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Amazon-Building relationships and connecting with customers online intern and international.

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Introduction

The process of researching and analysing community engagement theory and applying into practice was challenging and seemed very difficult. However, my enthusiasm for Amazon made the process interesting to me.

The business chosen for analysing is Amazon company which is one of the largest e-commerce worldwide with a strong brand reputation. (Wilson, 2018) I felt curious to investigate more about community engagement in general and then connect the subject with organisation. During data gathering I have learnt about strategies the company applies to engage with community groups and my interest increased even more.

In addition to that, it helped me to improve my analytical skills and decision making which are vital in my future career as a manager. (Cottrell, 2015). Because of my commitment to succeed in career, I have put a great effort into planning and structuring the research to transfer my findings in an accurate way. While reflecting on my project I was thinking about a specific model I can use so I have picked Gibbs reflective cycle to reflect on my project because it is a simple and effective model. (Gibbs, 1988)

I will discuss my journey by reflecting upon project goals and my attempts to achieve them. Also, I will project how I have used the theoretical knowledge gained at the course and how this helped me in my practical work. Next, I will reflect upon my feelings, opinions and actions taken to achieve objectives set along with the analysis if the outcomes were successfully met. The final aspect that will be discussed focuses on strengths and weaknesses and what can be done better in future projects.

Project goals and strategies to achieve them

The project goals were to analyse the best practices of community engagement in Amazon company including stakeholder's participation and methods to engage with community groups. The first step implemented was planning and structuring the report. Then, I have conducted research on Amazon, their techniques to engage with communities and how they respond and deal with health crisis and pandemic restrictions.

Next, I have consulted various sources in order to be able to compare the findings and ensure the ideas are supported with relevant examples from valid sources. After that, I have used theories and principles of community engagements such as relational and partnership approaches, sustainability and stages in community engagement lifecycle. (Robert F Kronick, 2018)

Mainly, the project plan consisted of four main parts: introduction, body, conclusion and references. The introduction included a brief description of organisation, the benefits Amazon brought to society and a brief summary of the report structure.

The body includes an evaluation of the evolution of community engagement in Amazon, the organisation best practices on community engagement, the relationship with external stakeholders, range of skills required by employees including training and development needs. Also, the role of external factors in building and sustaining business relationships. The following aspects discussed is the role of social media platform to support the business. One of the most challenging parts were to provide recommendation for organisation to improve community engagement and social media presence. I found it difficult because I had to express my own judgment on the case, and I had to take decisions on aspects that require further improvement.

Final parts, cover conclusion which includes a cogent summary of previous research and findings and references the sources consulted for this reflective report.

What I have learnt and skills gained

From the project completed I have obtained knowledge on the importance of community engagement and how a company can contribute to society and benefit from contributions at the same time. I have learnt to apply theory in practise and make use of resources and data gathered to analyse a company situation. It was a great help for me when using the information given during my classes. As the company used same methods to improve the relationship with stakeholders. For example, mapping helps to determine the stakeholders along with their influence and interest in the company. (McLaughlin, 2016)

Besides that, I have learnt about best channels to communicate and engage with customers, employees, and other members of society. Amazon for example demonstrated a very good result in engaging and communicating with external stakeholder (existing customers and potential clients) using social media platforms such as Twitter, Facebook, Instagram etc. Learning about Amazon encouraged me to research further about role of social media in nowadays businesses.

During the class sessions, I have gained theoretical knowledge related to methods to increase level of engagement, skills that may be required for employees to poses and various approaches that can be used to increase performance and efficiency. These aspects significantly contributed to my understanding and interpretation of findings. I have developed a set of transferable skills such as critical thinking, data analysis, planning, organising, and research. These skills are important for success in the competitive marketplace. I will be able to apply them not only in my course work but also from job to job in a variety of work settings. I think that it significantly boosted my confidence and working in this field will be easier with all the knowledge gained.

Feelings and Experiences

In my experience, the project seemed very challenging in the beginning mostly because of I found difficult to write academically. Also, it took me hours to plan, organise and write. I felt discouraged because of the workload. I thought that structuring my project was not necessary however now I am glad I have decided to so because it shaped my understanding made ideas easier to follow.

After completing few paragraphs, it was easier for me to organize my writing and structuring it made the process more effective. It helped me understand my learning styles better and what works for me and what doesn't. Also, I have applied strategies to manage my time better while working on the project. As a result, I have prioritised the work better and set a deadline in order to avoid procrastination. It will make a great difference for my future projects as I have gained confidence in my writing skills and time management as well. The project was my own responsibility as it was individual work, so I had the freedom to manage the project.

The outcome

Even if the project seemed challenging, I have managed to finish practical work. I think there are areas that can be improved and by practicing constantly I can develop my community engagement skills further. The final outcome is positive. Nevertheless, there were aspects that went well and other aspects that needs improvement. The action plan will definitely help me in future and practices that I must keep in prospective study.

The first positive practice that I have implemented, and I will continue using, it is preparation and structuring. Having a plan helped me have a bigger picture on what I want to write about. Also, it contributed to my time management. For example, I have observed that planning the content took me less time to draft compared with previous project when I did not have a proper plan in place.

Secondly, I have consulted various sources such as journal, books, documents, websites etc. I demonstrated ability to use various theoretical roots which is considered a good practice. Furthermore, I have stated clear research objectives and directed my focus on achieving them. I have tried my best to display data researched and my recommendations in a comprehensive and logical way. However, from my view I still must improve this aspect by using the feedback provided by my teachers to rectify or edit my work.

On the other hand, there were aspects and practices that I would rather withdraw from my future projects. For example, procrastination was a serious threat for me to complete the work on time. For my next project I will allocate the work accordingly in order to avoid completing the entire project in one day. As a result, I have spent less time on editing and revising the work which is very important especially in academic writing. Instead, to manage my time better, I will plan and structure the research. I think that it will drastically improve my writing skills if I were to spend more time on proofreading the text to avoid grammatical errors along with punctuation, sentence structure and focus more on paragraph structure.

After completing the report, I have evaluated and reflected on my weaknesses and strengths and what are the next steps that I can take to improve my knowledge.

As per evaluation my strengths include commitment to complete the project by meeting the deadline, good problem-solving skills and management.

On the other hand, the areas I must improve are analytical skills, research and ability to make quick decision. I have learnt that it is important to invest in professional development in order to complete task effectively and succeed in career. Continuous personal and professional development is essential because it helps us to keep up to date with new trends and developments. Also, it keeps us motivated and helps achieve our goals.

Action Plan

As I have mentioned previously, I acquired portable skills that can help me in my career, including critical thinking, time management, prioritisation, and self-confidence. I have regularly advanced in researching and interpreting data. During this project, I had to use relevant theories and models and apply them to Amazon's specific organisation. I have used

this company in my previous project on Community Engagement because of its worldwide reputation. After assessing the whole process, starting with preparation, and continuing with project drafting and completion. I have developed an action plan that may assist me in improving my research report.

The first thing on my action plan is to allocate more time for revising and editing to ensure that the document is errors free; furthermore, after completing my first draft. I will focus on paragraphs and sentence structure. I will pay attention to correctness, clarity and engagement.

On the other hand, I can remove repeating sentences or ideas. As I am not an expert in proofreading, I can use grammaly.com software to find my errors and apply some suggestions.

Finally, I will continue to consider the teacher's advice and recommendations. I will accurately make the required changes to ensure that the information is accurately put on paper. Not only that, by staying observant of my personal feelings, experience and using professional behaviour in decision making when conducting primary and secondary research. It is also essential to ensure fair practices. The result of my constant effort is a better understanding, and a set of skills gained and acknowledging areas that need improvement.

Conclusion

In conclusion, the entire process of researching and analysing community engagement theory and applying it into practice was exciting to me. I have chosen one of the biggest e-commerce, Amazon for my project and I have analysed the community engagement for this business. (Wilson, 2018) I felt interested in studying strategies the company applies to engage with the community. This helped me enhance my analytical skills and take better decisions. I have demonstrated great effort into planning and structuring the research to transfer my findings accurately. I have used the Gibbs reflective cycle to evaluate experiences working on my project. (Gibbs, 1988). The first steps implemented were planning and structuring the report. I have researched Amazon and its techniques to engage with communities and their response in a pandemic period. As a result, I have learnt to apply theory in practice. (Pritchard, 2008)

The project seemed very challenging in the beginning, because of my weaknesses to use academic writing. I felt discouraged because of the workload and time used for it. After completing a few paragraphs, it was easier for me to manage my writing and structure. It made the process more effective. However, some aspects went well and other elements that still require improvement. For example, I observed that planning the content took me less time to draft than the previous report when I did not have a proper plan. For the future projects and course work I will avoid procrastination and complete the work on time. Overall, my experience was good, but I still have aspects to improve.

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