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Reflection

CHANGEMAKERS: CREATIVITY AND VALUE CREATION
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Introduction

The assessment 2 will conduct a reflective report about the process of the research topic. The reflective report is analysed by using Gibb reflective cycle introduced by Graham Gibbs 1988. The method is created by a form of cycle include description, feelings, evaluation, analysis, conclusion, and action plan, and each of the components will lead to learn from the experience.

Main Body

Description is providing a detail about the process of the tasks including expectation, experience, and action (*Gibbs G., 1988*). In the assessment 1, I must do research regarding a topic of How does CSR affect consumer loyalty in retail sector. Before that, the beginning of the assessment 1 is having to find a topic based on my interest of the subject and the topic must receive a conformation from Mdm Myfan to proceed the research. The topic that I chose is based on my majority which's international business and there is a subject know as CSR. Thus, I choose topic that related to CSR to proceed as my research topic. After that, I have to write a statement based on task 1, which's having to written 1,000 words of statement with the beginning of the definition of CSR, which CSR is an activity offer by the company to benefits social and environmental to impact business decision (*Kerner, S. M., 2023*). Besides that, it must include the contain of identify the research problem (*Hassan, 2023*), deliver value of the research (*Renoire, 2021*), research approach, data collection method (*Simplilearn, 2023*), sampling method (*McCombes, 2023*), and sample size (*Andrade C., 2020*), in the task 1. However, the contain of task 1 can study from unit 1 which have been teaching by Mdm Myfan during online class and Mdm Myfan will step by step teaching us to conduct research in order perfect the research statement. The major research sources including google, google scholar, and emerald. Task 2 is conducting research from primary and secondary. The primary research is generating information from collecting data from the people, and the consumer as a majority of the research topic (*George, T., 2023*). The data collect by using google form with the information of gender, age, revenue income, and questionnaires, and present by using historical chart. However, the result of the respondents must have minimum 30 people to ensure the result can be determined (*Mason, Mark., 2010*). The secondary research is the information collected from third party sources which have been determined by people (*Mora, M., 2022*). The third-party sources collected from online platform as mentioned above and generate the idea of the information to support the survey of the research topic (*Martins et al., 2018*). Task 3 is

conducting a video elevator pitch and get the feedback from stakeholder. The video must record in 3-min and present the content based on the finding of task 1. However, I type the content of the presentation and practises to make the flow of presentation smoothly. The video recording by phone and earphone as voice receiver. However, after completing the video elevator pitch, it must send to stakeholder via email for the feedback in order written a reflective short essay with not more than 200 words. The feedback is unexpected that can be the issue of the volume which can't hear by Mdm Myfan. Besides that, Mdm Myfan also provide me some useful commend in order improve my video elevator pitch. The feedback must reflect to a written short statement where to include the commend of Mdm Myfan and improvement for the next time. Task 4 is last part of assessment 1 which must conduct data analysis and create conference poster to deliver the result of the research. The result of the survey is 28 responds, it is not a satisfaction to identify the result. However, the analysis still analyses into conference poster to concluding the research topic and present it by conference poster including introduction, content (analysis), conclusion. The conference poster creates by the platform, Canva, and practical the guideline of the academic that lectured in unit 4 by Mdm Myfan (*Calbraith, D., 2020*).

Based on Gibb reflective cycle, Feeling is to reflect on the experience where the process of the research tasks based on feeling or thought (*Gibbs G., 1988*). Before the research, I feel the chosen topic is easy compared to other topic, and I have conducted lightly research on the chosen topic which feel that have large sources to write in assessment 1. However, when conduct proper research that is limitation on the resources. Besides that, there are a shortage on my English where limitation to my understanding and it will impact to my written essay. Furthermore, the planning of the research had been planned after the first class, and the planned is out of the expectation where I have to complete the other course assignment. However, there are no slack time due to the delay of the other course assignment impacted to holding the research. Besides that, the exam of the other course also impacted to the research which I have to study for the final exam. The factors are unexpected which affecting the delay of task 1,2,3, and 4. On top of that, the task 1 is conduct about the research problem and the technique to research with requirement to write a 1, 000 words statement, I though the 1, 000 word can be very easy to write and complete in a day. However, in reality that conducted 1 weeks to complete the task 1 due to the factors and emotional. The influence of emotional is another problem were interrupting the progress of the written statement which emotional will influence my motivation to write the statement and result to the delay from a day to a week. Based on research, emotional exhaustion will negatively influence a person motivation, lack of energy to conduct the task and frequently happen at home (*Dechawatanapaisal, 2023*). The primary research must conduct survey to receive responds in order obtain the analysis on the topic.

However, the survey obtained only 28 respondents which out of the aim as 30 respondents, I have decided to deliver the survey form by using snowball sample and cluster sample but inefficiencies to my social. When deciding the sampling method, I thought that can be determine based on my interest. However, the reality not as though which have to determine the research objectiveness, sampling frame availability, study design, and random sampling (*Khalifa, 2020*).

The next cycle is evaluation, which's evaluate the fact of the works in the situation include the aspect of positive and negative (*Gibbs G., 1988*). The good thing worked well was the fact that I do research before beginning with the tasks and plan the points so that can proceed to write the statement and ensure the requirement of the wording. Conversely, the bad think was the fact that no time to record the video elevator pitch due to delay by the task 1 and 2. However, the facts caused the time of the practise short and need to read the script during recording, which will cause to the less interaction. Besides that, the inefficiency planning causes the time which's not enough time to improve the tasks checking such as grammar, and the mistake.

When define the analysis that must always involve with the beginning question of "Why". Analysis is to define from the situation that happened and provide with meaningful to make it sense (*Gibbs G., 1988*). The thing I do it well was the research and plan it before starting the tasks, and this practise I have implement to every assignment. I have experienced that I didn't plan to structure each of the point for the assignment which simple research to include the contains of the assignment. Consequently, this practise result to my low credit score for the assignment marks due to unclear contain, and out of the requirement. I conducted some research about planning that planning is a process of decision making to achieve the action by selected mission (*Enyi, 2018*). Therefore, when I have planned the tasks before beginning with writing, every requirement tasks can be included into the written statement to ensure the right ways. To create a plan, it must create with 5 components include identify the needs of the resources, determine the activities and the objective, quantifies the efficiency level of performance, develop priorities, and determine the strength and weakness of the objective (*Curiel, 2017*). There is a failure plan of time where I have planned but unreachable. The time based on plan that I will complete the task by each of the weeks. Nevertheless, it's unsuccessful due to delaying by the other subject's assignment which unpredicted that will be conducting more time on the other assignment. Thus, I do research about student failure in timetable, which the research identify into three factors caused student failure in timetable, namely, number of subjects per semester, number of classes per day, and number of slack times per day (*Larabi-Marie-Sainte et al., 2021*). Besides that, to create a good plan of time, it must consider three

rules such as prepare a list of things to do tomorrow, focus on priorities and resource allocation, and do it every day for five minutes technique will elaborate in action cycle (*Curiel, 2017*).

However, I can include the research result into the thought when enrol the subjects and determine the number of subjects based on self-ability to ensure achieve the quality of the work. Moreover, there was another limitation of the research is adaptability of the literature from article, or journal, to adapt into assessment which I always refer to the google instead of the scholar. However, I think that this situation can be happened is because I do not know from which part is the important of the article whether it's related to my research topic. Based on research, there is a few components to conduct searching for literature including clearly about the topic, make a list of keywords including synonyms, key concepts, and related terms (*McCombes, 2023*). Besides that, read the abstract of the article which helpful to figure out the useful information to my research topic. Abstract is a short summary of the result that conducted by the scholar which including introduction, methods, results, and discussion (*McCombes, 2023*). I think being aware of "what is abstract" helpful for me to conduct research from scholar in the future.

Conclusion

After in the cycle of analysis is conclusion, where to summaries the situation happened, learned, and key can be improved for the future (*Gibbs G., 1988*). The assessment 1 have been completed and submitted through Turnitin in the platform “Moodle”, the progress completed even there are a mistake, but it is an opportunity to learning from mistake and improve in the future to avoid the mistake. However, the key that I learned is planning the timetable by looking into the factors as the author (*Larabi-Marie-Sainte et al., 2021*) mentioned in order achieve the plan and avoid delaying by the other subject’s assignment. Besides that, I have learned on searching literature from looking into the abstract to get the idea of the article and reflect into my written statement. On the other hand, to improve understanding of the article, it is important for me to improve my English language so that better understand the meaning in the article.

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Action Plan

Last part of the cycle is action plan, where refers to the action can be differently taken if the situation happens again (*Gibbs G., 1988*). If the situation which's given an assignment, I will consider 4 steps. The first step is listing all the date of the assignments that I have from several subjects and identify the due date so that can plan accordingly. The second step is establishing a plan by involve the assignments and the action to be taken. The third step is conducting research by read the abstract to receive information related to topic and structure the point. Last step is following the plan with given some slack time so that to ensure the time can be completed in the expectable plan. Besides that, to efficient the plan of the time, it can implement five-minute technique introduce by (*Curiel, 2017*), which are first minute is ensure complete the tasks today if no, carried forward to the next action. Second minutes is prepare for tomorrow plan. Third minutes is determine the time for appointment. Fourth minute is list actions or activities to achieve objective. Fifth minute is determining the time for action which must consider daily.

(2089 word)