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BMSP5007

**BUSINESS INQUIRY AND
RESEARCH**

**Assignment 1 - Qualitative and Quantitative
Study and Report: Part 1 and Part 2**

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Introduction

The reasoning for this qualitative study is to discover how would participants describe their previous or recent organisations culture. With gathered data from three face-to-face interviews that was unstructured. The research was on three participants that either had a previous work or was currently working, therefore there was an understanding on the subject. The justification on the choice of field chosen, is because it's an interesting and important part of organisations in today's work society. Organisational culture is the oxygen for many organisations as when there is a risen problem with an organisation manager look for culture as the reason and for the solution of the problem. (Sinclair, A. 1993) It also seen on how employees, employers, and the organisation itself behave ethically and with organisational culture it's also seen to generate a better performance from the organisation within. Throughout the interviews the participants will share their views and opinions within their previous or current occupations organisational culture. After the three interviews, the results will be broken down through an analysis using the thematic framework table as a method.

Literature Research

The logic behind choosing a qualitative approach for the topic of organisational culture was for the reason that by generating qualitative research it can provide with a variety of methods and materials that can be extracted from the interviews such as personal experiences. Qualitative research studies the interviewees and their thoughts whilst still being in a natural setting, it also allows people to study social and cultural situations. (Toloie-Eshlaghy, A., Chitsaz, S., Karimian, L. and Charkhchi, R., 2011.) By interviewing the three participants face to face it will allow them to express their feelings and opinions of the topic freely which will help to understand their

behaviour and complex. There was no target group selected for the research as it was for anyone that is employed.

Procedure

Soon as the thematic framework table method was chosen, a unstructured interview method was chosen to collect the qualitative data. There was then a process of signing ethical and participants forms, after that it was time to receive data and collect correct and ethical results.

1. There were a few questions made by the interviewer that would answer the topic about organisational culture within the workplace. With a number of questions structured for answers that will provide useful information for the analyses.
2. The three participants that were selected came from different occupations to give a variant number of points of view and results to the topic.
3. The chosen method of the interview was unstructured, therefore, to gain natural responses and behaviour and to also calm the participants into talking as if they were talking to anyone else and they weren't in an interview setting. This creates a comfortable environment for the participants and allows them to feel unrestricted which helps the participants to share their honest thoughts and opinions to answer the questions, therefore the interviewee receiving true results for the analysis.
4. Due to coronavirus the interviews couldn't be face to face as everyone has to be social distanced and aren't allowed in other people's homes, therefore the interviews were held on Microsoft Teams over video call, and each interview lasted between twenty to thirty minutes to collect all the information needed.

5. Each interview was transcribed on to a word document ready to analyse for the thematic framework table. Every transcript made followed the ethical and privacy forms.

Data Analysis Techniques

A three columned table was created on word document that included all the data that was important, any sentences that were said in the interview that was not relevant to the discussion topic was removed from the table. The three columns consist of voices of participants grouped, meaning interpretation, and concepts/ themes identified. The voices of the participants are all the answer from the participants, meaning interpretation was the interpretations of the research made from the sentences of the participants, and the last column was concepts/ themes identified which is the themes identified by the break down of the interpretation and the conclusion is made.

Data presentation and findings

The table as seen below consists of qualitative analysis with the three participants answers and it being interpreted then themed from the transcript.

Voices of Participants grouped (Interviewee)	Meaning Interpretation (Researcher)	Concepts / Themes identified
I saw it, but I didn't really pay that much attention to it because I didn't really understand what it was. (A) Not that I knew of, because I was only a minimum wage employee. (B)	A minimum number of organisations have a culture, and even when some do it's not made clear or understood by employees.	Management doesn't see organisational culture as important to its organisation.

The first concept that was identified was that management doesn't see organisational culture as important to its organisation. Organisational culture was not explained to participants whilst working at their previous and current occupations, therefore it was not understood by the participants on what exactly organisational culture was.

Yeah, definitely. Because I was well paid at Creamfields, but after doing it I don't think I would ever do it again because of the amount of stress. (B) Skiing was relaxed and it paid more, but I would go back to that environment instead of the strict environment spoons have. (C)	Proves that organisational culture is a top indicator of employee satisfaction, as participant B and C was paid well at their previous occupations but wouldn't do it again as it was a stressful environment.	Positive organisational culture is a top indicator of employee satisfaction.
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The second theme had made apparent that positive organisational culture is a top indicator of employee satisfaction. Both participants had made it clear that when working for an organisation that paid well yet didn't have a great organisational culture, they would prefer not to work for that organisation as it was a stressful environment for the participants. This indicates that the participants didn't mind the high salary, however they preferred to work for

We wore office attire, where we wore smart bottoms, tops, and shoes. (A) The chip shop was more a uniform that was branded with their brand, while Creamfields had a uniform, but it was more you've got to wear black. (B) In skiing we all had to wear the gym uniform they provided us with for leisure, I'd be a lot more chill due to the outfit. And then in spoons there is a uniform but it's all black basically. (C)	Organisation were flexible with attire if it was smart and black. Participant C found themselves to work harder when wearing a uniform that's smart.	Smart uniform brings out hard work from employees.
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an organisation that had a comfortable and calming environment over working for an organisation that pays well but provides an intense and high stress environment.

The third concept was smart uniform brings out hard work from employees. All three participants had shared that they had to wear a smart black uniform for at least on of their previous occupations, in addition to that it was also agreed whilst wearing a smart black uniform the participants had seem to buckle down and have a work motive. There are three levels within organisational culture created by (Edgar Schein,1985) with the first being artifacts which is the visible part of organisational culture where everyone from the outside can see within the inside the company. Physical artifacts can be noticed by the organisation's architect, interior design, or even how employees are dressed. This analysis had proved that the uniform is even a big part of how the employee will feel, when they are dressed in smart wear their head will be in a work motive, although if organisations dress employees in comfortable clothing such as joggers and a jumper they will feel as if they are in a home environment and not show off their best performance.

There was an ethos. But I cannot remember what the ethos was, it was on the lines of respect for others. (A) Not really, I don't think either of them because I was obviously brought in as the minimum wage for the summer job. (B) There is always respect towards customers, other than that it was common sense like you know how to represent a brand. (C)	Organisations values weren't made clear to participants by the organisation's managers. Participants had to go by common sense by respecting customers.	Values isn't seen as a top priority for businesses and is not taught to their employees.
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The fourth concept was values isn't seen as a top priority for businesses and is not taught to their employees. Employers did not make it clear to the participants on how important organisational culture is. Values is the second level of organisational culture is Value. Value is what the organisation has learnt and is what helped them shape themselves to work for, and it guides them on how to act.

I don't think there was a lot of creativity there. (A) Like you can't really stimulate creativity when it comes to selling food. (B) Yeah, but I think everything could do with more creativity and innovation, I think everything is stale now. (C)	Participants believe there is no way to diplomat creativity within their previous work and its somewhat traditional in the way they function, however they believe that creativity and innovation is important to have within the workplace.	Organisational culture stimulates creativity and innovation within the workplace.
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The fifth concept is organisational culture stimulates creativity and innovation within the workplace. There was an article made by two men named E.C.Martins and F. Terblanche, and they had established that organisational culture stimulates creativity and innovation within the workplace. All three participants had agreed that there should be more room for creativity and innovation within the workplace, but it is difficult to diplomat creativity in such traditional organisations.

I was able to be honest and talk about issues and problems. There was not any teamwork. Just because you work on your own on the call. (A) There was good <u>teamwork</u>, because there are certain people that are good with certain things. (B) There was always teamwork going on, we would have the book at the start of the day, and we would be like “who's doing this? You're doing this and that”. There was also appreciation and respect. (C)	All the organisations the participants worked for had the three important positive qualities.	The important qualities help employees feel comfortable.
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The sixth concept is the important qualities help employees feel comfortable. All three participants explained qualities such as good teamwork, trust, appreciation, and respect within the workplace between employees and employers. This proves that whilst working for an organisation it's important to have qualities otherwise the organisational culture is dull and uncomfortable.

It was a good organisational culture, but it wasn't the best because it did not stimulate creativity as you said, and it got repetitive and boring. (A) It's difficult motivation wise as both were just summer jobs but there was more motivation towards the chip shop as I was with my mate, and I wanted to do good for him as it was just a normal job and I wanted to do well. And it was more enjoyable, so morale was never low, because again I was working with my best mate. (B) Wetherspoons organisational culture is there. (C)	Organisational culture was apparent in every participant occupation, however every organisation had room for improvement.	Organisational culture is what makes an organisation succeed and increase employee satisfaction.
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The last concept was organisational culture is what makes an organisation succeed and increase employee satisfaction. It was agreed that each occupation the three participants worked for there was a good organisational culture, however there is always room for improvement as many organisations are lacking behind this day of age and workers of these days are looking for an organisation that stimulates their innovation and creativity.

Conclusion

After completing all three interviews and analysing the data collected it has helped answer the question at hand which is, how is the organisational culture in the participant previous or current occupation? The interviews have enabled the chance to understand the reason why organisational culture is important within workplaces and why.

By using an unstructured method for the interviews, it brought out valuable and honest data from the participants. This method helped the participants feel comfortable and as if they weren't being interviewed which brought out the rare thoughts and behaviour from the

participants which is valuable for the study. Before the interview, it was made sure that the participants understood the ethical issues and participant form. Looking back at the use of the thematic framework table, it was very useful and brought out the participants interviews into an experience. The qualitative method of research made the interview flow easily as a conversation and helped extract the answer from the participants. The themes extracted from the interview made clear that management in today's society still has room to improve and get up to date with the on-going changing work environment. In addition to management improving their work environment, another theme extracted from the interview also made clear that employees in this day of age prefer to work for an establishment that will bring out their creativity and innovation in their work. Organisational culture is bringing out the best in most businesses who learn to adapt to it for example IKEA has made their organisational culture a main priority in their business which shows in their success, Its time for change and organisational culture is the best change to happen to a business.

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Introduction

The target of this study is to analyse the personal experiences of organisational culture. For any organisation to be successful it is important to adapt a culture as that is what determines an employee's behaviour and performance towards their work and towards the organisation itself. (Odor, H.O., 2018.) Furthermore, when employees are motivated and positively engaged with their work they tend to give the organisation their best behaviour and performance, which in return helps the organisations performance in the industry. (Evangeline, E.T. and Ragavan, V.G., 2016) Organisational culture does not only advantage employee's performance but it also gives an organisation an advantage in the industry. (Odor, H.O., 2018.) The quantitative research within this report will include the answers from employees about their personal experience of organisational culture, and to decide whether its visible within businesses today.

Data Collection

The method used to collect the data was a quantitative survey method, where participants are shared a link via email to take part in the online survey on Microsoft Forms that includes ten questions about organisational culture. The advantage of using Microsoft Forms survey is that it's a low budget method to collect data and it's also very simple to create and answer the survey.

Analysis approach

Quantitative research involves a variant of different ranges that are to do with the systematic investigation of phenomena, which then involves measuring statistical and numerical data that analysis trends and relationships to generate a measurement. (Watson, R., 2015).

Procedure

The method used is a cross-sectional observational study method, it's a type of data that analyses data of variables collected at one given point in time across a sample population or a pre-defined subset. This study method was chosen because its not time consuming and many different variables can be studied at the same time.

The data collection method chosen is online surveys because it's easily accessible for participants to sign. Microsoft Forms was used to create and distribute the survey because it was low budget and could be edited anytime and anywhere.

The ten questions created was made to discover employees' insights on their organisations culture, and whether it exists for many organisations or even if employees understand what organisational culture is. The first two questions were created to discover the personal demographics of the participants, which then helps to link common themes amongst participants throughout the analysis. The method of response chosen was multiple choice, therefore participants can simply answer, and it does not take too much up of the participants' time.

The survey was shared to a broad number of participants across the internet. By using this method participants can answer the survey wherever they are and whenever they are free, thus meaning there is no pressure on the time and place. Twenty -two participants had answered the online survey.

Analytical Procedure

IBM Statistical Package for Social Sciences SPSS combined with Excel Forms was used to analyse all the data collected from participants. Values were entered and labelled with the multiple-choice answer into units.

The questionnaire was imported into the SPSS program, where data was over checked to make sure it was all clear and there were no errors available.

Data Presentation Findings

Q1) Gender?

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	woman	12	54.5	54.5	54.5
	man	9	40.9	40.9	95.5
	Non-binary	1	4.5	4.5	100.0
	Total	22	100.0	100.0	

The data in this question proves that more women than men had answered this survey, and that there was only one participant that was non-binary.

Q2) Age?

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	12	54.5	54.5	54.5
	25-34	5	22.7	22.7	77.3
	35-44	4	18.2	18.2	95.5
	45-50	1	4.5	4.5	100.0
	Total	22	100.0	100.0	

The data presented in this table is the ages of the participants. Majority of participants are 18-24 years old, but there are participants from every age.

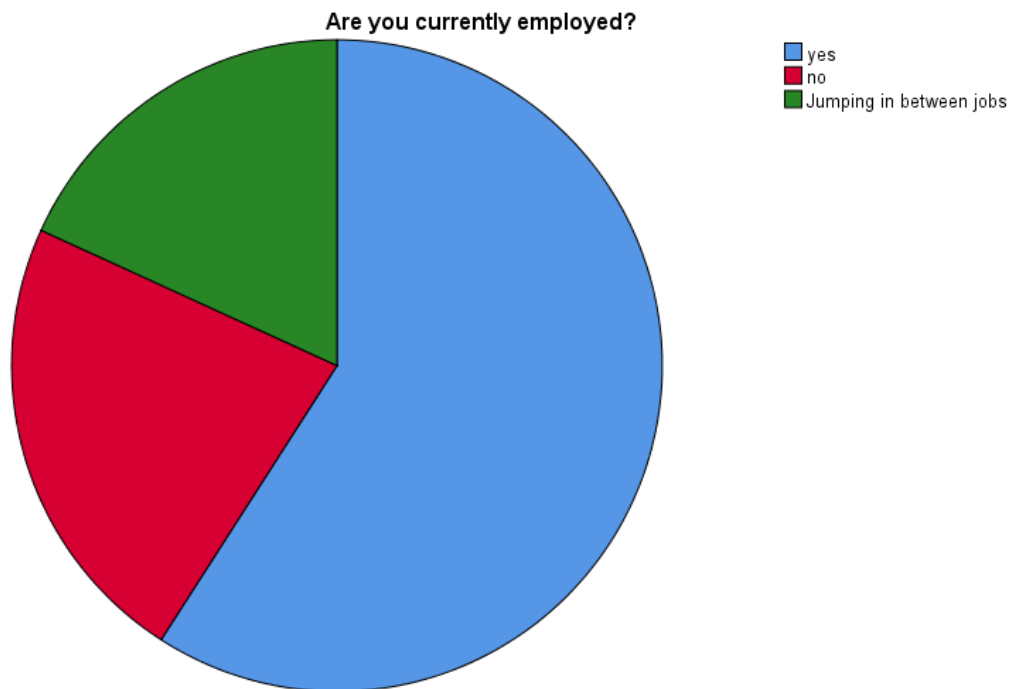
Q3) How much do you know about organisational culture?

How much do you know about Organisational Culture?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Know all about it	5	22.7	22.7	22.7

Know a fair bit about it	3	13.6	13.6	36.4
Know a bit of it but not much	8	36.4	36.4	72.7
Not a clue	6	27.3	27.3	100.0
Total	22	100.0	100.0	

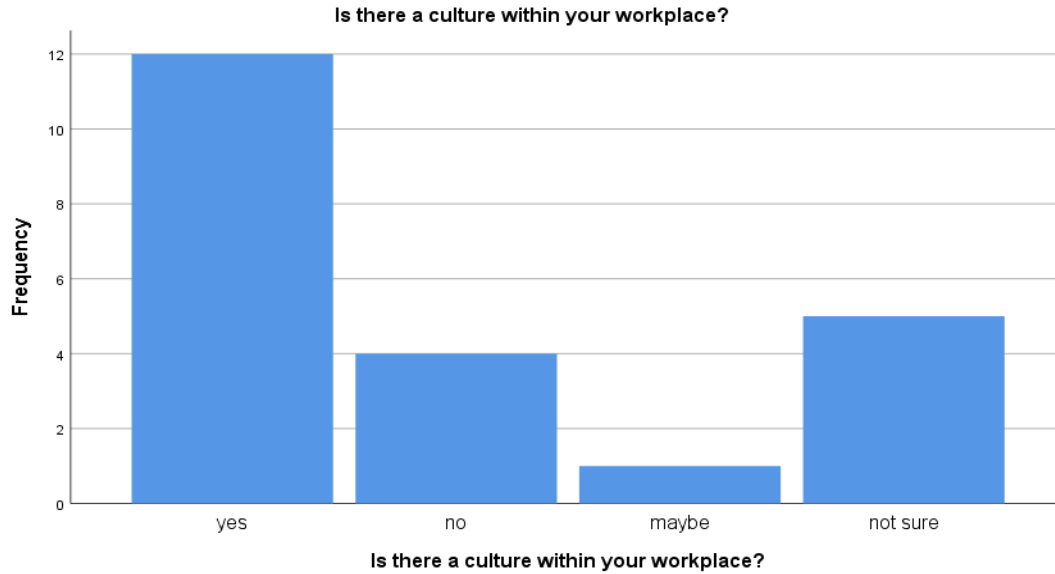
Most of the participants know a bit about organisational culture but not much, whilst other participants were split amongst other answer which proves that organisational culture is not well explained or understood to employees.

Q4) Are you currently employed?



Most of the participants are currently employed, whilst some are not and jumping in between jobs. The reason for unemployment could be because of the current pandemic closing down many businesses.

Q5) Is there culture within your workplace?



Many participants have noticed there is culture within their workplace, whilst other participant was mixed between no culture within their workplace and then weren't sure if there was. Whilst one participant thought maybe there is.

Q6) Does your workplace have values?

Does your workplace have values?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	13	59.1	59.1	59.1
	no	4	18.2	18.2	77.3
	maybe	2	9.1	9.1	86.4
	not sure	3	13.6	13.6	100.0
	Total	22	100.0	100.0	

Most participants workplaces include values, which is the second level of organisational culture. Four participants had no values in their workplace while two thought maybe, and three participants were not sure.

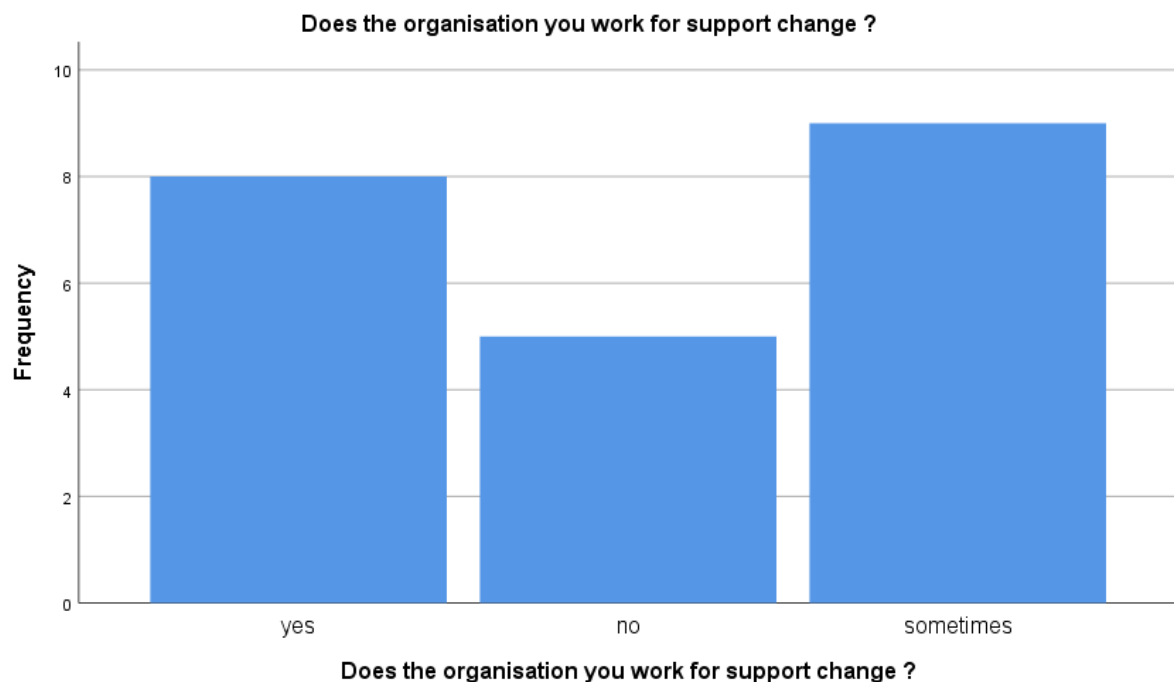
Q7) Is there open communication between employees and employers?

Is there open communication between employees and employers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	17	77.3	77.3	77.3
	no	5	22.7	22.7	100.0
	Total	22	100.0	100.0	

The data in this table proves that most participants believe there is open communication amongst them and their employers, whilst five participants said there isn't open communication between employees and employers as the five participants that had answered no were unemployed.

Q8) Does the organisation you work for support change?



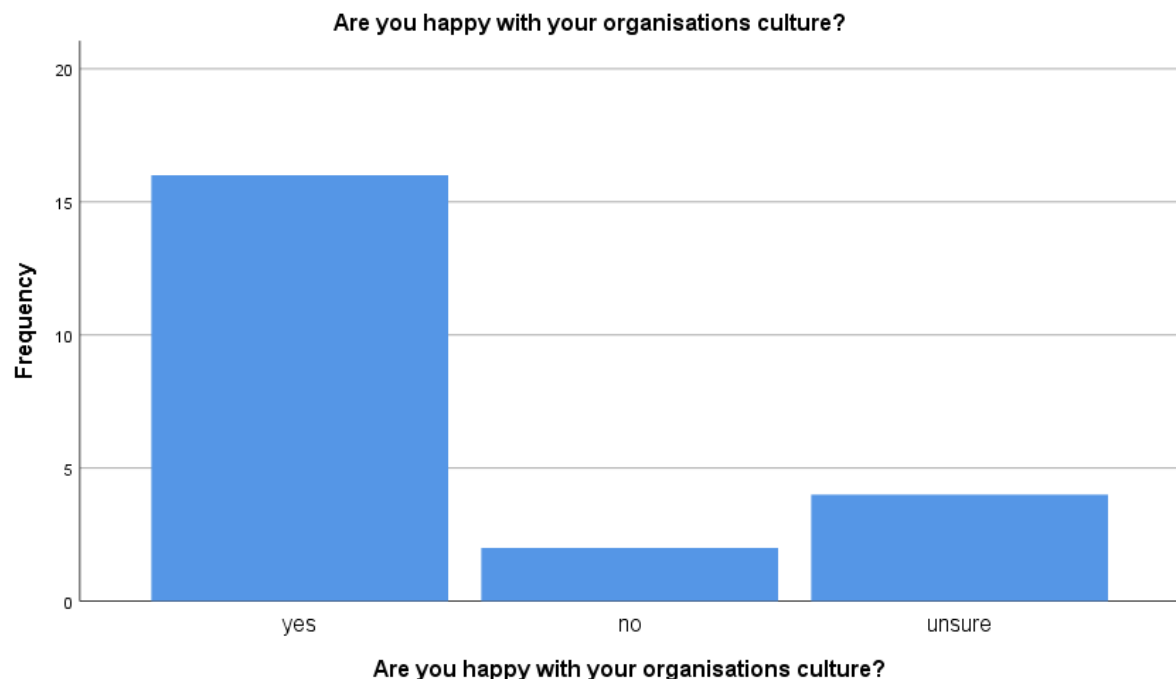
With this question participants that were not employed had obviously selected no, but otherwise what is unfortunate about the chart is that most participants had answered sometimes towards does their organisation support change. This proves that organisations are not caught up to today's methods of successful working. Although on the bright side eight participants had found that their organisation did support change.

Q9) Do you agree with your organization's goals?

Do you agree with your organisation's goals?				
		Frequency	Percent	Cumulative Percent
Valid	yes	18	81.8	81.8
	no	4	18.2	100.0
	Total	22	100.0	

The majority of participants that were employed found that they agreed with their organisations goals, which is a big positive sign that employees these days work for what they believe in.

Q10) Are you happy with your organization's culture?



Sixteen participants are happy with their organisations culture, which is a positive as this prove they are aware of organisational culture and notice it makes a big change to their work life. Two participants have said no, and four said they were unsure whether they are happy with their organisational culture.

Conclusion

To conclude, the participants that took part in the survey will now have a better understanding of Organisational Culture and the benefits that follow, the surveys might open their eyes to take on better work that has a comfortable work environment that makes them happy. Throughout this quantitative analysis it's been discovered that organisations can do much more to improve their knowledge on organisational culture and then implementing it into their managers, employees, work, and the organisation itself. Organisations need to begin dealing well with change and always keep looking forward, and also not be stuck with their old-fashioned ways that do not go with today's generation as this will decline employee satisfaction and deny any organisation from success. Organisational Culture is a way forward in the business world.

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