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23/04/2021

Executive summary

When Amazon launched as a website selling only books on July 16, 1995, founder Jeff Bezos had a vision for the company's explosive growth and ecommerce dominance. Amazon is now the third-most valuable company in the United States – behind Apple and Microsoft – with a market capitalization of approximately US\$1.7 trillion, which exceeds the gross domestic product of all but a dozen or so countries. (Shankar, 2021)

Amazon.com is investing billions to head off the pandemic. Amazon has beefed up security cameras in the warehouses in a to examine groups of employees gathering in non-permitted locations. As we move forward into 2021, the benefits of voice technology in our daily lives will continue to accelerate. The company launched Alexa skills and a public symptom checker focused on COVID-19. Additionally, Amazon has developed Alexa skills that instruct users on how to make face masks and disinfect surfaces. (Landi, 2020)

Due to lock down and virus exposure, Amazon plans to introduce a new utility tool, where Alexa will teach people how to wash fruits and vegetables, etc. When you eat fruits and vegetables, it may not be simple, particularly for those who cannot afford healthy food.

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1.0 Introduction

Whether in technology, research, or even humanitarian organisations, the term "Innovation" is frequently advertised and associated with growth, potential, and an attitude of striving to accomplish more and do better. Along with "invention" and "creativity," it is occasionally used as a buzzword, bandied about but not fully understood.

Without innovation, creativity is possible. However, innovation cannot exist without creativity. The act of conceiving something new, whether a variation on a theme or something entirely new, is called creativity. The act of putting something into practise is referred to as innovation. It is the difference between imagining a craft capable of flying through space and actually building a rocket capable of carrying people into space.

Creativity enhances the problem-solving process. It makes no difference whether we are discussing developing a new strategy or finding an innovative way to stay ahead of the competition. Creative problem solving provides the competitive edge that every business seeks.

Innovative ideas and approaches can originate almost anywhere—from partners, customers, target groups, and employees. They can provide you with new perspectives and ideas, so demonstrate to them that you are listening and receptive to their input. That is why it is critical for the company to support and encourage an open exchange of ideas. (Sokolova, 2015)

2.0 Creativity vs Innovation

Innovation is an essential force in the performance and survival of organisations.

With each passing year, the technology, globalisation, and increased competition have made the need for creativity and innovation greater. Creating new and innovative ideas is today key for each organisation to innovate and grow. At different times and in different environments, creativity takes on different forms. From a vision to develop new goods, business models, or processes to a recognition mechanism that encourages teams to experiment, or even as basic as free speech and acknowledgement of various points of view, all of these factors may lead to effective growth-driven business developments.

2.1 What are innovation and creativity?

Innovation is the process of creating and implementing new ideas that improve the way things are done or what is possible. Innovation can take the form of new products or services, new or improved business processes, new or improved marketing strategies, or the introduction of new technology. (Small Business, 2020). Creativity is born from innovation, being defined as a dynamic process that is inextricably linked to innovation. It is a learned skill that requires both ability and a thorough understanding of the contexts in which creativity is used. The creative process is central to innovation, and the terms are frequently used interchangeably. (Svasek, 2016)

The primary distinction between creativity and innovation is one of emphasis. Creativity is about maximising the mind's capacity to generate new ideas. These concepts can manifest in a variety of ways, but they most frequently manifest as something we can see, hear, smell, touch, or taste. However, creative ideas can also be thought experiments carried out within the mind of an individual.

On the other hand, innovation is completely quantifiable. Innovation is the process of bringing about change in relatively stable systems. Additionally, it is concerned with the amount of work necessary to make an idea viable. By identifying an unidentified and unmet need, an organisation can leverage innovation to apply its creative resources to designing an appropriate solution and generating a return on investment. (Bloom, N., 2013)



Pro and Cons of Innovation!

Based on Forbes, innovation is critical in the workplace, because it provides penetrating markets, lucrative opportunities for businesses and quicker access to emerging markets, as well as faster access to a better connection to customers, especially in countries with an abundance of wealth. Additionally, innovation can aid in the development of novel concepts while providing the innovator with a proactive, confident attitude toward taking risks and completing tasks. (Henderson, T., 2017)

2.2 The Amazon of Innovation

Amazon is the world's largest internet-based company in terms of revenue. When Amazon began selling books online in 1994, Jeff Bezos believed that the best strategy for success online was to grow large and quickly. Today, the company sells a wide variety of products, ranging from books to groceries to shipping container homes. It has evolved into a one-stop shop and has lofty future ambitions. (McFadden, 2021) Amazon has altered the way people live and shop, but when it comes to innovation, the company stands out due to some fairly unique cultural characteristics that make it an ideal environment for cultivating innovation.

2.3 The innovation process of Amazon:

Based on Davila (2012), there are four types of innovations:

1. Technology Innovation
2. Business Model Innovation
3. Incremental Innovation
4. Radical Innovation

Amazon started to develop as an incremental innovation business, improving in time based on Jeff Bezos's (CEO) decisions to start the e-commerce site with a sole emphasis on books to develop competency and capability before moving into other product categories. In recent years Amazon is focused more on technological innovation, the latest being Amazon Go, the company's new automated convenience stores that are revolutionising convenience store retailing through artificial intelligence and an array of overhead video cameras. After that, in the Bitter Lake neighbourhood, an Amazon storefront has recently opened for customers to pick up and return packages.

While Google and other companies invest billions in artificial intelligence and machine learning research, Amazon is focused on monetizing artificial intelligence and integrating it into all aspects of the business. Amazonians are on the lookout for artificial intelligence applications that they can incorporate into products, use to enhance existing services, and instal in physical locations. Often, a business will invent or develop a new capability for its own purposes, only to discover that it can monetize that invention for others. (Tucker, 2018)

Amazon's innovations and innovative industry moves continue to gain traction, as does the company's recognition as an innovation-friendly workplace. Today, 25 years after its

inception, Amazon is one of the world's most valuable public companies, with Mr Bezos becoming the world's wealthiest man due to his invention. The ability of Amazon to continuously innovate has been by far the most critical factor in its success. Amazon did not wait for another business model to be developed. Rather than that, it continues to look for new ways to entice customers to make purchases on their site.

Even before the coronavirus spread across the globe, Amazon was committed to not only growth, but also to upskilling its workforce. Recognizing that the world is rapidly moving toward digital transformation, the company concentrated its efforts on ensuring that its employees were adequately prepared. Due to current pandemic, Amazon is forced to hire more staff, averaging 1,400 new employees per day, and strengthening its position as online shopping becomes more entrenched. Between January and October, Amazon added 427,300 employees, bringing its global workforce to more than 1.2 million, up more than 50% from a year ago.

2.4 Based on Tidd & Bassant (2018) they imply four stages on Innovation Process:

1. Recognising the opportunity
2. Finding the resources
3. Developing the idea
4. Capturing value.

1. Recognising the opportunity!

Amazon, meanwhile, sees the virus as a way to expand into new markets. Alexa, the company's enchanted voice genie, can now answer tens of thousands of COVID-19-related questions, such as "Alexa, what should I do if I believe I have the virus?" Alternatively, "Alexa, provide me with cleaning and disinfecting tips for my home." Alexa will also be able to recognise the sound of a cough, as the company has patented a technology for this purpose. Also, Jeff Bezos has rushed to embrace the electric vehicle challenge. He is putting his millions into developing delivery packages, autonomous vans, and aerial drones. What do any of these distribution methods have in common? They are resistant to the coronavirus. (Karen Weise, 2020).

One of the best perform innovation of Amazon during Covid-19 is Fresh Go, is a grocery delivery and pickup service, offering the possibility for one day delivery, for prime members. Amazon Fresh opened its first store in the United Kingdom late last month in London. From alcohol to a fresh bakery on-site, the store offers a "just walk out" shopping experience that eliminates the need for queueing for each transaction, allowing for the avoidance of human contact during a pandemic. Although the shopping experience is criticised by Silky Carlo, the Director from Big Brother Watch, saying that essentially, the style is a step backwards, and it provides a dystopian, total surveillance shopping experience. (The Independent, 2020)

Also, in 2020 due to high customer demand, Amazon has developed his own aircraft will allow Amazon to become a credible competitor in logistics, says BBC (2020).

2. Finding the resources!

Contrary to popular belief, larger companies were not statistically inferior to smaller competitors in terms of innovation prior to COVID-19, according to BCG. There are reasons to believe that larger companies now have an advantage when it comes to developing successful products, services, and business models. Amazon has mastered the art of combining a small company's entrepreneurial culture with the financial resources of a large one. And this enables it to address issues that most other businesses cannot. (Innovation at Amazon, 2021)

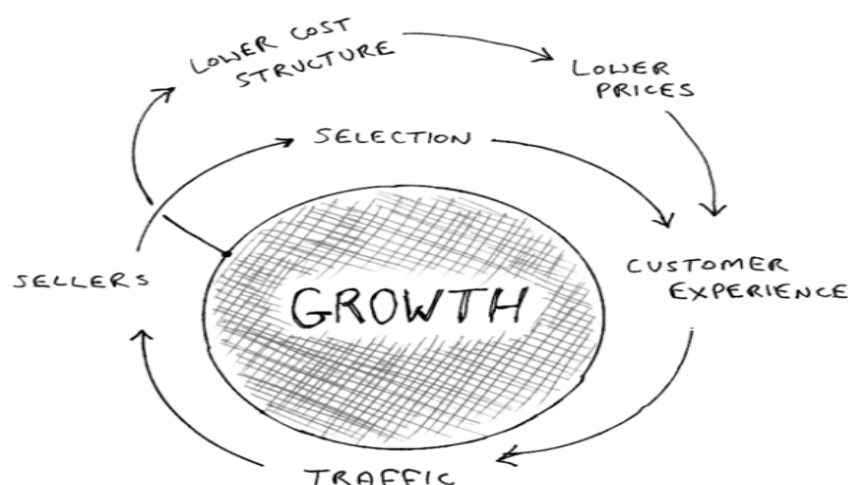
3. Developing the idea!

For what it is worth, there have been a lot of innovations in Amazon lately, which is mainly the result of them constantly evolving their business model, or discovering new techniques for generating value, selling, conducting business, and making money.

Although Amazon was not the first shop-centre, the company recognised the opportunity to transform the way we shop by developing a next-generation platform and infrastructure that provides customers with unprecedented choice, scope, and value. Amazon fundamentally reimagined the traditional supermarket business model and the fundamental dynamics of how consumers shop by creating the Fresh Go shopping platform. (Crawford, 2020)

4. Capturing value

Amazon exerts a significant amount of influence over any new market it enters. Amazon has been able to leverage its global brand recognition, which is why it poses such a threat in emerging markets. Amazon now holds a 31% market share in Germany and a 47% market share in the United Kingdom. Amazon's logistics system is far superior to that of other global retailers, and this is one of the primary ways Amazon achieves its goal of being the most customer-centric company on the planet. Amazon invests heavily in its logistical systems, from distribution centres near major cities to an advanced robotics system for increased efficiency. (Baldwin, 2020)

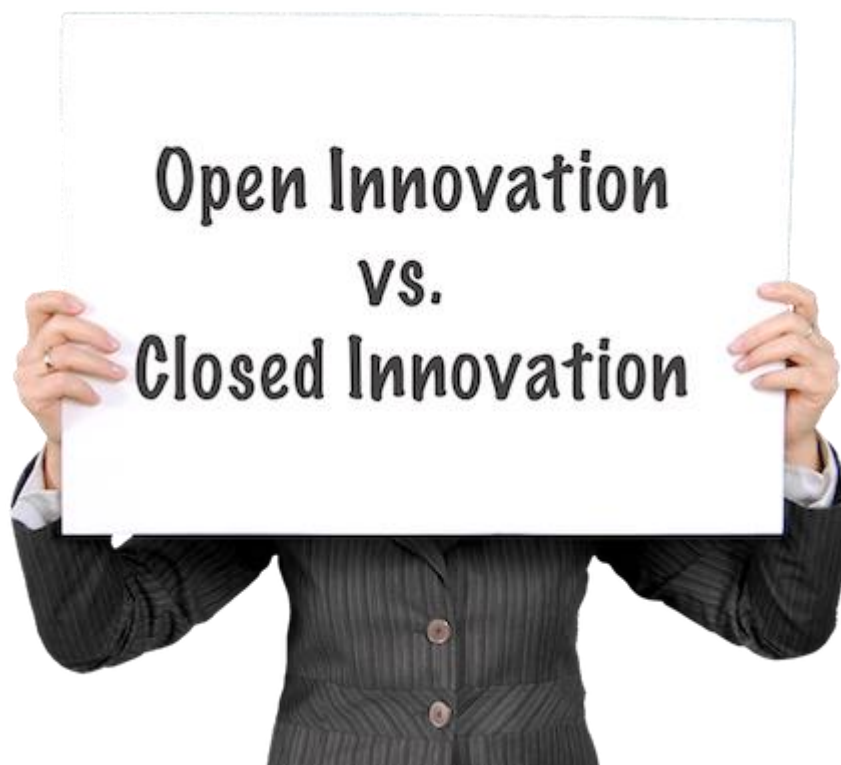


2.5 Open vs Close Innovation

The concept of open innovation has piqued the interest of both academic and industrial sectors. Despite the ongoing debate, there is some inconsistency in its principles. The goal of this paper is to present a conceptual reflection on the foundations of innovation and its process, as well as to discuss new proposals from the open innovation literature.

The primary distinction between open and closed innovation is how the innovation occurs. Closed innovation companies work in a self-contained innovative environment, whereas open innovation companies rely on external knowledge sources for their innovation management strategies.

At every stage of the creative process, there is a dearth of innovation. The majority of early business plans begin with internal employees. The entire process is carried out internally. Additionally, the company owns all intellectual property, technology, and machinery. It is out of date, but many businesses continue to use it. It should be mentioned, but it can also heighten employee expectations. However, establishing innovative businesses looks beyond their own walls, strategically utilising the potential of the outside world. They innovate by combining internal and external ideas, sales channels, and technologies. Numerous external variables will be incorporated into the new process. (Dowsett, 2020)



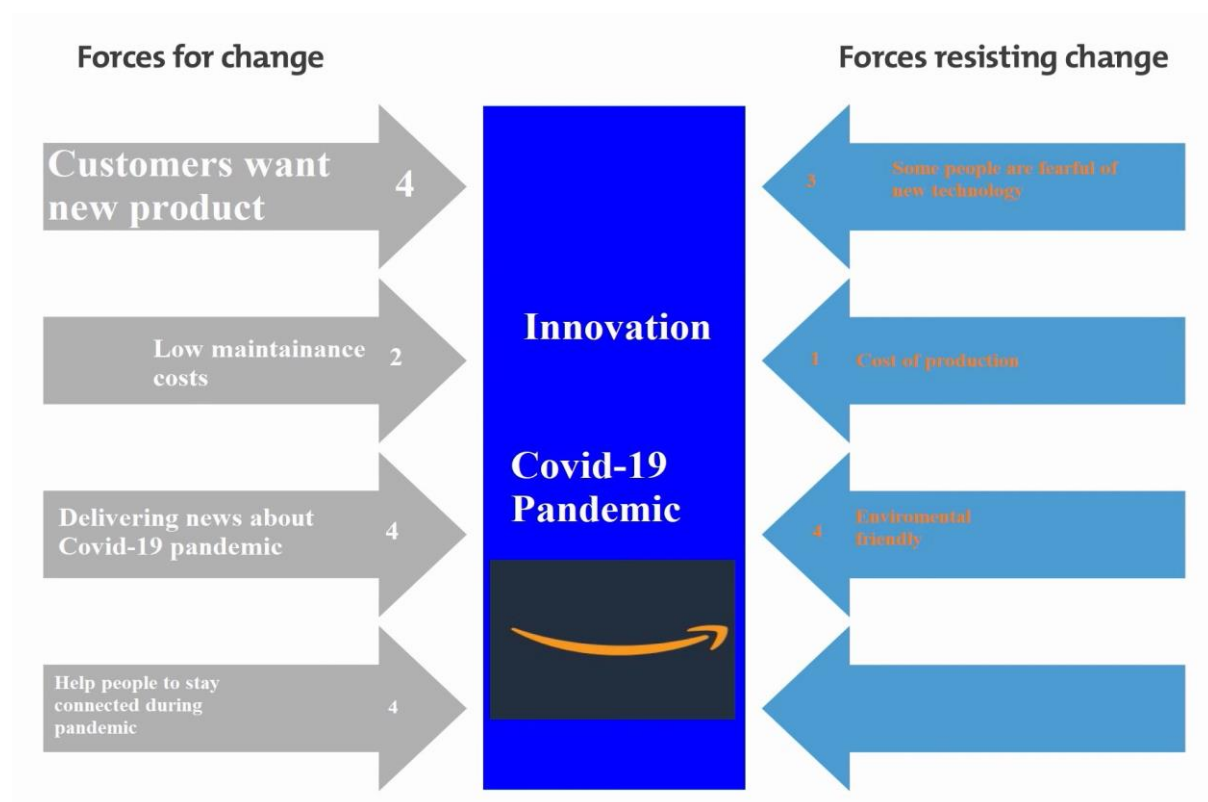
Amazon is trusting on open-source innovation to power its cloud-based voice service platform. The voice service is tipped to be the next major technological advancement, reshaping how we control devices, interact with machines, and manage information. Amazon is providing a platform for third-party developers to create Alexa skills, thereby increasing Alexa's utility, and resulting consumer benefits. According to CNBC, Amazon recently added a feature to its Alexa voice assistant that allows users to search for locations where they can get a COVID-19 test. (Drees, 2021)

In the short term, as Amazon cannot simply rely on its internal resources to develop all the capabilities needed, it relies on open source to strengthen its technology capacity through collaborative communities and crowd contests. (JSK, 2021)

Amazon pioneered open service innovation not only by bringing the outside in, but also by removing the inside. Dr. Henry Chesbrough, the Program Director for the UC Berkeley Executive Education program says that: Amazon is actively doing at least two outstanding things at the moment. one is that when you go to the Amazon product page and make your purchase, you will see a lot of input and customer feedback, including their own. This way, as a customer, you are well-informed, but Amazon does not have to compensate you. The other thing Amazon is bringing in that is a new revenue for the company is their transactional infrastructure and making it available as a service is their Amazon Web Services offering. (Chesbrough, 2020)

When faced with challenging or difficult choices, it pays that employ to use a systematic, successful decision-making strategy that will enhance the consistency of the organisation choices and increase chances of success. Force Field Analysis is one such method and it was created and used by Kurt Lewin (1940) in his work as a social psychologist. It is, however, used in business today for making and communicating go/no-go decisions.

The concept underlying Force Field Analysis is that situations are maintained through an equilibrium between forces that drive change and those that resist change. In order for change to occur, either the driving forces or the resisting forces must be strengthened or weakened. (Mindtools, 2021)



Since 2017, Amazon has gained ground in the research and study categories, for the most part because of its innovations. Amazon has altered the way people live and shop, but when it comes to innovation, the business stands out due to certain fairly peculiar cultural characteristics that make it an ideal environment for fostering innovation. Today, despite all the newcomers with funding, youth, and enthusiasm, Amazon has remained the undisputed leader. Amazon remains a start-up at heart, constantly reinventing itself and attempting to redefine customer expectations. (Vickery, 2017)

3.0 Conclusion

The purpose of this report is to present the innovations that Amazon has created during Covid-19 pandemic, that helped customers all around the world in this crisis. Users increased their use of interactive audio as another mode of real-time human interaction as they continued to explore new concepts in social audio, particularly during this period of limited in-person interactions and social distancing. Amazon is doing everything possible to assist customers during these unprecedented times, and our teams are working to improve Alexa's assistance during the COVID-19 pandemic. Alexa can now answer tens of thousands of questions about COVID-19 in over 100 countries, and we are working to provide accurate and timely information from official government and news sources worldwide.

With its seemingly limitless selection and relentless pursuit of convenience and low prices, the e-commerce behemoth became the default retailer and a critical service for many consumers during the height of the coronavirus crisis. What was once commonplace, face-to-face communication to conduct business and socialise with friends and family, has become even more digital. This was a foregone conclusion and was necessary in light of the new guidelines for safe and considerate social distancing practises. Individuals and businesses are increasingly reliant on the internet, computers, and information to advance in business and in life. (W. Duso, 2021)

4.0 Recommendations

Alexa ends 2020 as the best of the voice assistants. In comparison to Google Assistant and, particularly, Siri, Amazon's diminutive assistant is better equipped for music playback and smart home connectivity, and there have been some excellent Alexa-powered devices, such as the fourth-generation Echo Dot.

Among the abilities, has become a COVID-19 self-assessment tool that assists users in assessing their symptoms and determining whether they are testing candidates. Additionally, it provides guidance on when to seek medical care and what to do in the interim, based on Centres for Disease Control and Prevention guidelines and expert opinion from the Mayo Clinic. (Eddy, 2020)

Based on reviews, due to lockdown and virus transmission, Amazon can implement on the next updated software, a new tool, where Alexa can teach kids how to wash their hands, or vegetables, fruits etc. While eating fruits and vegetables may sound simple, it is not always easy, particularly for those who are impacted by high food prices or a lack of access to healthy food.

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