

Knowledge and Information Management Skills for the Workplace

BMSW5106

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Introduction

This report lightens up the importance of the organization to have better data information and knowledge for planning a better strategy and working out better ideas. It is essential for a better decision-making process overall to control the function of the organization more efficiently and effectively. For better productivity and potential leadership there must be a strong and confident leader with powerful management skills. For any organization it is crucial to store, create, apply, and integrate skills, tools, and knowledge for the organization including all the individuals. Frameworks help in operations and are crucial for better functioning and becoming a well-recognized company getting an extremely advantageous position on the market. I will introduce project management techniques, models, processing methods through Amazon. Moreover, I will reflect upon the potential knowledge management challenges and produce a plan with the aim of strengthening these management practices from the knowledge acquisition retention transfer perspectives.

Connection between data, wisdom, information, and knowledge and Amazon (company) how to use our data in the market with their advantages.

These circles can be defined as an individual who is feeling sick and the doctor assuming he is affected by covid-19. They are going to get a test from the NHS to conclude this individual affected by the virus and then the doctor concludes that he has potentially got the new prototype of the virus called omicron.

These professors or doctors used his knowledge to find out efficiently what type of virus they are facing and used his tools such as testing was the information source and in this occasion the individual who was infected with covid-19 was the data.

However, knowledge in crucial ways helps us with the aim of improving the collecting and arranging more effectively data which leads us to better understand of how to make decisions better and becoming more effective strategy makers and policies, and how to provide the best services and products while the organization meets the needs and criteria of the highest standards.

The given organization is Amazon which was founded in 1994 by Jeff Bezos and operates in the E-commerce sector. Amazon project management was a little different since their initial business plan was unusual, the company did not project a profit for 4-5 years. Therefore, she was functioning more like an online library and from 2000 as the logo changed as well says itself and an arrow pointing from A to Z (a)ma(z)on indicating that all products are delivered from A to Z. That is brought the first profit for the company in 2001 since from 2000 entered Toys R Us entered in the business and they have made agreements with companies such as Boarder Groups and started to launch different kind of services.

About the data collection, now it is easier to organize and collaborate for Amazon according to The Guardian “Amazon has been given free access to healthcare information collected by the NHS as part of a contract with the government.

The material, which excludes patient data, could allow the multinational technology company to make, advertise and sell its own products.

In July the health secretary, Matt Hancock, said a partnership with the NHS that allowed Amazon Alexa devices to offer expert health advice to users would reduce pressure on “our hard-working GPs and pharmacists.” (The Guardian 2019).

Some of the people say Jeff Bezos knows too much about us than is required, such he is using data and all the information sources as the simplest tool to get us know and our needs.

Margrethe Vestager said, “We would never accept in a football match that one team was also judging the game, “Amazon gets the details of all the retailers and all the shopping that takes place. What you look at, what you look at but do not buy, what you look at next, how you pay, how you prefer your shipping. All that rich data, and you, as the individual retailer, do not. The commission has the power to fine firms up to 10% of their annual global turnover - a potential \$28bn penalty in this case - and demand changes.

“Our approach is if Amazon is dominant in this market, they have this special responsibility not to misuse their power,” the commissioner adds. (Vestager, M.)

However, Vestager attack against Amazon in my understanding was particularly right since Amazon has all the guns in their hands to win the war against individual retailers and giving zero chance to anyone else in the market to getting closer to the advantage they possess. I feel like we are the sources of raw material and therefore we cannot speak any more data protection thus we are in their hands, everything we are searching on the web, social media, everything we are watching on YouTube and talking by phone call with our friends it is just a source for them to collecting data the most effective way. After I learned about how Amazon is using data and knowledge, I understood why they are one of the most successful in the world.

Finally, Amazon realized in the early 2000s that the competition in the market is growing and the key to success was not only data collection, but they also realized that they must have to change their strategy and make new agreements or launch new services to prioritize the company goals and satisfy consumer demand.

According to (USAToday) the statistics say Bezos with 79.8 percent richer than he was before the pandemic (Est. net worth; 18 of March 2020: \$113.0B to Est. net worth; 13 of October 2020: \$203.1B), therefore in 2020s second quarter the sales increased by 40% and Bezos preceded such individuals as Elen Musk or Mark Zuckerberg.

Relationships between individual and personal knowledge, Amazon strategies, individuals' success with expert knowledge

“There is no single agreed definition of knowledge” (Grant 2000). To perform the tasks of the individuals in the organization requires to perform different skills and attitudes to enduring cultural values and personal beliefs with the aim of making decisions in a crucial situation. However individual knowledge can be simply cultural values, personal beliefs.

Culture is a belief about ethics, behaviors and values that are held by most people within a society. The culture of which we are a part impacts our identity and even our beliefs about the nature of life.

The type of culture either Individualistic or Collective into which a person is born affects and influences what that person believes and how that person behaves. For example, someone growing up in a “tight” (Collective) culture, where rules are strongly enforced, does not support individualistic thought or behavior. (Gantt 2020)

From the above many factors impact the knowledge of the company or the organization and there must be effective change management depending on varied factors such as trends by social media and beliefs.

Competing in the market is essential to increase individuals' skills to effective policies and employ people with expert knowledge skills that they are ready to share with other individuals their knowledge to increase the performance in the organization. This will help the company to reach the set of targets and achieve common goals and always prioritize the company.

Since Amazon is expanding every year, they employ highly trained experts and all the sectors they are involved in these individuals possessing the organizational knowledge to develop the potential to stay at the top of the market and keep high the brand value. Regarding the wide and quality services the strategy is easy, they built an extremely comfortable user experience since they offer everything on the same website and the basket can be full in a few minutes. According to (Rosenberg 2014) “The portal is the same and the user experience is the same. This breeds familiarity and comfort for users, allowing less anxiety as they explore new areas of the site, implications for us: A single portal and interface provides the employees with a common, familiar, and easy-to-use gateway to workplace knowledge in all forms.

Based on this, adopting management strategies developed individuals' knowledge and the knowledge in the organization in a crucial way efficiently and effectively, while Amazon regarding the strategies and the quality of the knowledge, company just growth in the last 22 years.

Capturing, Sharing, Storing Valuable Information

The process of capturing valuable informational knowledge is essential with the aim of developing and marketing strategies which will impact and strengthen customer engagement. This knowledge must be also shared between each other and stored as a knowledge map which will lighten up where the knowledge is in the organization.

According to Caruso (2017) “This process, referred to as knowledge sharing, is the exchange of information, skills, or expertise among employees of an organization that forms a valuable intangible asset and is dependent upon an organization culture that includes knowledge sharing, especially the sharing of the knowledge and skills that are acquired through informal workplace learning; performance support to promote informal workplace learning; and knowledge management to transform valuable informal workplace learning into knowledge that is promoted, captured, and shared throughout the organization”.

Sometimes the information and knowledge flow does not seeable in the organization since the individuals such as knowledge workers who usually produce or designing the ideas or strategies, spread away within the organization, and operate with it in day-to-day work. Based on the last update in 2021 January Amazon in Seattle had over 40 office buildings and 75.000 employees in the area.

Therefore, each office building has at least 1500-1800 employees, which makes the capturing of knowledge tough sometimes since with such many employees everything cannot be recorded in a formal way. However, Amazon provides employees with the best software tools to organize, store, and share valuable information sometimes these groups of individuals must have to meet in a frame of reference they thoughts and share their ideas with others because leaders seeking for these opportunities.

Informational Sources

In case to expand profit margin, leaders must use the advances of technology since increasing the company growth with more efficient and effective work but less working hours.

On the other hand, if I take amazon again, they have the best technology in the industry, and data processing strategies can be achieved easier that increasing the productivity of the organization and improving the individuals in the services, product quality which will causes customer satisfaction.

If the company like amazon can afford this system and can reduces the costs, then the profit margin profit will be developed to invest in research and getting more effective image of potential information and data.

Information circulates and informational overall

For Amazon, it is one of the most important to provide a healthy working environment because it is a requirement from everyone to be motivated for a day-to-day work with supporting each other and increasing creativity as well such as bringing in innovative ideas from everyone. Knowledge assets are required especially from the leaders because the management have a vision over the organization, and they must have integrated to the organization for business growth while the resources developing competitive advantages in the market efficiency and effectively.

According to Alarcon “Production planning is traditionally focused on what consist in transformation without an explicit method to manage information flow. The Last Planner System has provided the Lean Construction community with an organized approach to manage many of these flows through a make-ready process and lookahead planning. However, many information and communications among team members that are required for project completion and for enterprise development in general are not visible in a way that can make explicit structure, components, or difficulties. It is essential for companies to discover these relationships to exploit them and be able to manage them as any other process to improve transparency, flow and seek perfection” (Alarcon 2013)

Informational life cycles

Amazon property rights are extremely secure since they are unique on the market, and it is extremely hard to copy them. Amazon is always introducing new platforms and easier shopping experience. It is crucial with the aim of satisfying its customers and their claims. Large scale mergers are taking place in the market, which companies are carrying out to gain a better market share in the market, which will lead the global economy to succeed. Amazon is in an extremely advantageous position as I already mentioned they have the best tools for data collection, based on this the organization function must be particularly effective therefore the economic factors are in advantageous position as well.

Amazon not only provides an extremely personalized shopping experience but also makes them feel they are important to the company.

“If there is one reason, we have done better than our peers in the internet space over the last 6 years, it is because we have focused like a laser on customer experience, and that really does matter, I think, in any business. It certainly matters online, where word of mouth is so very, very powerful.” (Bezos)

Essential knowledge requirements for the organization, organizational framework for enabling knowledge sharing

Amazon has a particularly good commitment to the organization since this company has been dealing with this long years ago, and consumers are familiar with the brand they built a strong relationship with them. Moreover, there is a dedication in the organizations agreed upon in the market that needs to carry on in the market to have a loyal customer base in the organization.

With the aim of this functioning, the level of the organization structure increasing year by year and their performance getting more powerful as well, I can think of that they are following a very well worked out structure and the leadership knows which direction they must follow. Regarding Covid-19 I can say that the employees feel appreciated and knowing that they can work in a safe environment even if they are facing with the pandemic repeatedly the company provides them the helpful background and support their employees financially as well to reach the common goal which would be the company succeeds.

According to an Amazon article on their website they say “Consistent, honest, and open communication with our employees allows us to continuously improve our workplace experience, empowering individuals to raise concerns and have them directly addressed by leadership. Our goal is to hear from and listen to everyone.

Below are some of the many ways an Amazon employee can choose to communicate with management. We believe candid and constructive communication in an environment of mutual respect is essential to our collective success. We have an open-door policy, which means we welcome and encourage any employee to discuss suggestions, concerns, or feedback with their manager, a Human Resources team member, or any member of Amazon’s leadership team.” (Amazon Sustainability)

External factors and Sustainability

Organizations need to function properly with those individuals who possess experience and knowledge, and they also share it with others. The individuals are required to be well trained because there is a standard that the organizations have created for themselves, and it is one of the most important things to the company to meet these needs. When everything is accurately analyzed then the framework can be enhanced, which as well is going to be crucial to the organization's success.

Amazon knowledge management challenges and individual recommendations

Most of the big companies' failures start when the accumulation of information is becoming unmanageable. They cannot follow the flow of information management, losing control of where exactly the organization is going in which direction, there is no recipe for success and a good business strategy and many other things. Such a big company like Amazon, leadership must pay attention in every department to let the informational flow go well and the ones with working experience share with others for a common goal and for the organization success.

There is one thing I personally hate about Amazon, and it is that they are pricing 7.50-8.50£ for books on its online store, but by selling below cost, it drives down the value of the books, while also destroying the market for traditional paper books. Therefore, they must pay attention not to kill the vibe of book reading with underpricing the items, and they should pay attention to develop their eBook system as well.

There is a chance that Huawei will bring up another technology and that will be innovation in E-commerce globally which would have a negative impact on Amazon financially.

I identified that there is a lack of team management, while it is a large company it is crucial to share thoughts and ideas with each other and I feel like the employees cannot contribute with their personal values to the company.

They must strive to develop an organizational culture in which knowledge sharing, continuous learning and acquisition, and the continuous building of the organization's knowledge base are an integral part of daily work processes. They could characterize the employees to the consumers to get familiar with and ensuring their trust to get consumer trust and becoming a long run business.

Conclusion

Amazon is already a well-known company. People love them because consumers can buy anything in only one place and get it the next day or within two-three days. They must use framework development which supports the organization running more effectively and keep the advantage against their competitors.

It is crucial to possess more efficient data than other companies have since data is everything, with experienced individuals who know how to collect data it means more knowledge and way more information in the market from there it will be no shadow about the future because the planning strategy will be functioning effectively as well as their performance and it is crucial to get competitive advantage.

In my eyes Amazon is one of the most well-constructed companies and they will not be affected by the pandemic they will only be increasing more money and leading the most profitable companies ranking.

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