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**DIGITAL BEHAVIOURS**

**Table of Contents**

[Introduction 3](#_Toc138514606)

[Task 1: Organisational Overview 3](#_Toc138514607)

[Task 2: Strengths and Weaknesses 5](#_Toc138514608)

[Task 3: Risk and opportunities 6](#_Toc138514609)

[Task 4: Conclusion 8](#_Toc138514610)

[Task 5: Recommendations 9](#_Toc138514611)

[References 11](#_Toc138514612)

# Introduction

Increasing importance of digital technological implementation for business performance management activities has increased importance of digital skills, knowledge and behaviour consideration for organisational performance improvement. This study has focused on identification of digital behaviours associated with Amazon’s digitalisation activities in recent times. This would be emphasised on analysis of strengths and weaknesses associated with improvement of organisational performance by implementing advanced digital technologies. Further, assessment of risks as well as opportunities associated with digital behaviour management has been discussed for identification of recommendations for digital performance management of Amazon in future.

# Task 1: Organisational Overview

Amazon keeps customers at heart of everything of their business aspect and passionate to provide a smart service to customers. Amazon is fully guided by four principles such as passion for invention, commitment of excellence in operation, competitive edge management and long-term thinking level. These principles aim to share more customer-centric behaviour execution and to be earth’s best employer (Aboutamazon, 2023). Based on such business motivation, it is highly important for Amazon to engage its higher digital skills, behaviours and attitude to be more innovative towards target customers. Amazon has developed “Amazon Web Services (AWS)” as the world's most broadly adopted cloud and its millions of customers are using AWS and this makes lower costs, agility and faster innovation (Aws.amazon, 2023). For excellence management of Amazon using AWS, “Digital Visualisation” and “Digital business analytics” are identified as the most important digital skills and behaviours that are important considerations for Amazon.



**Figure 1: Amazon Web Services List**

(Source: Aws.amazon, 2023)

Digital analytics is a process for analysing digital data from different sources of company to provide a clear vision over customers. Digital data is mainly customer data and this skill helps to obtain broad insights and ensure continuous improvement of a company in marketplaces. According to Araz *et al.* (2020), data analytics is a quantitative measurement to obtain information from digital sources to identify how customers respond or interact with business activities. Digital business analysts are employees for executing this skill and behaviour and helps for analysing data and building business offers to align with customer needs. AWS service was launched by Amazon in 2006 and made the storing of data on the internet easier (Aws.amazon, 2023). AWS is significantly focused on continuous and efficiency innovation across its global infrastructure for continuing Amazon’s path of operational power. Hence, using data analytics skills, understanding of current requirements and their behavioural understanding would be easier for Amazon. It would oversee the company’s digital footprint and identify business opportunities to improve the customer-centricity attitude management.

On other hand, digital visualisation is knowledge that creates a combination to engage all digital contents or data for product development or to design a service. It is a highly important digital skill to take important business decisions and to move effectively through a product life cycle. According to Kraus *et al.* (2021), the designer team assists managers for making business decisions by visualising data, especially digital data. Applying the digital skill of data visualisation helps business leaders to gain critical insights for business success. Camarinha-Matos *et al.* (2019) commented that the main purpose of data visualisation is to make effective the pattern and trends of a large data set. It drives a common pattern to make business decisions to proceed based on the pattern accordingly. AWS is vigilant for customer privacy and data security to maintain a higher standard of customer privacy which has made this service to be trusted by millions of customers (Aws.amazon, 2023). Based on application of data visualisation skills, designers would regularly and innovatively build a security and satisfying requirements by a deep set of cloud security tools.

# Task 2: Strengths and Weaknesses

***Strengths of AWS to develop digital skills and behaviour in workforce***

Digital innovation of Amazon is AWS platform and this is a cloud computing service of the company. This is effective for customers of Amazon for accessing technology services instead of physical data storing and helps to drive the customer service. End-to-end approach of AWS helps to secure and harden infrastructure including software measurement, physical and operational activities (Aws.amazon, 2023). On other hand, AWS tools have an elastic lead balancing and this application helps to scale up or down based on demands. A global computing infrastructure is developed by AWS which makes the services more scalable, service and reliable (Aws.amazon, 2023). Most significant benefit of AWS is that it pays only for compute power and is very cost-effective compared to other hosting alternatives. Additionally, AWS enables users to select the operating system, web application platform and programming language to ease the process mitigation for building a new solution of digitalisation. AWS is designed for allocating provides to securely and quickly host applications and this helps to ensure well-documented web service access management. Hence, this cloud computing based digital platform has significantly driven the business innovation and faculties of Amazon towards its users and that has effectively dealt with faster and sustainable innovative functions management. The cost-effective service allows customers to pay only for what they use and does not demand to spend money for running and maintaining the data centre. Hence, its users have shown long-term commitment for using this trustworthy cloud computing services of Amazon at a broader aspect.



**Figure 2: Pros and Cons of AWS in Amazon**

(Source: Influenced by Bandaru, 2020)

***Weaknesses of AWS to develop digital skills and behaviour in workforce***

Beside the broad range of benefits of AWS, limitations are identified that are efficient to adversely affect competitive advantages of Amazon’s business activities and sustainability. Very common cloud computing issues are present in AWS such as downtime, limited backup protection and limited control (Bandaru *et al.* 2020). Limitation on resources is identified and this launches limited numbers of instances per area. In case of Hardware-level change requirements, AWS would not offer efficient performance and usages for applications. All these areas of limitations have executed the core weaknesses of AWS and that has reduced the acceptance and recognition of this service application in target marketplaces.

However, AWS is acquired by significant numbers of organisations such as NETFLIX, Zillow, Spotify, Adobe, Stripe and Pinterest. All such companies gain advantages by increasing their efficiency on technologies that they aim for further incorporation. Hence, AWS has been used as complex infrastructure and cloud adventure management to make business comfortable and active with innovation. In this context, sustainable and authentic innovation with expanding its security services would be more effective to ensure more customer trust. The limitation of services would significantly reduce the business effectiveness of the company and this would have a significant effect on reducing business reputation in digitalisation efficiency of Amazon.

# Task 3: Risk and opportunities

***Risks***

Amazon has included advanced technologies for improvement of operational effectiveness and performance for its operations. Technology paired with a skilled workforce has assisted Amazon to manage its effective delivery performance management. For instance, Amazon New York City Warehouse has been able to scan 1800 shipments per hour for delivery along with mandatory security and quality check (THE GUARDIAN, 2020). However, Amazon employees lacking in providing workplace safety and security have increased challenges for effective operational performance management activities. It was identified that ineffective safety and security attributes have caused Amazon employees to experience injury along with ineffective payment of their hourly wages along with extra workload (THE GUARDIAN, 2020). This has resulted in creating risks for employees in creating organisational risks for responsible and effective employee management activities for improving operational efficiency.

Cyber security risks were identified as another major risk associated with digitalisation in Amazon for effective operation management activities. Amazon has developed advanced technological implementation opportunities along with integrating artificial intelligence, cloud system and advanced robotics to digitally transform its operations with investment of $51.5 billion in 2022 (GLOBAL DATA, 2023). However, lack of infrastructural development and human capital support has increased the risk for Amazon in management of effective approaches of operational management with advanced digitalisation activities. Especially on Amazon Prime Day, this organisation has experienced a 21% increase in registration along with 28% of domains identified as malicious and 10% as suspicious (FORBES, 2023). This has created challenges for Amazon to manage effective safety on the website while decreasing quality and security risks for organisational performance management activities. Further, ineffective management of technology would have serious consequences on Amazon to continuously include new and advanced technologies in business performance management.

***Opportunities***

Technological advancement opportunities including digital behaviour management in Amazon would be benefitted by following effective opportunities of improving safety and security standards for employees. As narrated by Gaitens *et al.* (2021), effective safety and security standards benefit businesses to protect workers in injury and illness management activities. This would decrease employee dissatisfaction of Amazon at ground level as well as improve safety and security management abilities for employee management activities. Furthermore, Amazon providing a hike to employees' needs and wants would be essential for decreasing challenges related to employee’s dissatisfaction towards payment. In the opinion of Soomro and Shah (2019), development of a positive organisational culture benefits in development of a positive organisational culture as well as improving employee productivity and efficiency. This would be also increasing organisational capabilities for safety and security management activities for management of effective approaches for minimising organisational risks in Amazon’s performance.

In terms of data security and privacy management, Amazon would be benefitted to develop advanced technological infrastructure and registration policies. As per the study by Parmar *et al.* (2020), technological advancement management in organisational digital infrastructure helps in accuracy and efficiency improvement activities. Amazon has already developed an organised and advanced infrastructure for management of greater approaches of operational effectiveness management with emerging technologies. However, this organisation would need automatic blockage of fraudulent registration of businesses and customers in its application and websites. As per the study by Chehri *et al.* (2021), integration of advanced technology such as Artificial Intelligence and Machine Learning helps in automatic blockage of fraudulent activities while improving technological infrastructure. It would have a positive influence on businesses like Amazon to enhance their abilities in automatic and effective organisational performance management activities for improved operational efficiency management. Besides, advanced technologies would be beneficial for decreasing safety and security challenges through advanced technological interaction activities in future for Amazon.

# Task 4: Conclusion

From the above discussion on digital behaviour of Amazon, this organisation has largely depended on emerging technologies for improvement of its organisational effectiveness. This organisation following fundamental policies such as “passion for invention, commitment of excellence in operation, competitive edge management and long-term thinking level” are essential for digital behaviour management. Further, this organisation managing “Digital Visualisation” and “Digital business analytics” has assisted in decreasing challenges related to management of effective approaches of digital behaviour management activities. This has assisted Amazon in development of “Amazon Web Services (AWS)” for being digitally effective and one of most popular cloud systems generating billions of revenue to Amazon.

Amazon has identified its strengths as explicitly advanced cloud infrastructure and implementation of emerging technologies for management of profitable approaches for organisational performance improvement abilities. Further, AWS has benefitted Amazon in management of organisation operating system, web application platform and programming language development in operational performance management abilities. Incorporation of cost effectiveness and trustworthy nature in operational improvement activities has strengthened Amazon abilities in optimised and effective organisational digital behaviour management.

In contrast to the benefits of highly effective digital behaviour in Amazon, challenges associated were identified as “downtime, limited backup, protection and limited control” for management of technological advancement opportunities. Continuous requirements of Hardware-level change, lack of effective acceptance and recognition has limited management of service implications towards target marketplaces. Other than this, complex infrastructure and cloud adventure management has increased challenges for Amazon in effective digital behaviour management activities. Besides, ineffective sustainable and authentic innovation management activities has increased issues related to organisational and survive infrastructure and operation management on organisational digital behaviour management for Amazon.

Ineffective management of employees' workplace safety and security and lack of effective payment to employees has increased risks for Amazon in employee management. Further, ineffective data privacy and security management has also increased challenges for Amazon in management of greater approaches of operational risks management. This has indicated that Amazon would be recommended to include better technologies and employee management policies for improvement organisational approaches in digital behaviour improvement. Further, Amazon improving organisational approaches of technological, employee management along with positive organisational culture development activities has assisted in decreasing issues related to productive organisational performance management. Therefore, Amazon would be benefited in maintaining effective organisational policies for automatic organisational infrastructure and registration performance management in operational improvement of with improvement of its digital behaviour for long term.

# Task 5: Recommendations

Recommendations for improvement of digital behaviour in Amazon would be to become a digital ready company for incorporation of automated technologies and services for business operation management. “Digital and AI technologies are transforming the world of work and that today’s workforce will need to learn new skills and learn to continually adapt as new occupations emerge” (WEFORUM, 2022). Incorporation of emerging technologies such as Artificial Intelligence and Machine Learning would be essential for decreasing challenges related to optimise and automated organisational operation development and performance management abilities. Application of these advanced technologies would be beneficial for businesses such as Amazon to develop an automated organisational infrastructure and develop automatic operational practices. This process of developing operational infrastructure and associated operations based on real time data would have a positive influence in decreasing challenges related to ineffective operational structuring and planning for meeting customer and market demands.

Employees at Amazon would be benefited by taking advantage of training and development with better cognitive and behavioural skills and knowledge for management of digital behaviour in future. It was identified that “self- confidence,” “coping with uncertainty,” “courage and risk-taking,” “empathy,” “coaching,” and “resolving conflicts'” are essential elements for improving employee’s effectiveness in organisational performance management (WEFORUM, 2022). This would have positive influence of Amazon to train their employees as well as improvement of organisational abilities in positive culture development activities, Further; incorporation of communication and collaborative nature in organisational culture and performance management activities would have positive influence in decreasing challenges related to effective organisational and operational performance management abilities in future. However, challenges associated with individualistic experience management for improving employee abilities for attending to changing market and organisational needs would be essential for effective operational management.

Amazon developing self motivation and employee wellness activities for improvement of employee’s effectiveness in learning futuristic digital behaviour and skills would have positive influence in decreasing challenges related to organised operation management. A McKinsey report has identified that “self-motivation and wellness,” “coping with uncertainty,” and “self-confidence,” had the highest impact on respondents’ job satisfaction” (WEFORUM, 2022). This has asserted that Amazon would be benefited by focusing on improving their employee safety and security practices along with better payment structure for management of effective approaches of employee and organisational performance management. Further, Amazon increasing organisational effectiveness of diverse and multinational employee management would have positive influence in decreasing challenges related to digital ready behaviour and performance management in future.

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