

METHODOLOGY OF HOW
MANAGERS MOTIVATE
EMPLOYEES AT ASDA

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BRIEF OVERVIEW OF ASDA

- Background information of Asda
- Proposed methodology
- Justification of methodology
- Reliability and validity
- Ethical issues
- Limitations
- Future recommendations
- conclusion
- References



BACKGROUND INFORMATION OF ASDA

Asda was founded in May 1965.

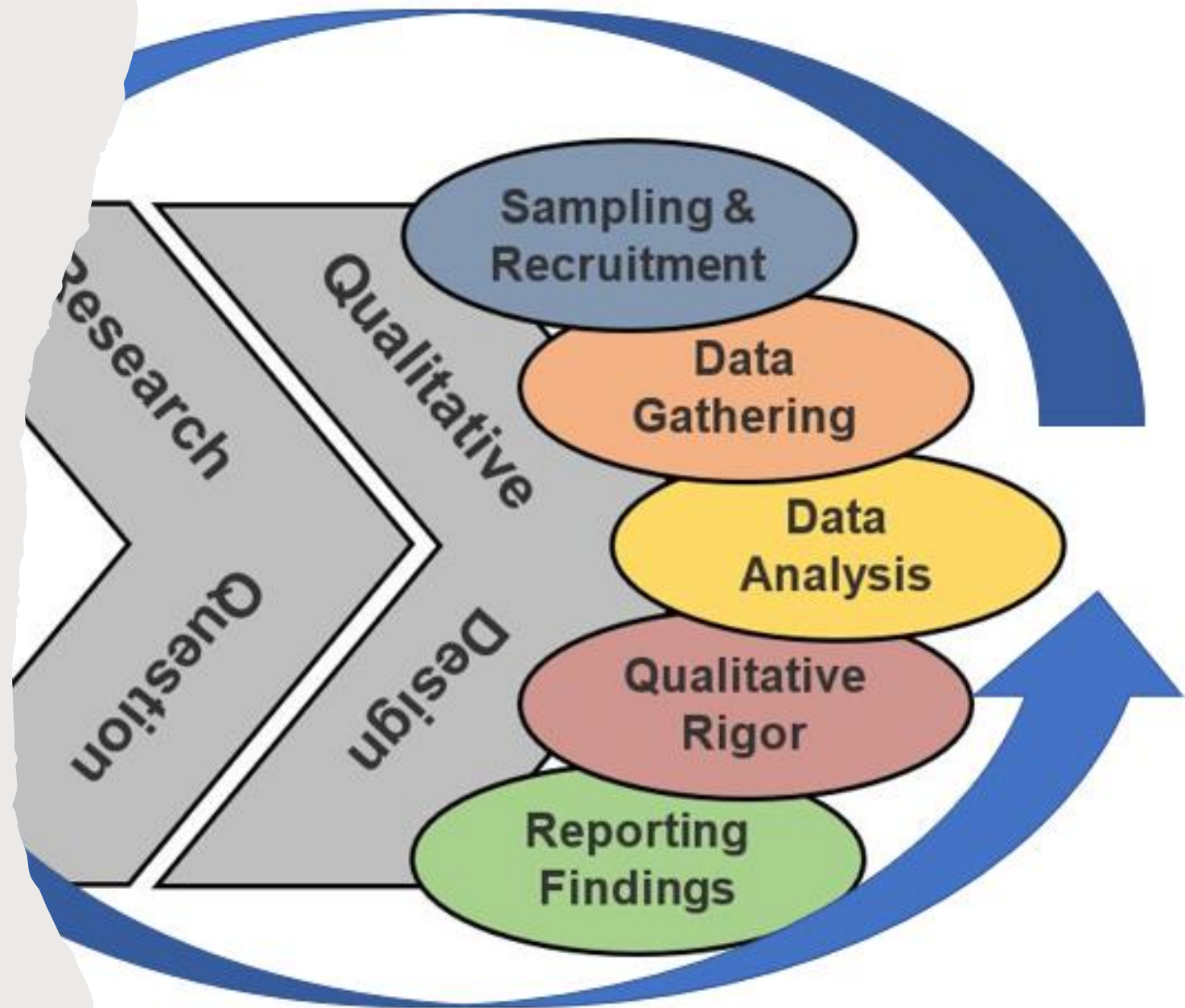


(Corporate, 2014) Armstrong, (2020) Mullins, (2018)

PROPOSED METHODOLOGY

Qualitative and quantitative research is a methodology that revolves around a complete picture that is being studied.

(Patrik Aspers and Corte, 2019)



JUSTIFICATION OF METHODOLOGY

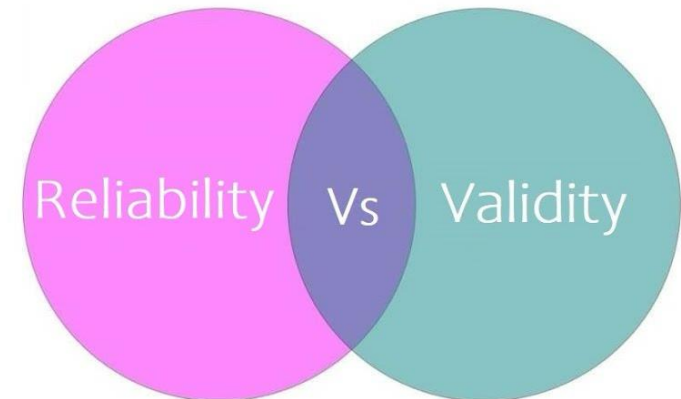


VALIDITY AND RELIABILITY

Validity and reliability are key opinions in a research that control the quality of research study.

(Abbas, 2023)

Differences Between Reliability & Validity



ETHICAL ISSUES

Research ethics or norms promote the knowledge, truth, and error and protect against “fabricating, falsifying, or misrepresenting research data.”

The aim or reason people conduct research is for truth, knowledge, and avoidance of error. Research gives room for more research, leading to advancement in the said field or subject.

(Stichler, 2014) (Gates, 2022)



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LIMITATIONS

Research limitations can build up on many things some of these are data, time, money and articles.

(Jansen, 2022)



FUTURE RECOMMENDATIONS



Collecting data from credible sources such as websites and article journals that have been cross checked can make a difference to future data



Apply mixed methods research



By combining qualitative and quantitative data will provide a in depth



Utilizing the latest techniques can make a difference.

Taking everything into consideration, this research has disused how managers motivate employees in an organisation.

A spiral-bound notebook with a silver pen resting on it. The notebook is open, showing lined pages. The pen is a sleek, silver ballpoint pen. The background is a solid light gray.

CONCLUSION

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