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Module Name: Knowledge and Information Management Skills for the Workplace

Introduction

This report will look at the knowledge management system for Amazon.com, how it is used and why it is essential to the organisation. Amazon's own knowledge management techniques will be investigated to see their strengths and to look at areas that need improving. Knowledge management is a process which involves capturing, distributing and using the knowledge within an organisation effectively. Amazon.com is an online retailer which was founded in 1994 by Jeff Bezos. The company started off by selling books but quickly evolved into other avenues such as electronics, groceries and a wide range of other products and services. Despite the recent covid 19 pandemic Amazon.com has been able to stay ahead, seeing growth in their profits and market share. This success owes a lot to the effective management of information and knowledge within the company. Effective knowledge management is vital to all organisations as it allows the company to innovate, problem solve and communicate essential information in order to enhance productivity. It is important to maintain a functioning knowledge management system as it is the foundation of a successful customer experience strategy.

An evaluation of knowledge and information management will be presented in this report through the Nonaka and Takeuchi and Choo sense knowledge management models. The Nonaka and Takeuchi model will look at tacit and explicit knowledge and decision making, how knowledge conversions are received whether it be in a direct or indirect approach. The Choo sense model will look at three components. These include sense making, Knowledge creation and decision making.

At the end of this report the findings will be summarized and recommendations will be given on areas where amazon can improve for the future within their knowledge management system. A proposed timeframe will be given to develop and implement these recommendations and the benefits that will be achieved will be outlined.