Project Based Internship

Student’s Name

Institution

Date

**Introduction**

The Connective is one of the largest online platform community-based business insights. It is an elite community of entrepreneurs, subject matter experts, and connectors. It helps professionals to unlock access to the precious relationship and resources that business people require to build, sustain and grow their business ideas (Fatemi, 2017). It has partnered with several organizations to expand their market growth and offer efficient services to its customers. However, there are several ethical consideration would be considered when putting up the site for the company, to ensure there is confidentiality.

Some of the ethical implications are privacy and confidentiality violation, and fair competition among the stakeholders. Privacy and the confidential violation is a key ethical issue, which can result in lawsuit. The company has private and personal data of its key stakeholders, which should be protected and fair to safeguard that information might, has serious implications, which can taint the company’s brand in the market (Fatemi, 2017). It is also important to ensure that there is fair competition among members and unfair competition taint the image of the company. It is, therefore, important to set policies or guideline for companies to use when on the platform.

In some cases, customers’ details have been exposed and this can be good for the image of the company. However, the clients should consider building a well elaborate website to improve their presence online (The Connective, 2018). This will also help the client to market their products and services efficiently on the platform and therefore, increase their market share. It is, therefore, suggested that Connective should have linked its website with the clients or partners website for easy accessibility of customers. This will help in improvement customers' services, which is key to Connective service delivery. In short, Connective focus should be on the security of data, customer connection, and effective service delivery to ensure that partners get value for their partnership or payment.

# References

Fatemi, F. (2017). Want to Be Truly Valued? Create Opportunities by Connecting People. *https://www.entrepreneur.com/article/246366*, 2-15.

The Connective. (2018). The Connective Profile and Partners. *The Connective Profile and Partners*, 2-8.