



BA(Hons)Leadership and Management Skills for the Workplace

*Knowledge and Information Management Skills for the
Workplace*
BMSW5106

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Date:01.05.2023

Executive summary

The aim of this report is to analyse the concept of knowledge management and its benefits. There is need of checking the policies used by Amazon and the benefits of knowledge management are also mentioned in the report. Models of knowledge management used by the business are also illustrated. The Standard Operating Procedures being used by company and is evaluated. In the end, there are recommendation mentioned that helps to know about the effectiveness of knowledge management so that success is attained.

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INTRODUCTION

Knowledge management can be defined as the process by which an organisation gathers, organizes, shares and analyses its knowledge in a way that is easily accessible to employees. There is important role of managing the information in such a manner that helps to manage the overall information in proper manner for support of employees and to take necessary decision (Israilidis, Odusanya and Mazhar, 2021). This report is based on Amazon. It is an American multinational company that focuses on e-commerce, digital streaming, online advertising and cloud computing. There is discussion related to overall knowledge management and its importance in company. The use of knowledge management and for employees and customers is mentioned. It is a systematic approach, and this helps to share the information in proper manner. The different models that assist in taking best decisions in order to achieve success. The techniques being used by company and procedures used by them are stated in report. The challenges faced by company are also mentioned and the right ways to overcome them is necessary part of report. In the end, recommendations are also stated to maximise profits of company.

MAIN BODY

Section 1: Knowledge and Information Management

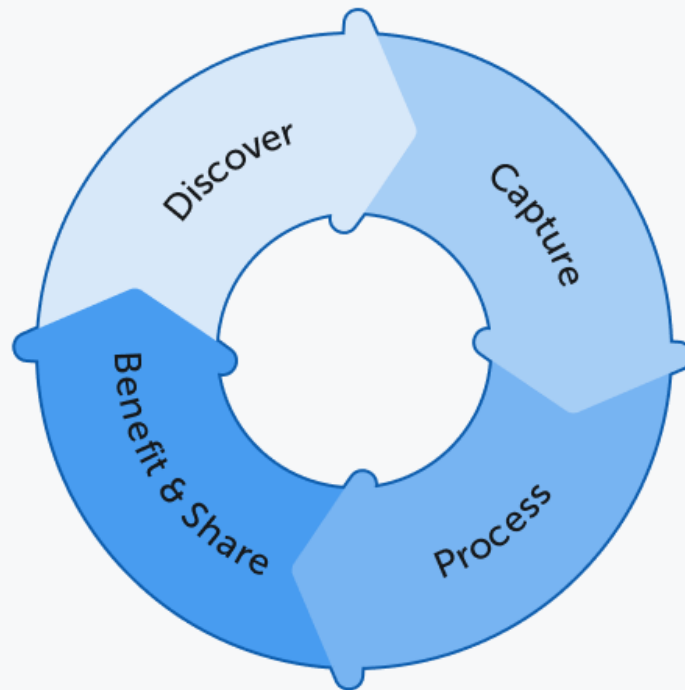
Background of Amazon

It is one of the multinational companies that has established effective brand image in market and provide effective e-commerce services to the customers. It was established in 1994 by Jeff Bezos. The company has its headquarters in Seattle, Washington and Arlington, Virginia, U.S. They treat all the employees properly and provide them good working environment. There are around 1,541,000 employees who are satisfied with the company and their policies. This helps them to earn good amount of profitability. They use knowledge management is ordered to take decisions in proper manner.

What is Knowledge management

Knowledge management can be understood as a method that includes collection, creating as well as sharing of information for the progress of company. It is a multi-disciplinary approach that assist in collecting overall information and using them for benefits of company (Ayatollahi and Zeraatkar, 2020). There is key role of using this as it helps to understand the information and manage overall data in proper manner.

Knowledge Management Cycle



The knowledge management cycle is a process of transforming the overall knowledge and information within company so that data is processed and distributed for benefit of company. The first step is **discovery**, which is done by the employees so that data and information are recorded so that overall information is used, and proper analysis is done. The employees are given training that helps to develop skills so that they are able to take all the necessary decisions. Choosing right sources in order to collect information is necessary for the organisation. The next step is **collection**, as the discovery of information is done. The use of accurate and correct information must be done so that complete analysis is done. The employee feedback is taken so that all process is managed properly and for success of employees (Mahrinasari and et.al., 2021). In the next stage **assessment** of information is done as gathered knowledge is required to ensure it is accurate, offers value, and is up to date. The use of database is done in such a manner for overall management of information. Using the right knowledge management is necessary in order to attain leadership from others and gain lead in market. The **sharing** of information with all the important stakeholders is necessary.

The staff is expertise and have detailed information that is being used by them. The learning and development bring cultural shift that helps to take all the important decisions of company. The knowledge management must be done in such a manner that all the details of company are managed in best suitable manner.

Why KM is so important for any organisation including Amazon.

Amazon is a multinational company and makes used of knowledge management in proper manner so that best results are attained. The employees of Amazon are major contributors to information as they collect overall details, and the customers are also contributors (Sharma, 2019). The use of knowledge management is beneficial for Amazon. The company has to manage data and information of a lot of customers and there is need of knowledge management in order to grow. The use of Automation for Knowledge Management solutions on AWS helps to bring innovation that uses existing data of company and avoid duplication of information and improvise the availability of insights (*AWS Key Management Service, 2023*). This provides solution to company and assist them in managing data and information so that best decisions for benefit of customers are taken. This helps to bring developed relations with the customers and reach them on right time. Amazon follows knowledge management principles that helps them to manage data and information in proper manner so that effective management takes place in company. It helps to manage the information that sets them apart from competitors (Zeng and et.al., 2020). This is necessary to manage work in such a manner that best information is used and benefits overall customers. Knowledge management is important as it helps the employees of company overall access to information and have connections with all the members in proper manner. It is necessary to retain the information in proper manner so that it is used when there is need. It becomes easy to manage the data and information for use of company.

How KM helps the organisations in satisfying customers and achieving competitive advantage

Amazon is able to analyse the needs and wants of customers in proper manner by using knowledge management. It also assists them to know the trend and details of their preference, and this helps Amazon to provide best quality services to customer. This leads to **customer satisfaction** and gaining **success over other players** in market. Amazon update their services and reach users in such a manner that helps them to prefer the brand over others. The knowledge management is necessary for overall success of Amazon and to manage the needs of wants of

customer (Uniyal and et.al., 2021). The use of latest technology has facilitated the work done by business organisations and to carry on their work properly. This makes Amazon a better player in market who carries research and analyses the data and information of customers in order to provide best to all the customers and attain success. It helps me to achieve better results and attain better results. There is key role of providing best to all the customers by using data and information in best possible manner and achieve results.

Section 2: Evaluation of Knowledge and Information Management Models

How is knowledge generally embedded in products and the service concept in the tacit knowledge of individuals?

There is need of managing knowledge in proper so that best product and services development takes place. Amazon uses knowledge management system in such a manner that helps them to manage the individuals properly. There are certain tools that are used by Amazon that helps in identifying and capturing innovative ideas for benefit of company (Li, Saide, Ismail, and Indrajit, 2021). Knowledge management helps the business organisations to promote learning in innovation across the organisation and manage the properly All the individuals work together and there is a culture of positivity through managing information in the suitable manner. There are changing needs of business that must be evaluated by the company and using knowledge management software in proper manner (Żywiołek, Rosak-Szyrocka and Jereb, 2021) r. The ideas of the employees are being encouraged so that better product development takes place. Overall knowledge of the employees is given consideration by use of updated information. All the individuals in company are important for Amazon and this helps them to maintain effective image in company. The employees provide information to the company, and they interact with all customers and give real time feedback to higher management. Communicating overall information is necessary in order to attain success and stay in touch with the customers.

How systematic approach (Management Information System/systems) help organisations in sharing and exchanging its knowledge base across the organisation?

The data and information are necessary for every business and their success. It is analysed that sharing information with systematic approach is necessary. There is need of providing such information that helps to manage overall work in effective manner. The use of management information system is done in order to exchange the information to all the stakeholders so that they are able to know about information (Nazam and et.al., 2020). There is need of providing all the

innovations and updates done by company to all the stakeholders so that better results are attained. The use of latest technology plays a major role in sharing the information and communicating the same with all the people who are interested. The use of software's and technology is necessary to be used by Amazon so that better results are attained. The customers of company are provided information about company and all the updates and innovation done by business. Sharing of information is necessary so that better results are attained by company.

Models used by company to manage knowledge.

SECI model

- Socialisation: it is the process of the information and knowledge in the way of tacit to tacit. All the observations of company are used in such a manner that helps to socialise by sharing the information in best suitable manner. Overall interaction takes place in order to provide best knowledge to the stakeholders (Veer Ramjeawon and Rowley, 2020). The use of direct interaction with the students is carried so that best is provided in the same living environment. These interactions are important so that all the common information is being shared properly.
- Externalisation: In this quadrant, Tacit to Explicit information is shared with the external parties for success. The crystallisation of information is carried so that communication networks take place and information is being articulated. All the documents, written examples are also shared with all the important stakeholders.
- Combination: Under combination the exchange of information is done from explicit to explicit. The integration of knowledge is done so that creative database is being shared. There is need of providing all the processes information to the stakeholders for their use. All the members of information provide recognised patterns and capacity so that better results can be attained properly. There is need of providing the information in such a manner that others are able to use the same properly.
- Internalization: the information is shared from explicit to tacit so that application of information becomes effective. It leads to learn by doing so that overall knowledge is understood to others. It is necessary to share fields, ideas, and concepts to all the necessary parties then others will be able to use them same properly (Mukhtar and et.al., 2020).

Zack Model

It is a model that is being extracted from the design and development of information. It helps to analyse information in a logical and standardised manner that helps in acquiring the data and information properly. There is key role of using credibility, fairness, timeliness, relevance, cost and control of the information. The filtration of these data and information is necessary so that quality data is gathered by the organisation that is used. Amazon uses this model in order to store the data that is being collected. The use of folders and printed information is done so that digital information is kept safe. This helps to distribute the information in proper manner and within right time (Mazorodze and Buckley, 2020). The presentation of information also plays a major role in the use of information is done by company to deliver value to the customers. The refined information is being used to bring updates in necessary changes in the company and attain real success.

WILLIAMS Model

This model divides overall information into static and tactical parts. There is key role of using information in order to manage the work effectively. There is a lot of information that is being collected by the company and this model assist Amazon to filter the information so that better results take place. The use of knowledge is done in order to creation of value and make it useful for overall business. Exchanging information with all the necessary individuals will help in managing the work properly. There is a key role of knowledge management in sharing the information of Amazon so that utilising knowledge becomes effective. All the steps are taken by the company so that the business is able to reach all the customers and provide them necessary information. Individuals is important and can be done in proper manner with use of important resources.

Wiig Model

In order to manage the information and know about it, the information must be organised. It becomes necessary to collect the information depending on the knowledge that is collected. Proofing the knowledge collected is necessary so that it can be applied in best possible manner. Building networks with all the stakeholders in history so that best results are provided to the Amazon. The knowledge management model takes place in order to apply their knowledge properly. It is important to use this knowledge in proper manner so that holding the knowledge management becomes possible (Al Mansoori, Salloum and Shaalan, 2020). Amazon is such a

company that uses this model in order to get best details of the knowledge and applying this for profitability of the company. They are able to use better information for the successful management of information. All this makes the company use the data in best informative manner.

Section 3: Investigating of KM techniques used by Amazon.com.

How knowledge has become increasingly important in Amazon's SOP (Standard Operating Procedures)

Standard operating procedure plays a major role in providing details to the employees and staff members to carry on their routine activities properly. It includes the step wise guideline that provides direction gathered by the organisation and helps the organisation to achieve success. It is necessary for every company to provide sequential instructions that are benchmarks for every employee and or followed by them to carry on the work process properly. Amazon is a multinational company that provides online services to the students and taking care about their needs and wants is necessary (Martins and et.al., 2019). There is important role of day-to-day operations within a company so that consistent and predictable results take place. There is need of managing the employees in such a manner that supports the working of company properly. If there are any problems being faced in the application, then the SOP helps to set best steps that time to recover the event of operational outage. There is need of setting such guidelines in such a manner that helps to provide better results and documents to all stakeholders. In the process of conflicts, the use of SOP is done and the use of knowledge is done in proper manner for overall success of Amazon. These standards are followed by company so that they are able to resolve all problems in best suitable manner.

There are technical errors that take place at the time of working of e-commerce organisation. There is need of maintain effective working situations for the company and achieving best outcomes. All the procedures set by them help them to manage the warehouse operations in proper manner. All the employees are provided best knowledge and training so that all of them are able to attain success. It is necessary to have regular interaction with employees so that knowledge is attained by them properly. This SOP is necessary for Amazon and make them successful in operations.

What are the main outcomes that Amazon has been achieving with the use of these procedures?

Amazon is the leading player in the market and is using excellent knowledge management system as well. E-commerce company has used the principles of knowledge management in such a manner

that all the employees are able to use them properly and access. The use of one portal is done by Amazon that helps them to reach customer. They take care about the knowledge been shared by the customers and use the feedback in proper manner for the success of company. All the negative feedback is considered by the company, and they make changes in the products and services offered by them (Cajková, Jankelová and Masár, 2021). The company also has consistent presentation of the product that enhances the trust of them. Consistent sharing of information done by company is beneficial for them and helps them to manage the work. They keep track on all the activities of employees and interact with them on regular basis so that real success is attained by following the procedures. A major outcome is that the company is able to bring necessary updates in the company and their products by using the knowledge management procedure is effective (Mittal and Kumar, 2019). They are able to check the needs and wants of the customers in this suitable manner that benefits them by presenting the details in a consistent manner. All the information is personalised by the Amazon that helps them to provide better services to all the customers. The procedure used by them involves the use of latest technology and the involvement of employee make it stronger. The content creation is done in such a manner that high standard results are being attained by them. Using the written information in proper manners, helps them to carry on easy and consistent transactions on regular basis. Take care about security of customer's data and keep it safe for success. It becomes important to provide better services to customers as they provide better interaction with all the customers.

What are the areas Amazon.com can still improve in the future in order to overcome the challenges?

- There is competition being observed by Amazon in today's time. The business organisations have started selling their own products and services via online mode and their own application for achieving best results. This is a problem for the company and enhances challenges for them.
- The profitability of company is not guaranteed and there is shipping cost, sales structure, margins etc. being involved that enhances problems (Fahrurrozi and et.al., 2020). There are regular changes in the fashion, and this also brings problems for the company and their operations.
- The delivery man's also do not deliver the products on right time, and this enhances the problems for the company and reduces the profit margins.

Amazon needs to work on all the areas of improvement so that they are able to attend success. No company can become overall perfect, but they can work in proper manner and manage the knowledge so that best results are attend. There is need of a resort in analysing the cooperative strategy so that they are able to attend best position in the market over the competitors.

Recommendations

Below mentioned or some of the suggestions for Amazon:

- There is need of carrying regular research that helps them to know about the needs and wants of customers. They must also analyse the trends going on in the market and use them for their better services in the market.
- Amazon was also checking competitive policies of the major players in the market. They must not follow the strategies followed by the competitors but provide better strategies in order to gain the market area.
- They must provide regular training to the employees of the company and monitor their performance. It helps them to provide best actions of improvement for success level of all employees.

CONCLUSION

From the above report, it has been concluded that knowledge management plays a major success of the company. The use of knowledge management culture is being done by company as it helps employees to use the information in proper manner. The use of frameworks such as SECI model, Zack Model helps the company manage the knowledge and use the data in proper manner. This will help the company to gain lead over competitors in market. This will help them to enhance their profitability position of company.

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