



Programme: BA (Hons) Leadership and Management Skills for the Workplace

Module: Knowledge and Information Management Skills for the Workplace

Module Code: (BMSW5106)



Individual Report on Knowledge and Information Management of Amazon.com

Student name: Isabel Gallardo Gomez 1915303

Lecturer name: Mohamed Kalam

INTRODUCTION

We will begin by making an introduction to the amazon company, briefly explaining its way of working and the type of service it provides to the client, to have a general knowledge of the type of company that we are going to analyze and on which we are going to base ourselves when comparing the different tools knowledge management.

We will try to identify all the benefits and disadvantages that a company can have according to the type of tools it uses to manage knowledge because not all are the same and not all tools are equally efficient for the same companies.

We will look for examples to clearly see how knowledge management tools affect different companies and especially Amazon.

Then we will make a definition of all the knowledge management tools that we are going to use and then we will try to identify the type of knowledge that the Amazon company currently uses to improve the relationship they have with their clients and thus improve their services to obtain better results.

After identifying which tools Amazon uses, we will carry out an analysis to identify in which parts Amazon could improve to provide a better service, based on the data that can be obtained thanks to the comments of customers who are not entirely satisfied with the service they provide. have obtained and would like to receive it in a different way.

Thanks to customer comments or surveys we can identify the things that need to be improved because not everyone needs the same type of service, even if they live in the same country they may need different things, so it is important to manage knowledge to know how to satisfy to all clients.

KNOWLEDGE MANAGEMENT MODELS TO BE USED

- Nonaka and Takeuchi KM SECI model, Karl Wiig KM (1993) ,The Choo Sense-Making KM (1998), von Krogh and Roos Model

The main result of this report is to see clearly the benefits of establishing knowledge management in a large company.

