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Bachelors of Arts (Hons) Leadership and Management Skills for the Workplace
Knowledge and Information Management Skills for the Workplace
BMSW 5106_LON

Introduction Report



“Work hard, have fun, make history”

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Introduction

This introduction report aims to explain what is my plan for this work.

The company chosen is Amazon, and at the moment, this company is thriving in the E-commerce world. It keeps growing and hiring employees during the Covid – 19 pandemic.

Amazon offers multiple services to its customers, and it has its online store with an endless range of product selection, devices and services, Amazon Web Services cloud services and entertainment fields, such as Prime Video, Audible, and Amazon Music (Amazon, 2021)

I am studying Knowledge Management Skills for the workplace. This subject is essential because it helps the business be sustained during modern days competing with other companies. It enables the company to take better decisions to find better resources, avoiding making the same mistakes repetitively and many more advantages.

This report will be based on deep research on how amazon uses Knowledge Management to thrive. I'll be investigating how they manage information risk, how they share information safely, and how the Knowledge (explicit and Tacit) helps the business improve employee performance, corporate competitiveness, reach and keep customers satisfied along the way, systematically.

I am thinking of using the SECI – Theory of Knowledge and Creation from Kujiro Nonaka & Hirotaka. It combines the four processes of knowledge conversion (Socialization, internalisation, combination, externalisation). I also have in mind using the DIKW Model of wisdom, knowledge, information and data. I also have in mind using the Wiig Model because it helps the enterprise understand its assets' values to advance the organisation and maximise its future goals.

I also aim to discover how knowledge is essential for the Amazon Standard Operating System; I will compare and contrast these traits with other companies. Then I will analyse what Amazon needs to improve to continue striving and leading in the business environment.

Bibliography:

Bibliography

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