

Formative writing

This academic report is going to represent a case study, based on a question for how does Amazon effectively connects zillions of people with gigabytes of information for individual products. And will support with evidence the answer dictated that it is possible due to advanced Knowledge management techniques.

Working on a global market, the company's management team is applying the Knowledge management as the way of innovating, communicating, using, and managing knowledge and information in an organization. They convert created knowledge through Specialization, Capture, Dissemination, and Internalization. Assessing the efficiency and the effectivity of the processes in this assignment we will apply theories which are very much related to organizational integration, like Multi-Perspective Theory, Trilogy Model, KISARD Model, Hybercube Strategy. This will prove the importance of understanding that the effective knowledge management system depends on creation, storing, sharing, application and integration. Pointing the process of knowledge management development, I will consider the application's phase as the most important for Amazon's success. Particularly for developing new products or creating a new system the knowledge can be applied. In some cases, the knowledge creation is generated from the purpose of the application (Maier, 2019). While describing the dimensions of knowledge management I will debate on the information. management and intellectual resources frequently using the word 'knowledge assets'. Most authors differentiate between overt and implicit knowledge.

In the case of Amazon.Com, they are creating an extra-ordinary competitive advantage with knowledge management process and customer relationship management, because of the using of one server-one system, which creates trust and relaxation for users, making them less anxious when exploring new parts of the web (Dunford, 2018).

The Amazon's potential knowledge management challenges and recommendations to strengthen their knowledge management practices from the knowledge acquisition-retention-transfer perspectives. At this point I will talk about sources of knowledge acquisition along with Identification of the valuable/redundant knowledge sources in the target organization is the initial recommended task (Gao, Li and Nakamori, 2017). After all I will make a conclusion for how exactly the KM is the key factor for the huge progression during the COVID pandemic of the e-commerce giant Amazon, based on applied academic knowledge management models, methods, and theories examination information and knowledge management process for amazon.com.

References

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Maier, R., 2019. *Knowledge management systems*. Berlin: Springer.