



**Lecture: Sadeque
Shaikh
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Digital skills and Research methods

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Background of the organization

- Amazon is an American multinational technology company with a large Internet-based that sells products in various categories :
 1. Books
 2. Movies
 3. Electronics
 4. Toys
 5. Many other goods...
- Amazon is focused on providing the e-commerce cloud Industry ; cloud computing; digital streaming and artificial intelligence services.
- Amazon is seen as being one of the world's largest online retailer.
- Amazon deliveries Internationally.

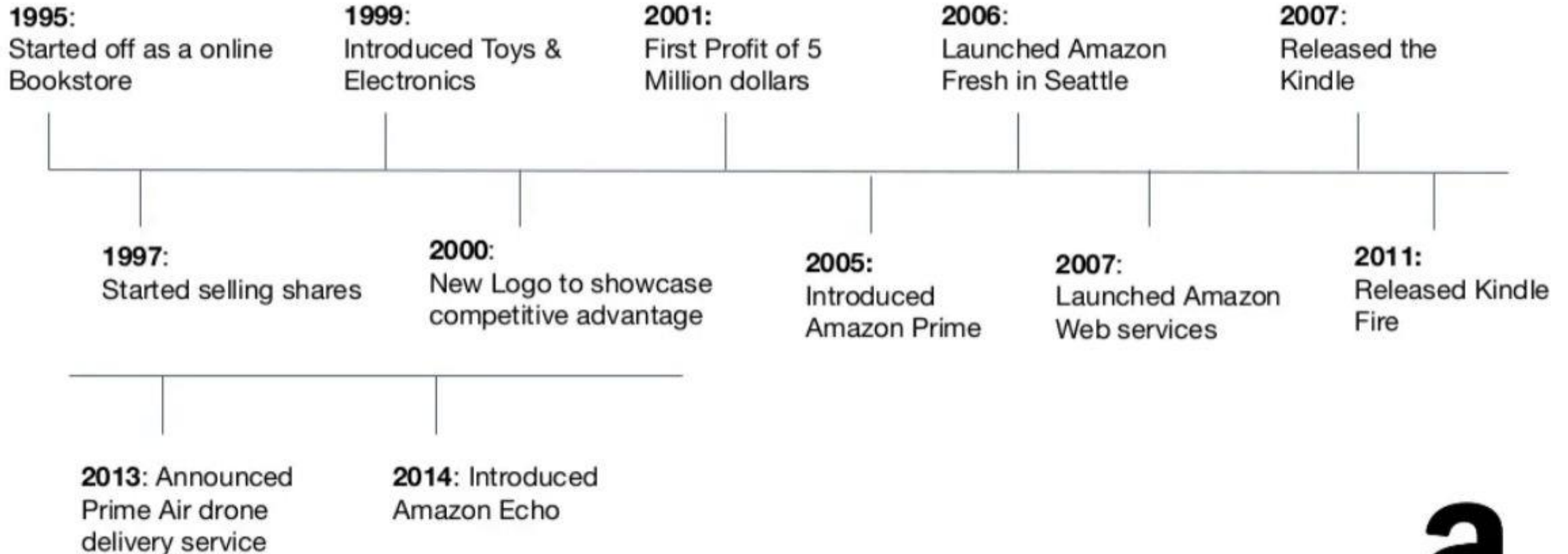


Background of the organisation

- Jeff Bezos , decided in 1994 that he would start the company so he never had look back with regret over.
- •Since 1995 until now, Amazon has systematically revolutionized the way people consume.
- This year amazon opened is new London HQ in Shoreditch. The modern building that hosts a massive 600.000SQ ft of space 15 floors.(Khadija,2021)
- Amazon is focused in four principles:
 - -costumer focus over competitor focus
 - - passion for invention
 - - commitment to operational excellence
 - - long-term thinking.
- Today's date Amazon is the Earth's most customer-centric company, Earth's best employer, and Earth's safest place to work .



Timeline





Impacts of Modern Technology Introduced

Positive Impacts:

There are 4 main benefits of selling at Amazon :

- a) More sales each month (millions of active costumers visit amazon looking to shop of products).
- b) International expansions
- c) Low marketing costs
- d) No stock

Negatives Impacts :

- According to MRINALINI KRISHNA(2021), By disrupting the way people shop, Amazon has created economic ripple effects that go far beyond the customer's wallet. Amazon, directly and indirectly, impacts :
 - Inflation
 - Jobs and investment.
- No data access for Amazon sellers.
- Amazon FBA take control of your business.



Challenges before introducing modern technology :

Amazon company was complex. Sellers were challenged with learning in detail about :

- Shipping options
- FBA logistics
- Re-negotiating fees
- Duplicate listings
- Map issues
- Tax set up
- Buy box competitions
- Review management and more ...

Also the profitability wasn't guaranteed and was a lot competition.



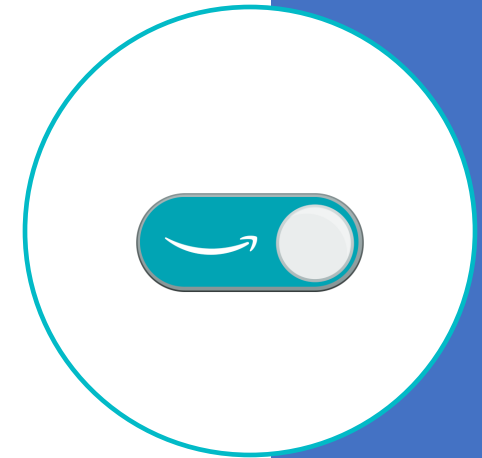
VIRTUAL DASH BUTTONS

- A virtual dash buttons amazon is a small piece of software or hardware that can be placed on your computer screen. It allows you to quickly access certain programs and functions from the desktop, usually by clicking on its own icon. This means you will not have to go through the hassle of searching for the actual application icon, which takes up too much time and requires a lot of space in your computer's memory. Dash Buttons simplify and make it more exciting to order products that you like and often purchase through Amazon.



Advantages

- Amazon Prime members can create a virtual Dash button for each Prime product
- Virtual Dash buttons are displayed on the Amazon Prime customer's own page
- Clicking on the round button on the right side of the Amazon Dash Button starts the ordering process
- In the settings of the virtual buttons of the Amazon Dash Buttons, users can change the settings with one click
- Each virtual button dash button can be assigned its own name



Why virtual buttons

- They are very simple and easy to use, so it is convenient for the user to make different purchases with it. Amazon Dash virtual buttons are available when using both a computer and a smartphone, what makes their use as human-oriented as possible.



Differences between traditional and modern technology:

Traditional technology :

- The importance of having traditional technology and the skill. Originally we would have to build something to see if it would work. Whereas in the modern technology we would have factories where you could Design in computing using programmes and they were able to make it. Where as traditional item we're often free to make.



Differences between traditional and modern technology

- **Why is modern technology Is important for the organisation?**

I believe technology helps in many ways. Therefore it increases the efficiency of the organisation where products or services is found easily. It helps to track streamline processes, maintain data and also helps with employee records. As this system is in place it helps the business grow rapidly. This way is easier and faster and more effective communication.



Consequences of not using modern technology in the organisation?

If we are not able to use modern technology for our organisation we will be facing a lot of difficulties.

- Hacking of business data
- Businesses won't be able to do meetings through zoom, Skype Etc.
- Without technology we would find many difficulties. For example there would be no socialmedia nor devices and there will be no way of anyone being able to communicate.

Conclusion

For amazon continue to be the favourite online business of their loyal costumers , amazon need to focus on the research and development of better and more innovative ways of seving their customers; that is the only way they will maintain their leadership in the online business around the world.

References:

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