

UNIVERSITY OF WALES TRINITY SAINT DAVID LONDON CAMPUS

COURSE NAME : BA (Hons) Leadership and Management Skills for the Workplace Level 5

MODULE NAME : Knowledge and Information Management Skills for the Workplace (KIM).

MODULE CODE : (BMSW5106 -LON)

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INTRODUCTION :

THE ORGANISATION AM WRITING MY ACADEMIC REPORT ABOUT IS AMAZON .COM

The purpose of this report is to write about amazon.com using my academic knowledge and different models,

Methods and theories to examine how information and knowledge management process that are used in amazon, a big e – commerce business model organisation that make them one of the biggest e-commerce business organisation globally till date.

The authors (Lang, et al. 2012). At the Robins School of Business, University of Richmond wrote to give insight

About amazon .com they called it “ Amazon .com Offering Everything from A -Z ” The book help me to understand how Amazon started its e- commerce business from the beginning of the business, the difficulties and challenges Amazon .com went through at the early days, how they overcome the challenges forge ahead introduce new e – commerce business strategy new business plan that lead them to success of today (robins.richmond.edu).

Furthermore, in 1994, Jeff Bezos Amazon founder left a comfortable, high paying job after he read article citing Internet usage was growing by 2,300% quite remarkable and profitable for online business to be growing at such a high profitable percentage rate at that time. As result Jeff Bezos left his comfortable, high paying job at Seattle – USA, to start his online bookselling company within a short time operating his online bookselling business the company become one of the world largest online retailer, as result of this success he decided to add other products, for example DVDs, apparel, electronics, computers, toys, jewellery, furniture, shoes, movies, games, music, sports including outdoor gear, auto parts home and garden, grocery, health and beauty, and digital downloads (Lang, et al. 2012).

However, by late 2012 Amazon online business posted its first quarterly loss in over five years, this quite a big loss on the investment due to loss of earning in the existing online e-commerce business and the CEO of amazon.com Jeff Bezos find out that the business was losing money because they were spending a lot of investment in development of the Kindle, and spending huge amount of money building new distribution centres, also new competitors were also venturing

into online e – commerce business this would mean the next few months will be stiff, and critical to the ongoing success of Amazon. Also considered the global economy still not going well (robins.richmond.edu).

Therefore, Amazon boss Jeff Bezos, has to quickly change the e-commerce business model, then introduce new e-commerce business strategy to stay ahead his game and to give his competitors a run for their money, the smart way he lunched amazon .com new business model, was that he looked into what kind of customers does amazon e – commerce business serves and he quickly realise that amazon serves four customer types, that includes enterprises, final consumers, sellers, and content creators. After his research into his e-commerce business to know the four different segments of amazon customers that the business serves, he finds out that Amazon Web Services can offers technology infrastructure that can be utilised by enterprises, ranging in size and business focus (Lang, et al. 2012). Introduction of new technology from checking products quality controls, packaging and good safe distribution of goods and services to its customers also help boost amazon e- commerce business profit globally.

Furthermore, Amazon has also designed its retail website to be consumer friendly by providing low prices,

And a wide selection products and services that makes it easier for its customers to use, and the convenience to meet all its consumers need in one virtual store. The amazon website also under the new e- commerce business model now hosts products from a variety of different sellers, who enjoy the benefits of the amazon brand. This allows them to reach a much larger customer base than they could reach on their own. In the new e- commerce business model and strategy design by Amazon boss Jeff Bezos, Independent publishers and authors are given a 70% royalty option when they choose to sell their books in the Kindle store through Kindle Direct Publishing (robins.richmond.edu). With the above new e- commerce business model research and lunched quickly into Amazon by the boss Jeff Bezos, the whole business started to make more money because the smart re- branding of amazon done by the CEO Jeff Bezos and the whole team of amazon.com e- commerce business.

Therefore, it must be noted Jeff Bezos built his multibillion-dollar empire around the concept of providing exceptional service to its customers this is evidenced by the huge numbers of positive feedback provided on Amazon's forums a platform to get feedback from their customer to allow to be the e- commerce business market leader on a global scale (Lang, et al. 2012). Amazon boss Jeff Bezos Knowledge, information about huge customers satisfaction and positive feedback and good management experience in the amazon e – commerce business makes them better than their competitors to become number one customer choice in the e- commerce online business globally as result making billions of dollars annually, Amazon shareholders are happy because they are making profit from their investment amazon now has market value of \$1.76 trillion while amazon CEO and founder of the e – commerce online business net worth is \$177 billion as the wealthiest man on in the world till date what a an inspiring and huge sources story and landmark in the history looking at how the amazon e – commerce online business started (s2.q4cdn.com/2021 pdf).

THE KEY KNOWLEDGE MANAGEMENT THEORY THAT WILL UNDERPIN MY REPORT.

- PORTER'S FIVE FORCES
- PESTEL ANALYSIS
- SWOT ANALYSIS
- TAYLOR SCIENTIFIC MANAGEMENT THEORY
- CONTINGENCY THEORY

PORTER'S FIVE FORCES: Help to provide a better understanding and analysis of e-commerce industry such as amazon.com e-commerce business, also each of the Five Forces analysis influence forces on Amazon, this analytical framework was created by Michael Porter represents five industry forces that influence competition within specific industry, highlighting the underlying strengths and weakness of an industry overall in generally Porter's, M. E. (1980). His first book titled competitive strategy (1980),

Porter's Five Forces is are frequently used to determine factors for a future corporate strategy based on the discoveries of the analysis all the above business strategy is been use by amazon e-commerce business that make them the market leader globally Chapman, A. (2005). Wrote and reanalyse Michael Porter's Five Forces of competitive Position Model.

PORTER'S FIVE FORCES /MODEL

- 1.Existing competitive rivalry between suppliers
- 2.Threat of new market entrants
- 3.Bargaining power of buyers
- 4.Power of suppliers
5. Threat of substitute products including change in technology.

Amazon e-commerce business is using the above Porter's five forces strategy in their business operations today and is giving them good profitable result.

However, Porter is also known for his simple identification of five generic descriptions of industries namely:

1. Fragmented products for example shoes ,gift shops
2. Corporate strategy, structure and rivalry, considering other competitors in same business.
3. Factors Conditions, production factors, such as labour, logistics and distribution of goods and services to customers.
4. Demand Conditions, these factors include the nature of demand of products and services within the country.

PESTEL ANALYSIS

PESTEL: is an acronym which stand for the different factor used in analysing and monitor the External environment which impact on an organisation, it stands for:

P = Political

E = Economics

S = Social

T = Technological

E = Environment

L = Legal

POLITICAL : Amazon has the obligation to operate its e-commerce business following the government red tape to tightening data regulation due to political bureaucracy and processes increase the problem of doing in several market Technology business such as e-commerce and cloud are even more under political regulatory scrutiny in order to protect local businesses.

ECONOMICS: Strong GDP growth in emerging market to continue to develop and expand to new markets globally with innovating, using new technology to continue serve their customers better with good customer satisfaction and high positive feedback data from their customers helping amazon to flourish as e-commerce business ahead of their game with their competitors continue with the strategies to amazon a profitable e-commerce business strategy.

However Wal-Mart is innovating with their technology to give amazon a run for their money, be redesigning their website to allow their customers easier cheaper prices of goods and services of home delivery as the organisation see that amazon is focusing and investing more on their grocery sector development, but the world biggest supermarket Wal-Mart said they are ready for the battle and the competition with Amazon. The above factors regarding amazon grocery market entry and Wal-Mart issue has led to dropping of Amazon Retail stock and share prices negatively.

SOCIAL : Shift in the retail and e-commerce landscape and Health consciousness and changing food habits.

This is also issue regarding monitoring of consumers behaviour to amazon products goods and services therefore Amazon is also getting critics because some of its e-commerce business encourages Obesity negatively impacting the public health because more people are now embracing Amazon introducing more ways than ever to receive your products without having to leave the couch. Government have to play a key role here regulating how the amazon above e-commerce business model will impact people Healthwise and well-being of its citizen.

As amazon start their expansion into the grocery industry enabling customers to receive groceries to their doorsteps within hours and this is impacting the well-being of the consumers because they do not have to go outside for food anymore and also amazon customers will continue to enjoy the access of thousands of products with the ability to be delivered to them same-day through quick shipping for prime membership subscribers.

TECHNOLOGICAL : Big data analytics and transforming retail business amazon as a technological e-commerce business is always be on top of their game when it comes to technology for example, amazon app where their customers search for products goods and services they want to buy, order product pay online, track your delivery, choose pick up your delivery, now amazon are among the first its competitors to introduce amazon-hub a platform where customers will be given the option to choose where alternatively to receive your order, it could also be a nearby store, post office gas

station, nearby train station to where one lives, same day click and collect van/ car home delivery etc... all the above amazon e-commerce business strategies are very innovative indeed,

Furthermore, amazon has invested in new technology to make all the packages that are delivered to its customers to home and at any collection point where their customer want to pick up their products all products must be computer scan and traced to know who collected any product that was delivered to any location and address very innovative indeed and save time for instance when someone is at work not home you can direct you order to be picked up in self collect hub nearest to the customer with a coded and programmed number send to the customer by email after the order for collection this's one of the reason why they are on top of their game leading the e-commerce business market globally today very smart and innovative indeed and its customer are happy with products and services with give amazon good customer satisfaction feedback (swotandpestel.com).

ENVIRONMENT:

Amazon make sure all customers packages are COVID -19 Virus free because all the customers packages are checked and control by amazon employees before they are dispatched to be delivered to their customers. Although COVID -19 a challenging time for Amazon as well but because the business is doing well generally global they have to spend huge amount on PPE, for the safety of its employees and customers, amazon has also invested in solar energy for cleaner energy as part of its cooperate responsibility and sustainability to support a cleaner energy and environment for now and the future generation.

LEGAL : Here amazon must keep to all legal challenges against the technology sectors and keep into account the general data protection regulation (GDPR) standards in the EU.

SWOT ANALYSIS

Swot Analysis is tool to analyse business growth, or Nation Market .

S = STRENGTHS

W = WEAKNESS

O = OPPORTUNITIES

T = THREATS

STRENGTHS : * Here organisation: Ask they question regarding what advantages do the organisation have that their competitors don't have.

- What is the people in your market see as your strengths?
- What do you do better than anyone else?

WEAKNESSES : Here organisation such as amazon can find out what they can improve on in the organisation to have competitive advantage over its competitors .

- What do your competitors see as your weakness, and what should the organisation avoid or stop doing
- What could you improve in the organisation?
- Find out what factors lose your sale

However, the above two factors strength and weaknesses are internal factors in organisation (mindtools.com).

OPPORTUNITIES:

- Introducing Trends that you are aware to your organisation
- Change in Technology to improve organisation performance
- Social Patterns for the organisation
- Where your best opportunity lies
- Government Policy
- What option does your opportunity open for amazon organisation.

THREATS: Obstacle you and your organisation face

- Do you have bad debts or cash flow problem?
- What are you or your organisation worried about?
- What threat does your threat expose to you or your organisation?

Furthermore, the two above factors Opportunities and Threats are External Factors. After organisation has use SWOT Analysis to carry out its business analysis, they can then find out to see if they have made a good new strategy for success in the organisation for example amazon e-commerce business.

EVALUATION OF AMAZON RELIVANT ALTERNATIVE ACADEMIC THEOEIES AND ITS EFFECTIVENESS OF KNOWKEDGE AND INFORMATION MANAGEMENT/ EFFECTIVE TOOLS FOR E- COMMERCE MARKETING.

In the field of marketing and digital business, the application plays an important role for various organisations.

Google for example, trend the latest application that can direct any consumer to have a better understanding of the market trends sometimes than amazon organisation. This is because is very direct and straight forward. All the marketing policies are now days related to this application as consumers rely on this representation, apart from this application provide all the user guideline of their products (Bresnahan and Yin, 2017).

However, in recent times this is the best marketing tool available in the market, and this application provides all the market competitors of that particular field. As per the opinion of Boyce (2016). This application tool can also give the details of the competitors' issues, obstacles, essential products, that are critical to

The market and many other things, the application of Ahrens software access appropriate search volume data, that means all the searches in the websites including both clicked and the unclicked are assessed here, This software.

App Annie: This software that has the best quality for competitors tracking that is ASO app optimisation Silverstone (2017), stated that this provides the exact information, exactly where one online application is standing against a particular keyword the companies who have headed for online marketing strategies can easily track and assess their gradual growth in the digital market by having this marketing tool.

TAYLOR SCIENTIFIC MANAGEMENT THEORY (1856-1915).

Taylor, F.W. (1856-1915) Teaches the concept and ideas how scientific ideas can help change and improve the way organisation manage business operations during the American industrial revolution from (1856 -1915). Am using Taylor scientific management theory because he was one of the founders of today's modern technology of today.

Early studies show that Taylor, F. W. (1856-1915). Carried a scientific study of behaviour and people performance in organisation. At the end of the study Taylor help to discover people are more productive and work more efficiently with better result when they are trained so he decided teach staff skills in specific field so they can do better, and he ask the supervisors and the managers to only supervise, he introduce the scientific way working to the steel factory and was a success story after all staff go train in different specific skills, the general steel production become better and staff were more happy doing their respective jobs and the steel factory was making more money and as result all the employees also got more money at on their pay day.

However, when the steel production started to make more money, after monitoring the introduction of new four stages of steel production Taylor help introduce to the steel factory, first each staff carry out specific task to perfect their skills, secondly the manager now select some staff train them in skills that enable to be team leaders, thirdly supervisor will check as the steel production is in production stages in the factory, and fourth stage the manager will be one to give the final approval of all steel that haven produce before going to market for sale Now Taylor, F. W. (1911). principle of science idea and method of steel production has now been developed in the steel factory. As result the steel company was making more money and all employees were have fun doing their job, and they all get more money and were all happy and motivated to work for the steel company.

Amazon today is benefiting from Taylor scientific theory as a successful e-commerce business global today.

However, this why Taylor scientific management theory can be classified as a modern contemporary scientific management theory with good ideas. Because then employees of the steel factory were treated poorly not well. Afterwards the steel factory continue to modernise as result of Taylor scientific management theory, till date amazon big e-commerce organisation will not be so successful, if not the introduction of new technology into the general business operations from CEO

to amazon regional manager, to amazon senior manager, amazon warehouse manager, amazon warehouse distribution supervisor, then amazon drivers that deliver the order products packages to customers at home, shops, amazon hub centres, where customers can pick up their packages.

Furthermore, everyone in the amazon e-commerce business team are trained by amazon to have all the skills they all need before they start to work for amazon either as warehouse manager, supervisor or amazon packages delivery driver. Today, amazon employees are treated more better than before when amazon first started the e-commerce business also all amazon shareholders get good dividend on their investment. For example, senior managers may get 50% bonus, while other junior staff get 10% and 5% yearly pay rise respectively to motivate staff to work more efficiently for amazon e-commerce business organisation. National Humanities Centre, Research Triangle Park New York (1999 – 2000). School of Todd Gitlin of New York University's Media and World Culture.

Therefore, today Taylor scientific management theory together with new technology is still used for example in Amazon e-commerce business in various ways to grow their business also help them be on top of their game, giving their competitors a run for their money in the e-commerce industry today.

CONTINGENCY THEORY

Contingency theory according to the Tosi, et al. (1984) of Southern Methodists University of Florida United States. And (ResearchGate.net) Research help me to understand how contingency theory approach and preposition are applied in organisation. Contingency theory talks about several factors that will lead to organisation performance these factors include structure, people, technology and culture. All the above are been put into consideration in any country amazon operates is e-commerce business operations.

Although, there were some conflicting findings in the framework and concepts, because it was considered too narrow for organisation effectiveness Aldrich, et al. (1984), according to Lorsh, et al. (1967) describe contingency theory go with the factors such as uncertainty, instability of the Environment are the key concept he wrote about. The process by which organisation adapt to change for example COVID-19 pandemic crisis of today, is a big challenge to many organisation both SME'S and big organisations, some business has shutdown today because they did not innovate quickly to move their business online as a result they could not compete with those organisation for example amazon that already doing their e-commerce business online to help serve their customers well.

However, Debenhams and Top Shop are examples of such organisation that are finding it difficult to adapt to COVID-19 challenging times and difficult business environment of today because, they did not innovate their business quickly enough to have their own huge share of online sales trend. Although their business concept is more high-street store business oriented not e-commerce business like amazon.

Contingency theory according to the authors Tosi, et al. (1984) wrote about how organisation can use new technology and innovation to enhance its organisation performance and other underlying assumption. Amazon e-commerce business is using different new technology to innovate and improve their business, for example amazon app, amazon e-payment system online card payment, amazon package tracking technology, amazon home address, shops and amazon hub

package pickup all the above technology give good and better choice to their customers how to receive the goods and products they order from amazon . com and be happy with the customer services they get from amazon, also customer feedback data is great too . This is why, they are making profit and their general business outlook is looking good compare to their competitors for example Alibaba and the shareholders, CEO Jeff Bezos, the managers, the warehouse employees and the packages dispatch drivers are all happy working for amazon e – commerce business because they all making money and the future of amazon e -commerce business is good generally because they are very strong in the online market and now they have innovate well using new technology to face the future challenges.

The knowledge management practices and knowledge acquisition and retention transfer perspective is very strong because the way amazon have innovate and integrate new technology into their e – commerce business now also to face the future challenges ready to adapt to new business in environment now and in the future generally amazon e commerce business to continue to do well as e- commerce business among its competitors.

COVID -19 AND ITS EFFECT ON AMZON – COMMERCE BUSINESS ANALYSIS.

However, COVID -19 Pandemic that started February / March of 2020 have also help to boost amazon e- commerce business and profitability, Because when the government announce the first lockdown after the COVID -19 first started to control the spread of the deadly coronavirus, at that time all the shopping mall for example H & M , Mark & Spencer , Zara, Primark etc... were closed except grocery stores for example Sainsbury, Tesco, Asda, Morrison , Lidl and Aldi etc ... were the only shop open so people can go buy food stuff following the government safety guidelines, during this lockdown period many people here in the United Kingdom, and other part of the world decided to go online for their shopping as result this amazon benefited immensely from this period because millions of people were buying goods and services from amazon this help them boost sales went up and the amazon e-commerce business was making lots of money also because high numbers of amazon customer were happy with the products they buy from amazon and the customer satisfaction feedback was very good.

Even when the second and third lockdown happened the same trend continues so amazon was making more money as a result till date at the same time the deadly COVID -19 Virus has killed millions of people globally, also destroy many business and many economy worldwide, only now with the arrival of vaccine and the government has roll out plans for people of different ages groups to come taking the vaccine, which has been very successful in the UK has helped to minimise the spread of the deadly coronavirus.

Furthermore, following all the government safety guidelines for example keep two meters social distance, wearing of face covering mask and face shield when using the public transport for example train or buses has help minimise the spread of the COVID -19 virus, other government safety measures that has help minimise the spread of the virus in UK is the first, second and third lockdown, where as well large number people or large family members cannot meet in large group more than six people or make parties, football stadium close down for fans, having hand sanitizer in all the bus and train station, hand washing with soap regularly and applying hand gel all the above safety measures are introduce by government to help minimise the spread of the deadly COVID -19 virus.

However, the author Brown, M. (2020). In his book titled "Managing HR through COVID -19" a practical Guidebook for Multinational Employers, published May of 2020. This guidebook will help employers manage HR legal and practical issues arising from COVID -19 pandemic as well helping the employee as an employee should be treated by my employer. For example, employers should know get update information about all its employees. Know where an employee have been or travelled to visit on holiday, so they can go for test and if they tested positive of COVID 19 they isolate not to keep other employees at risk, good communication with employees is key, good communication with the employee without stigmatised, provide a safe platform where employees can raise concern of Mental Health issues, testing positive of the virus may cause nervousness and anxiety in the workplace, possible conflict due to the fear other members of staff may about the deadly COVID -19 virus, the author

Brown, M. (2020). advise if possible be flexible and work from home to minimise the spread of the coronavirus at workplace.

CONCLUSION:

However, Finally I have done this academic report work to the best of my knowledge, using the key different academic model, theories and methods that underpin my report, And also providing Knowledge and Information Management model, Technique and framework to analyse them with reflection of COVID -19 government safety guidelines, development of new vaccines to fight COVID -19 virus, and the way amazon have adapt to keep serving its customers better with the help of new modern Technology.

Furthermore, all amazon employees keep doing their jobs safely in the COVID 19 difficult challenging times of today and the difficult Environment generally because of COVID -19 that started from February 2020 also to analyse how amazon use new technology, knowledge information management to make their organisation world leader in the e- commerce industry among their competitors for example Alibaba etc.

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