

BMSW4003_Lon

Digital Skills And Research Methods

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Background of the company

- ▶ Location of Headquarter: Seattle, US
- ▶ Founder and founding year: Jeff Bezos in 1994
- ▶ Business type: E-commerce business
- ▶ Geographic location of operation: 58 states and effectively reach 1.2 billion
- ▶ Market share: 39.7%
- ▶ Annual Profit: \$280.522B in 2019



Background of the company

- ▶ Human resources: 798,000 employees
- ▶ Demographic target: All ages, now have 1.2 billion customers
- ▶ Guided Principles
- ▶ Customer obsession
- ▶ Passion for invention
- ▶ Commitment for operational excellence
- ▶ Long-term thinking

Challenges before the application of Modern Technology in Amazon

- Quick packaging
- Increasing market
- Effective digital payment system developing
- Effective SLAM (Scan, Label, Apply, Manifest)
- Automatic machine operation



Challenges before the application of Modern Technology in Amazon

- Exceed Expectation in Customer Services
- Human resource training
- Application of Robotics for increasing efficacy
- Application of AI
- Safe and modernized working ambience creating for the workers

Insights to the modern technology introduced

- ▶ Fundamentally, modern technology is all about effectiveness and speediness which is ensuring face-to-face communication, allowing the business by giving more access, linking the individual to his healthcare provider and handle to the kind of care etc.
- ▶ Here, “Amazon” is a multinational technology industry and it uses different 5G, virtual reality, artificial intelligence, SQS, S3, DynamoDB and SNS (Thomas, 2011).



Insights to the modern technology introduced (continued)

- ▶ Modern technology has covered the method for multi-functional tools such as the smartwatch and the smartphone. Besides, computers are progressively more movable, faster and higher-powered.
- ▶ For example, by using modern technology, “Amazon” has developed its total assets and operating income. In 2020, its total assets are \$321.2 billion and in 2020, its total operating income is almost \$22.9 billion (Strand et al, 2020).



Insights to the modern technology introduced (continued)

- ▶ Modern technology promotes products quality and services and also helps to make good communication with different people.
- ▶ Besides, “Amazon” also uses different artificial intelligence technology as this technology is so useful for doing the hard tasks which also impact the business progress (Selwyn, 2012).



Insights to the modern technology introduced (continued)

- ▶ There have some common negative effects of technology such as less time for play, loss of social work, behavioural problems, violence, obesity and sleep problems.
- ▶ For example, if any technical problems can be held “Amazon” faces lots of problems such as cannot collect online orders, cannot deliver products at the right time, and customer cannot reach their website successfully (Wartella et al, 2013).



Insights to the modern technology introduced (continued)

- ▶ Modern innovation has covered the technique for multi-utilitarian instruments, for example, the smartwatch and the cell phone.
- ▶ Besides, by utilizing present day innovation, the business can likewise further develop the business procedure, framework, activity and construction (Thomas, 2011).



The impact of technology introduced

- **Understanding the concept of technology**
- Fundamentally, nearly two million years ago, stone utensils such as these are the primary known technological discovery.
- There have different types of technology such as energy, communication, bio-related, manufacturing etc. As a multinational technology industry, “Amazon” uses different technology e.g. Java, JS, DynamoDB, MySQL, C++, Python etc. (Finney et al, 2010).



The impact of technology introduced (continued)

- **The role of different technology**
- Technology plays the most significant role to improve business performance and effectiveness. Besides, by using different advanced technology, the business can also develop its services and systems properly.
- Here, "Amazon" likewise deals with specialized issues and once in a while, because of the specialized issues, they can't ready to offer viable types of assistance to their client (Blackwell et al, 2014).



The impact of technology introduced (continued)

The role of different technology

- For example, “Amazon” is American one of the largest multinational technology industries due to the use of modern and advanced technology such as Java, JS, DynamoDB, MySQL, C++, Python etc.
- By using these advanced technologies, they can provide different services such as Amazon web services, Amazon.com, Amazon prime video, Amazon music and Amazon Alexa.



The impact of technology introduced (continued)

The positive impact of technology

- First of all, technology can progress efficiently, whether the business has one or thousands of workers.
- Besides, artificial intelligence technology also saves on overhead costs and also enlarges business capabilities.
- Also, the communication technology supports to make positive and effective communication with the customer and other organisations (Dehghani et al, 2019).



The impact of technology introduced (continued)

The negative impact of technology

- The key negative impact of technology is to reduce interpersonal relationships in an office. Besides, the lack of a cooperative environment can influence teams.
- Here, “Amazon” also faces technical problems and sometimes, due to the technical problems, they can not able to provide effective services to their customer (Blackwell et al, 2014).



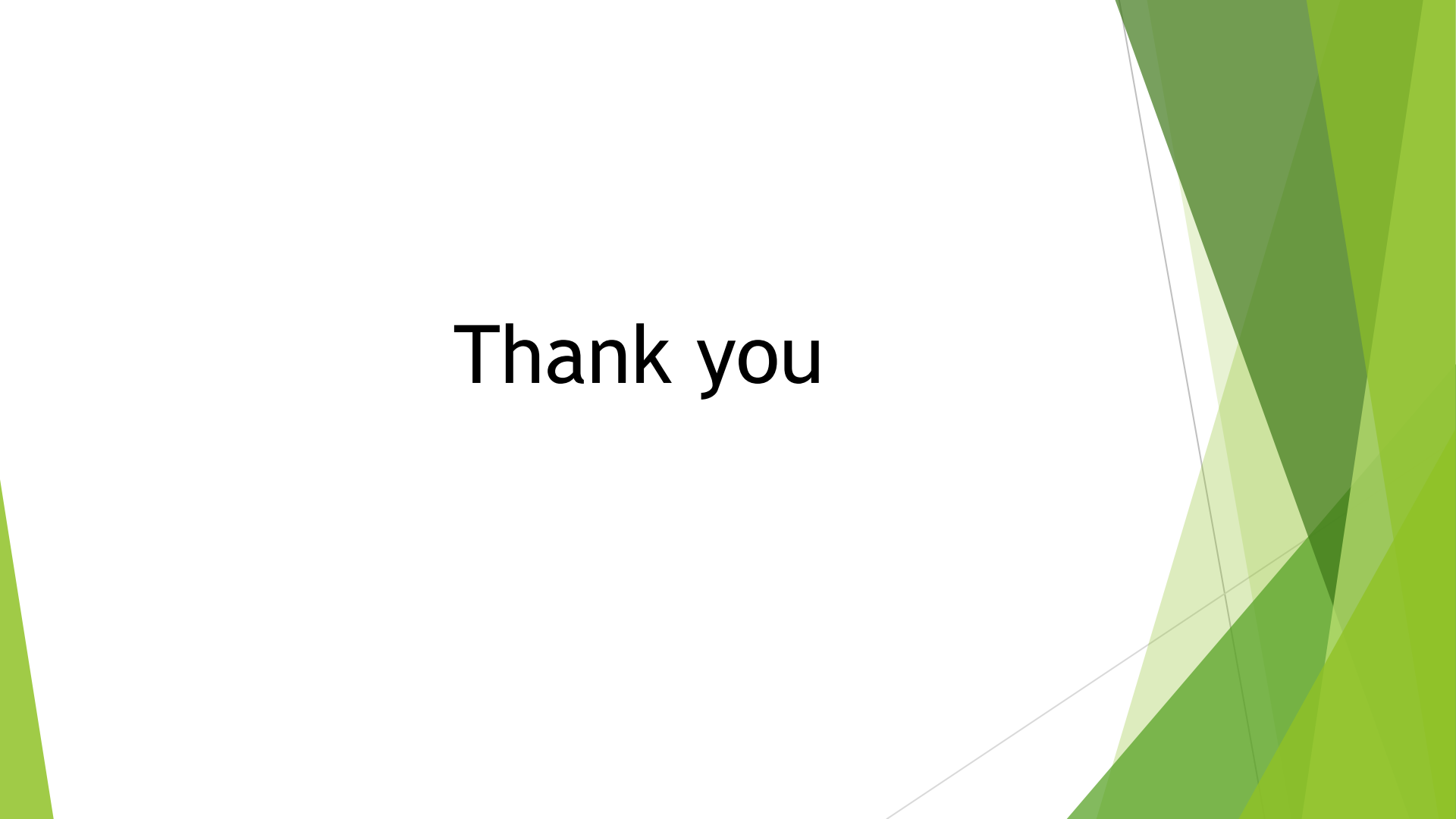
Lessons that can be drawn from the case study

- ▶ Without using the latest technologies, it would not be possible for Amazon to thrive and grow in the market as it hampers customers' services, experience, productivity and efficiency (Wartella et al, 2013).
- ▶ Amazon implemented modern technology not only for their productivity purpose rather manage workplace and human resources.
- ▶ Amazon synchronized different useful technologies in their working systems, such as, reporting, analyzing, communicating in a way that would maximize their output.
- ▶ Amazon uses all the necessary technologies such as social media, mobile, pop -ads etc. to communicate with the old, new and potential customers to promote brand and services values (Dehghani et al, 2019).
- ▶ Amazon implemented modern technologies to reap the benefits, they are prepared for the negative consequences.
- ▶ Amazon uses the suitable and necessary technologies that would increase their workers employability skills and capacities and make the organisation more efficient.
- ▶ Amazon embraced modern technologies such as Artificial Intelligence, Robots and big data to make sure they are providing the most valuable services and helping the customers, workers, societies and nature (Blackwell et al, 2014).

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Thank you

The background of the slide is white with abstract green geometric shapes on the right and bottom edges. These shapes are composed of various shades of green, from light lime to dark forest green, creating a modern, layered effect. A thin, light gray line also runs diagonally across the lower right portion of the slide.