will be able to access the relevant knowledge at the right time, make educated decisions, and promote innovation and continuous improvement as a result of this.

Recommendations for eBay's Knowledge Management System Development:

1. Improve Knowledge Discovery: Invest in powerful data analytics and knowledge discovery technologies to locate valuable information from internal and external sources on an initiative-taking basis. Implement automated systems that acquire important knowledge and insights by monitoring consumer input, market trends, and industry advancements.

2. Facilitate Expert Identification and Knowledge Sharing: Create procedures to identify subject matter experts inside the organisation and routes for them to share their knowledge. Implement platforms for workers to demonstrate their talents, experiences, and expertise, making it easier for others to find and connect with specialists when required.

Continuously Evaluate and Improve: Assess the success of the KM system on a regular basis using user input, surveys, and performance indicators. Gather information on user happiness, knowledge utilisation, and system usability to identify areas for improvement and make the required changes to increase the system's efficiency and effectiveness.

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