

KNOWLEDGE AND INFORMATION MANAGEMENT OF

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Introduction:

This report will evaluate the concept and importance of knowledge management(KM) in terms of an organisation's knowledge assets and management, understand the processes required for organisational development and develop a framework for establishing a knowledge management culture.

It will analyse the KM theories and principles used by Amazon.com. The online base retailer combines the tools and technics to create a perfect environment to store data with easy access anytime and anywhere via cloud computing.

Furthermore, it will examine the different KM theories and models as The Nonaka And Takeuchi Knowledge Spiral Model, The Choo Sense-Making KM Model, The Wiig Model for Building and Using Knowledge and The Boisot I-Space KM Model reported to our chase study.

This report aims to interpret the outcomes of using these models and how it helps the organisation satisfy customers and achieve an advantage in the business world.

Main body:

Jeff Bezos founds Amazon.com, and it is online since July 1995. It is a company that defines the best E-Commerce phenomena. Amazon.com, Inc. offers a range of products and services through its Websites(Krishnamurthy,2005). The Company's products include merchandise and content that it purchases for resale from vendors and those offered by third-party sellers. It also manufactures and sells electronic devices. It operates through three segments: North America, International and Amazon Web Services (AWS). Its AWS products include analytics, Amazon Athena, Amazon CloudSearch, Amazon EMR, Amazon Elasticsearch Service, Amazon Kinesis, Amazon Managed Streaming for Apache Kafka, Amazon Redshift, Amazon QuickSight, AWS Data Pipeline, AWS Glue and AWS Lake Formation. AWS solutions include machine learning, analytics and data lakes, Internet of Things, serverless computing, containers, enterprise applications, and storage. Also, the Company provides services, such as advertising. It also offers Amazon Prime, a membership program that includes free shipping, access to streaming of various movies and television (TV) episodes(www.cnbc.com,no date).

-What is KM?

-Why is KM so important for any organisation including Amazon

-How KM helps the organisations in satisfying customers and achieving advantage

Evaluation of Knowledge and Information Management Models/theories:

-Analyse and contrast 3 / 4 KM models or theories

-How these KM models or theories help organisations in creating and managing knowledge assets with relevant real-life examples.

Investigating ok KM techniques used by Amazon.com

- What KM models/techniques Amazon.com is currently using

- What are the main outcomes they have been achieving with the use of these techniques?

- What are the areas Amazon.com can still improve in the future in order to overcome the challenges?

Conclusion and Recommendations:

-Summarize the findings from the beginning to the end

-What knowledge management framework can Amazon.com use in the future to make their KM culture more enriched and effectively functioning(make sure that you show them the timeline by when they can start developing and implement your proposed KM framework) and how your proposed framework will benefit the company in the future?