

KM tools / technologies and describe their purposes	Knowledge Management (KM) System in practice at Amazon	Implementation of knowledge system
Knowledge management tool unify and simplify the business knowledge which help organisations in taking better decisions. the improved procedures help organisation in improving the customer experiences. Different type of tools and techniques are mentioned below:	BA(Hons)Leadership and Management skills for the workplace Knowledge and Information Management Skills for the workplace BMSW 5106 Stoyana Ivanova (20306930) 14.042023	Knowledge management system is significant part of an organisation which help in getting up to date information. It effectively identifies out of date articles which may affect the quality of operations. Amazon can implement enterprise wide knowledge management system which focus on collecting, disseminating, storing and utilizing knowledge. It provides opportunity to carry out streamline work which results in higher profitability (Zahedi and Khanachah, 2020). It utilises minimum resources in the implementation of this knowledge system which maintain the financial budget in required manner. it is well structured knowledge system that provide databases and tools for managing knowledge documents. It involves best practices, procedural guidelines, research reports, employee information, etc. It enhances the network of an organisation in effective manner which results in developing strong relations with stakeholders. Amazon gather valuable information and use them in providing utilities to their customers.
Knowledge visualisation: It focus on the visual representation of data in order to improve the understanding. It helps in exposing emerging patterns and clarify the actual meaning. Amazon uses this knowledge management tool as it supports cognitive processes in sharing data along with generating and structuring them. It involves case studies, presentations, reports, etc.	How will it interact with other ongoing systems Organisations involve number of actions and operations which are performed for the achievement of their goals. Knowledge management support all the actions which need to be carried out in systematic manner. it is directly connected with information systems of business which is responsible for growth. It ensures security which is required for protecting the confidential data of an organisation (Sundiman and et.al., 2019). Regulatory compliances can be supported by securing and storing data in strategic manner. Amazon can take better advantages of artificial intelligence which improves the customer experiences. Problems related to various operations can be resolved in effective manner. it provides various alternatives to organisation which act as solution which eliminate problems. Amazon have increased their rate of innovation which attract large number of customers. It boosts their sales and profitability which is required for the growth and expansion of business.	 
Knowledge base: It is central database for exchanging data and information internally and externally in the business (Lei and Wang, 2020). Good knowledge base will provide support in retrieving, collecting and organising data. Amazon can store and use the data according to their requirements so that they can effectively carry out further operations.		
Search functionality: It assist employees of an organisation in finding the information which are required for operations. employees of Amazon can easily save their lot of time and efforts with the help of this knowledge management tool.		
Knowledge graph: This provides knowledge representation of business knowledge domain along with their artifacts. It can be understood by both machines and humans It collect all the references of an organisation which involve assets, data and content of an organisation.		
How KM tools can be used and accessed		Describe ways how knowledge accumulated could be commercialised
Knowledge management provides better operational efficiencies to an organisation by managing all the data. Amazon successfully manage their knowledge which provide them centralised place for storing and accessing readily information. Required screening of relevant information can be done by organisation. It eliminates unwanted information which make operations smoother and easier (Mehrez and et.al., 2021). Amazon is one of the preferred e commerce businesses who serve their customers according to their expectations. Knowledge management provide accuracy in operations which improve the overall quality of outcomes. All the business processes are effectively streamlined such as on boarding, training, etc. which leads to employee retention and satisfaction. It maintains appropriate security by protecting data from unauthorised users. It maintains confidentiality which contributes in developing the brand image of an organisation. amazon use different type of knowledge management such as tacit knowledge, implicit knowledge and explicit knowledge. It further helps Amazon in developing effective customer engagement strategies and adjusting their sales pipeline. Different departments can use tools according to their own suitability which provides them number of opportunities and advantages.	Lei, Z. and Wang, L., 2020. Construction of organisational system of enterprise knowledge management networking module based on artificial intelligence. Knowledge Management Research & Practice, pp.1-13. Mehrez and et.al., 2021. Internal factors affect knowledge management and firm performance: a systematic review. In Proceedings of the International Conference on Advanced Intelligent Systems and Informatics 2020 (pp. 632-643). Springer International Publishing. Sundiman and et.al., 2019. Knowledge management key factors: an empirical research on small and medium-sized enterprises in Indonesia. International Journal of Business and Systems Research, 13(2), pp.139-161. Zahedi, M.R. and Khanachah, S.N., 2020. The effect of knowledge management processes on organizational innovation through intellectual capital development in Iranian industrial organizations. Journal of Science and Technology Policy Management, 12(1), pp.86-105. Zhou and et.al., 2021. Knowledge management practice of medical cloud logistics industry: transportation resource semantic discovery based on ontology modelling. Journal of Intellectual Capital, 22(2), pp.360-383.	Knowledge can be used and stored for employees as they can perform operations in systematic manner. the knowledge of staff plays important role in increasing the revenues of an organisation. amazon can hold onto the situation and information which can provide them best returns. They can formulate number of approaches and strategies using the gathered information. New strategies can help them in getting new advantages which are beneficial for their success (Zhou and et.al., 2021). It directly improves their business performance by eliminating difficulties and challenges. The sourced information can be used by Amazon in accomplishing the needs and demands of their customers. they can arrange resources and finances accordingly which support their services in appropriate manner. It increases the customer base of an organisation which is required for expanding business in new geographical areas. Amazon can also increase their interaction with stakeholders which provide them various benefits. They can effectively resolve the doubts and queries by providing them solutions which are highly favourable for them. Customer services become more effective with the help of knowledge management systems. Organisation can forecast various negative factors during collecting, storing and managing data which can be eliminated.