



UNIVERSITY OF WALES
TRINITY SAINT DAVID

Knowledge and information
Management Skills for The
Workplace
BMSW5106

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Task 1

1. Introduction

As e-commerce sites grow each day, many people prefer to shop online for suitability choices and ease of price comparison, especially during Covid 19. The economy for many businesses becomes challenging, the industries are trying to recover, and many employees have lost their jobs. However, the security of people's personal data or previous purchase has become a significant concern for consumers and businesses when they are using the services of online shopping. This report will discuss Knowledge and Information management, the SECI model, Standard Operational Procedures, and KM technics to investigate the Amazon.com organization learned from the university journey.

2. Background of Amazon.com

Amazon was created in 1994 by Jeff Bezos, and it was started as an online bookstore. The young executive has been paying attention to the growth of the internet and decided to begin an e-commerce company. He claimed that the environment was a technology company whose business was to make easier online transactions for customers. In 1997 Amazon went public, and by 2000 the company was a platform for all types of retails like logistics, music, and cloud services. People are falling in love with the idea of the low prices that Amazon.com has to offer along with their fast delivery of two-days free shipping. With the creation of Amazon Prime in 2005, they delivered the products, movies, and other sources of entertainment on the same day. Also launched the fulfilled by Amazon

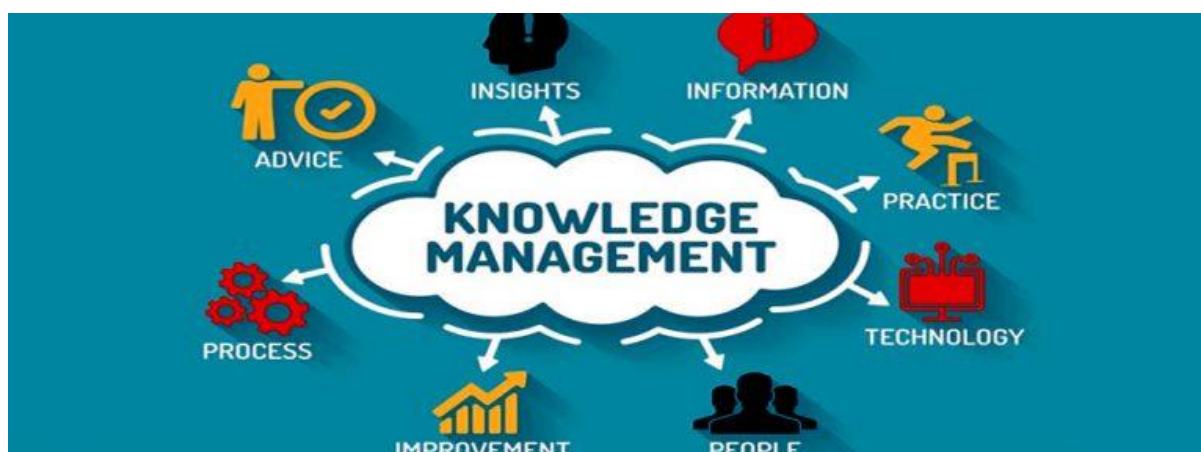
wherein the third parties used the environment extensive infrastructure to make and sell the products, that was one of the actions that Amazon.com go from an online company to a verified platform. The company uses a customer relations system with the primary purpose of increasing customer satisfaction and loyalty. This saves their information like credit cards, previous purchase information, and customer profile information. The system is also responsible for sending automated emails to the customers when they purchase. The information technology used in Amazon is a recommendation system to track customers' purchase history and provide recommendations on similar products. (Hall, 2020).

3. Knowledge Management Theories

Every day people in the organization need to use and generate knowledge. The total amount of the organization's ability involves what the employees know and store in different sources of knowledge such as documents, emails, or personal records. As we move into a more technological world, everybody and even every product or machine individuals use to produce more and more information to process. The challenge for corporations is to secure the appropriate stream of information and turn it into organizational knowledge. The other challenge is catching and processing the most important news, which typically belongs to in the individual's mind. Obtaining this tested knowledge and adding to the company's enterprise knowledge base is not easy. Both tasks can be tackled by implementing a proper knowledge management strategy supported by the correct toolset. Knowledge management is a process that allows the use, innovation, and broadcasting of knowledge for (Nonaka, 2001) about establishing the proper organizational procedures, environment, and technological infrastructure, involves data miming and some method of operation to push information to users, it is

also of corporate goals. A close examination of the traditional and technical tools is required for the company's benefit.

Creating proper knowledge management is organized, and Increasing collaboration and knowledge contribution are some of the most essential attributes of creating efficient knowledge management. Standard functionality of this method involves team rooms, wiki, and blogs variety of these tools exist. These days, the workers can easily access all those applications at home or in their private lives, and the individuals believe in the same use inside the company. The firm information sharing and organization tools bring functionality into the environments in a secure and adaptable manner. A wide-ranging variety of instruments are available, but technology is not the only solution. It needs to be encouraged by the rest aspects of the knowledge management framework, starting with an efficient knowledge management strategy (Kurylo, et al., 2020).



Autor: (Re-engineering, 2022)

Following the SECI model created by Nanuka and Takuiji in the early 1990s. A knowledge creation model explains how tacit and explicit knowledge is transformed into organizational knowledge. Most often, a

company is much less than some of its parts. In other words, the knowledge possessed is not available to everyone when they need it. Tacit knowledge is all collective know-how techniques, processes, and challenges to articulate expertise that's part of the individuals or organization knowledge-based. Explicit knowledge is that everything is codified and digitized in books, systematic language, or documents; this is easily identified and shared with employees. The theory involves four processes: **Socialisation**- Tacit to tacit, knowledge passed to practice, guidance, imitation, and observation. **Externalisation**- Tacit to explicit is considered a complex and often essential conversation process. Tacit knowledge is codified into files or instructions to be shared more quickly through the business. Because tacit knowledge can be practically impossible to organize, the reach of this knowledge of this discussion mechanism is debatable. The use of representation is cited as a vital externalization mechanism. **Combination**- Explicit to explicit, it is the most accessible form. Systemized knowledge sources are combine to generate innovative knowledge. **Internalization**- Explicit to Tacit, as explicit sources are used and learned, the knowledge is internalized, modifying the users existing tacit knowledge (Nonaka, 2001). This model is the dynamic development of knowledge, which is described by vigorous interactions between employees and the environment.

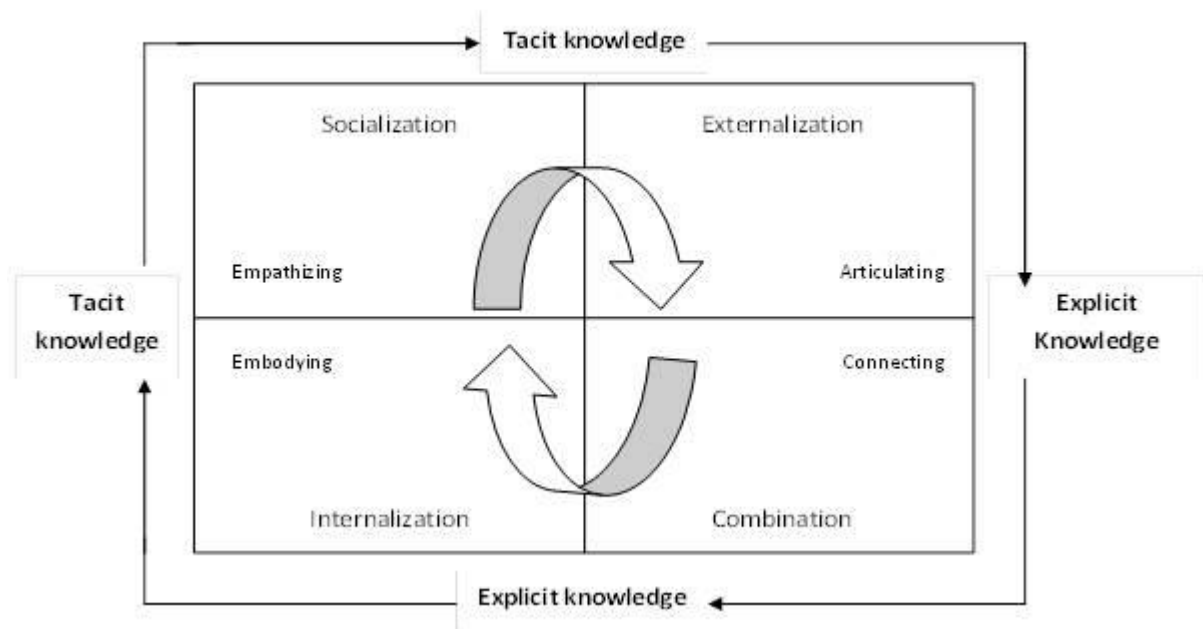


Diagram: (Creation, 2022)

Importance of Management Information System in Amazon.com

The pandemic covid 19 creates confusion in society's lives worldwide, but it is also a good lesson for everyone. Most of them start to appreciate the time spent with their families, take good care of their health, start new activities, develop themselves, and realize our priorities and what people need to focus on. The lockdown for many individuals was beneficial, especially for those who spend less time with their families, loved ones, or themselves. Online education delivers us the flexibility to study abroad, less traveling. But also, it was difficult for many to adapt to the virus, social distance, and stay at home and working from home. People of all countries are significantly affected, lots of people lost their jobs, the pandemic took their loved ones, and thousands are still in hospital, there is danger about our health on all of us. During the current situation with

Covid 19 and the lockdown, businesses worldwide are closed, and government officials are telling people to stay at home. Amazon.com faces its biggest challenge yet, and the pandemic has caused a surge in online orders and the need for drivers. The company has hired a hundred thousand new employees and added worldwide to its network contribution network. The company is in a position of strength and increasing its growth. When there is a current pandemic, consumers don't want to do traditional shopping. Most people use online channels like Amazon.com to buy products, and the company takes a piece of every single one of those sales. The new customers turn out to be genuinely omnichannel, and they are happy with the online shopping offers, services, and delivery until everything is back to normal. The population decided to change their behaviours and protect themselves against the pandemic, financial insecurity, and health protection. (Brodeur A, 2021). Those changes affect the businesses because of the restrictions limiting the number of customers and social distance.

Amazon.com became a carrier winner in the e-commerce business, the company's ongoing growth during the coronavirus crisis. The people describe the pandemic as being a gift for Amazon, motivating individuals who were previously shopping online, shopping online, and consuming content over the top. Long lines and empty shelves have prompted some grocery shops to limit food purchases sending millions of shoppers online where the company faces uncharted territory. It is a massive network of listings and sellers changing more rapidly than ever. Amazon.com had a monumental task in this period. The company needed to protect buyers. They also needed to make sure that they communicated effectively with sellers, listing products inappropriately. In popular household items were running out of stock and some orders are facing delays, although it is

asked all employees to work from home if they can. Delivering good customer service and gaining loyal consumers is an essential key for Amazon.com. We live in a world with modern technology and social media, and people are concerned about their privacy. To protect employees and customers in the company, people use how to manage Knowledge management and information system. It helps to solve problems, protect data, visualize complex subjects, and invent new products and services. In this modern age, businesses deepen on an information system. Nowadays, many companies use information systems to offer assistance with greater customer satisfaction to access a wide range of information. It is helping to face challenges at a more incredible speed and increase the individuals' productivity. The organization can exceed customers' expectations and fulfill businesses (Zhu, 2018).

The information system has three main activities: Input, import, gather or capture raw and unprocessed data within the organizations or external sources. Technology devices use mobile phones, computers, scanning devices, or tablets. Those devices will have access to information system applications, the internet, media, and networks. While processing converts raw data input into meaningful information, processing occurs in the information application, database, and storage system. It also takes place in design servers in the cognitions data center. Output transferring process for organization environments, using for the functions used. It also provides feedback that is returned to the companies in terms of complaints that should be rectified immediately through corrective measures or suggestions of improvement that can be used to advance the organization's system and business process. The types of information are based on the functional activities at the company operational level (Currie, 2017).

There are two types of information systems: operational and management support systems. Efficiently process the business transaction, which controls the industrial process, support communicating, cooperating, and updating commercial databases while managing support system provide information and support for management's effective decision-making. The importance of an information system is that it has much more benefits. It gives better delivery of information, improves organization services, increases productivity, and is also a competitive advantage. The first one is **Communication**- the information system could make more efficient and effective. For example, the use of emails could make Communication quick and easy, and it is also can store documents in folders that individuals are sharing in the future. Secondly is **Record**- the information system stores documents and revisions histories, communication records, and operational data. People can use such information to prepare a cost estimate and analyze the critical organization indicator's reaction. The third one is **Operation and Decision**- which is used to gain a course advantage over competitors or differentiate individuals by providing better customer service. Sales data gives the company insight into what customers are buying or producing products selling well. A decision information system can help better in deciding by delivering all the information they need by modeling the results of our decision. If more than one choice looks appealing, they can use the information system to manage the different scenarios. The system can calculate critical indicators such as sell, cost, and profit for each possibility to help which alternative gives the most beneficial results. Lastly is **Performance**- an information system improves Performance to develop the overall efficiency and effectiveness of a process. The information system speeds up and reduces the time by removing non-valuating steps into operations (Wilkinson, 2017).

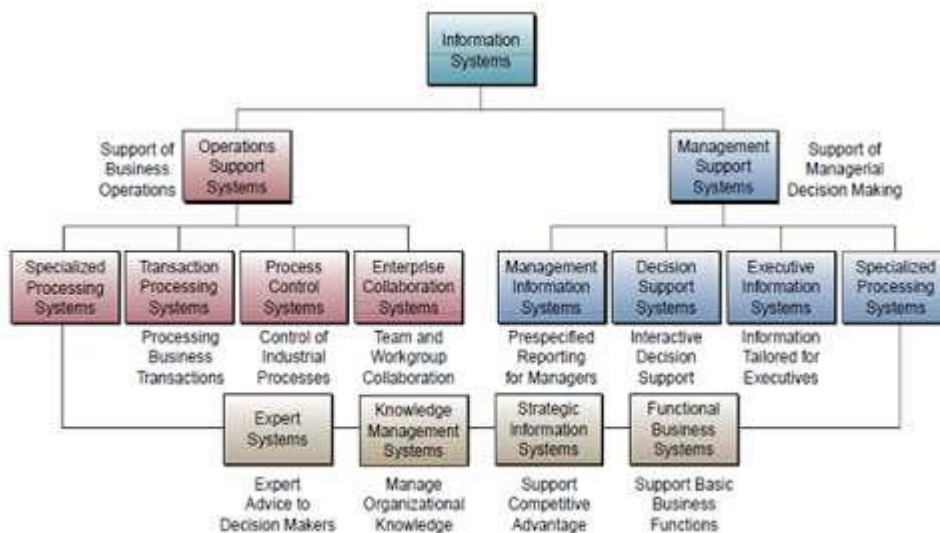


Diagram: (Alvinser, 2022)

[4. Investigating Knowledge Management techniques used by Amazon.com](#)

Importance of knowledge in Amazon's SOP (Standard operating procedures)

A Standard Operational Procedure is explained as a document particular to the company that describes the activities to complete, tasks according to business regulations, regional laws, and even the company's company standards. Writing and having successful standard operating procedures provides a good sound foundation for its operation and employees. Standard operating procedures aim to formulate the recipe, which is strategic, reputable, and flexible. The organization is to efficiency, quality output, and uniformity of Performance while reducing miscommunication and failure to comply with industry regulations (Susihono, et al., 2018).

Differently described as a detailed statement talks about how, when, and which activity is to be performed and at what time. The advantage of using this method for Amazon.com is that they could provide the procedures in a systematic approach with supporting objectives on managing the team members and stakeholders to be better organized. Using this method, Amazon.com can quickly evaluate the Performance of individuals regularly. The standard operating procedure method helps Amazon.com develop the training program, support future growth, and increase operational efficiency.

Outcomes achieved by Amazon by the implementation of Standard Operating Procedure

Standard operational procedures help Amazon.com be prepared for challenges and risks in the future and plan goals and achievements with systematic objectives. It gives the company advantages in controlling errors caused directly to misunderstanding and miscommunication of critical database and improvises the channels with internal Communication contained by the environment. Using this Performance successfully in industry, Amazon.com not only increases productivity but aims at employee productivity by, for example, the organization search, typically allowing the individuals to research all enterprise repositories from one single view and enable them to find the information they need. It also establishes company profits growth, consumers loyalty, and knowledge in markets (Susihono, et al., 2018). Managers of Amazon.com make sure that all their processes work in a standardized and systematic to accomplish consistent results from its team members. The system also helps deliver customer service with a better approach with optimistic outcomes. Also, to achieve this strategy, it is needed to ensure that

organization has the right organizational culture, where individuals want to share, collaborate, socialize and develop.

Amazon.com can make improvements to overcome challenges

A large company like Amazon.com has a worldwide reputation for good customer service, fast delivery, and quality products, but places to improve. The company structure can make it easier to see the employment division and how different activities can be well managed. The management must understand the needs of the individuals in the company and what is known to achieve strategic objectives. The leaders should improve their recruitment procedure. The company should change its business operations regularly, use standard operating procedures, deliver reduced learning curve-training time for new employees, and motivate the team with positive outcomes. The people in the company be productive (Khairunnisa, et al., 2020). The company also needs to create innovative products and high-quality services.

5. Conclusion

Within the pandemic of Coronavirus and the restriction's measures, several organizations have transformed individuals' workplaces into online employment platforms, which is a form of digital work. The situation brought changes in the way of work, and it is organized and controlled. After the covid pandemic, the consumers depend on more online shopping, which opens the way for Amazon.com to increase their business significantly globally. The Knowledge Management Information

system in Amazon.com is essential for the company to develop and retain more excellent value from underlying businesses competencies in the globalist era. In nowadays, technology is a part of people's life. Management information systems support businesses, including Amazon.com, to manage and establish database protection. The models used in this report help understand the tools and set the business environment in the organization. The advantages of the Standard operational process give understanding to employees how they could develop, provide better customer service, and establish the company. SECI theory is valuable for businesses as it builds knowledge of relevant processes. The assignment's background knowledge was reviewed, and described management methods have been discovered and analyzed.

Task 2

Proposed Knowledge Management Framework Individual Poster

Practical Evaluation of the Proposed Knowledge Management Framework for Amazon.com

- **Purpose of Knowledge Management**
 - Increase productivity
 - Establishment of data
 - Productivity of employees
 - Creating efficient framework strategy
- **Purpose of SECI model**
 - Tacit and explicit knowledge is transformed into organizational knowledge.
 - Better understanding and developing for the employees of establishment of product and services
 - Develop the training program, support future growth
- **Challenges of knowledge management in context to Amazon.com**
 - Investing time of training and creating framework of knowledge management for the employees
 - Finding the right tools and sources for data protection



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