# Annotated Bibliography

# COURSE: Business Communication for the Digital Workplace (EAC594)

# SECTION: ZBB

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Addressing Communication Challenges within Amazon: Annotated Bibliography

Hall, M. (2023, June 1). Amazon.com. Encyclopedia Britannica. Retrieved from <https://www.britannica.com/topic/Amazoncom>

In this article, writer Mark Hall describes about the famous company named Amazon. Amazon is found by great personality named Jeff Bezos in the year 1994. Its headquarters are located in Seattle, Washington. It is the E-commerce platform where a person can buy things and stuffs of his/her own interests or needs. Amazon is not only available in the application form but it is also available in website form and its website is very popular namely <https://www.amazon.com/>. Moreover, the whole company’s database and its all information is based on the cloud computing system. It sells all the things such as Electronics, toys, clothes , decorative items, machinery tools (Screw driver etc.) and many more items. It not only sells products of different vendors but it has its own production house. Now-a-days, our youth and not only the youth but even every person whenever wants to get anything in reasonable price looks onto the Amazon to get it.

# Webster, S. (2019, November 10). How Amazon grew from a small virtual bookseller to an international giant and what that means for the future of Latin American ecommerce. (Updated February 10, 2023). Retrieved from <https://labsnews.com/en/articles/business/how-amazon-grew-from-a-small-virtual-bookseller-to-an-international-giant/>

# In this article, writer Sara talks about how a business such as Amazon at small packed room became a huge international business in global market. In this she says about the great potential Jeff holds for making his company such huge business as at that time there were no such facilities or things that would sell the products online or on this kind of market place. Thus, looking at this Jeff grabbed the opportunity of the internet world and started making his company online. The company had initially started selling books only. Later, as time flew it started selling variety of products. Moreover, to gear up its growth it started using technology, as the users increased, they planned to use cloud computing technology to manage all the data.

# However, the main revenue is generated by the Amazon Web Services (AWS), as it has a huge usage of cloud computing to manage their user’s data. Although having this huge support and reliance of people, Amazon not only stopped at this, but it introduced its prime membership feature which attracted individuals heavily as it had plenty of facilities provided in this such as fast shipping or free shipping, music and many other benefits. Thus, lastly by all these strategies and massive user base it become dominant player in e-commerce business.

# Wells, K. (2017, November 8). How Does Poor Communication in The Workplace Affect Business Outcomes? Field Service Digital. Retrieved from [6 Effects of Poor Communication in Business for The Workplace (servicemax.com)](https://fsd.servicemax.com/2017/11/08/6-business-impacts-poor-communication/#:~:text=6%20Effects%20of%20Poor%20Workplace%20Communication%20in%20Business,of%20injury%20...%206%206.%20Increased%20absenteeism%20)

# This article is written by Kristen Wells for the Field Service digital was written in 2017 and discusses about the effects of poor communication in the companies. Author includes Poor customer service, Lower shareholder return, Lower employee productivity, Lower employee productivity and Increased absenteeism. In this author explains effects of bad communication on company and employees.

# Pehar, P. (2022, April 5). Five Communication Barriers in Business And How To Fix Them. Forbes. Retrieved from [Five Communication Barriers In Business And How To Fix Them (forbes.com)](https://www.forbes.com/sites/forbescommunicationscouncil/2022/04/05/five-communication-barriers-in-business-and-how-to-fix-them/?sh=240e8b91780f)

# In this article, the author reports on the issues and solution in communication. There are some issues like lack of communication, information Overload, elitist communication structure, bad timing and not listening and how to overcome these problems. Author includes data about employees’ habits related creating issues in communication and potential solution.

# Kunsman, T. (2022, April 29). 15 Communication Barriers: How to Overcome Them This Year. Retrieved from <https://everyonesocial.com/blog/communication-barriers/>

# In this article, Todd Kunsman the writer says about the communication barriers at the workplace and provides strategies to overcome them. However, the article identifies various communication barriers, including emotional barriers, language barriers, physical barriers, communication skills, hybrid work models, psychological factors, disengagement, organizational structure, lack of trust, infrequent information, information overload, lack of a unified channel, cultural differences, selective sharing, and lack of personalization. Therefore, to overcome these barriers, we will first need to recognize generation gaps and differences, gather feedback from employees, develop our communication efforts, personalize the information and messages regarding the business and company, use technology and data to improve our communication with our customers, and encourage in two-way information sharing with all the customers of our business. The article also highlights the importance of selecting the right communication technology to improve communication barriers and provides examples of what good communication technology can do. In a nutshell, the article emphasizes the need for organizations to prioritize effective communication, address communication barriers, and leverage technology to enhance communication and engagement, so that the communication with customers can be made more better.