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Knowledge and Information Management Skills of Amazon.com

Table of Contents

INTRODUCTION.....	4
REFERENCES	5

INTRODUCTION

Amazon is a international e-commerce giant which is having diversified business as they are selling from clothing to various electronic gadgets on their e-commerce portal. Amazon was founded by Jeff Bezos in the year 1994 and in current time this website has become the first place for shoppers to shop as the company is involved in selling 564 million products on their website. Amazon is market leader in terms of innovation and market growth due to which various strategic options are inhaled by Amazon. The company has incorporated data analysis into their decision making due to which they are able to understand needs of their customers in direct manner. In the year of 2020 the company earned revenue of US\$386.064 billion (*About Amazon*. 2021). Amazon is having 1298000 employees in their business and those are continuously putting their prominent efforts for inhaling high edge success for the business. In this report key management theories are elaborated which are primarily emphasised over organisational structures and rendering cultural diversity within organisation. Knowledge management is a series of steps that include identifying, collecting, storing, and sharing explicit, implicit, and tacit information to individuals throughout an organization(Hayes, 2018).

Organisational KM theory is focused over organisational structure in which processes of knowledge are being managed within an organisation along with managing culture and hierarchy. On the other hand Ecological KM theory is focused over people and relationships and communities so that to provide knowledge to people existing internal and external environment. At last **Techno-centric theory** is emphasised over over technology so that redesigning of technology so that to enable knowledge and storage information within business (Teece, 2019). These knowledge management theories are helpful in sharing knowledge in such a manner that theories and various practices can be deployed in appropriate manner.

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