

Factors Influencing Employee Retention Among Generation Z Employees in the UK Hospitality Industry

- › Mariana Simona Danescu-2334224
- › Module name: Developing a Research Proposal
- › Module lead: Jaliya de Silva
- › 26/06/2026

Background and Research Aim and Research Question

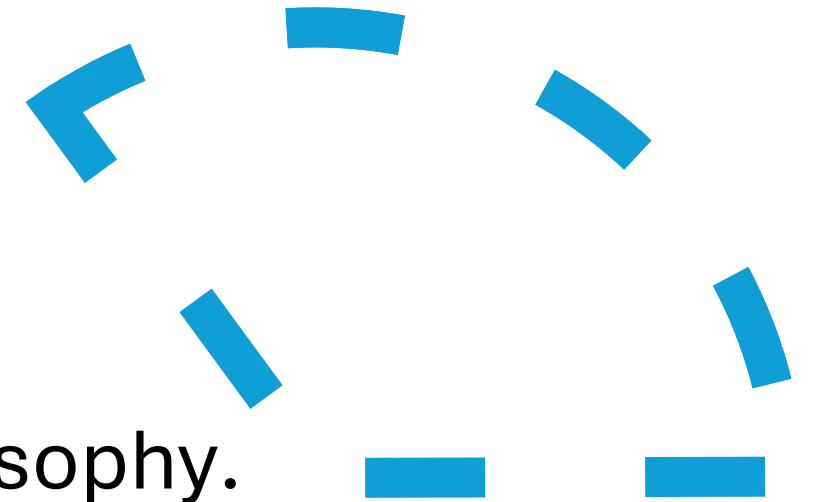
- Employee turnover remains a major challenge in the hospitality industry.
- Generation Z employees have different workplace expectations.
- Previous studies mainly focused on employees in general and quantitative methods.
- Aims to explore factors influencing employee retention among Generation Z.
- Research question: **How do Generation Z employees perceive the factors influencing employee retention in the UK hospitality industry?**

(Schroth, 2019)



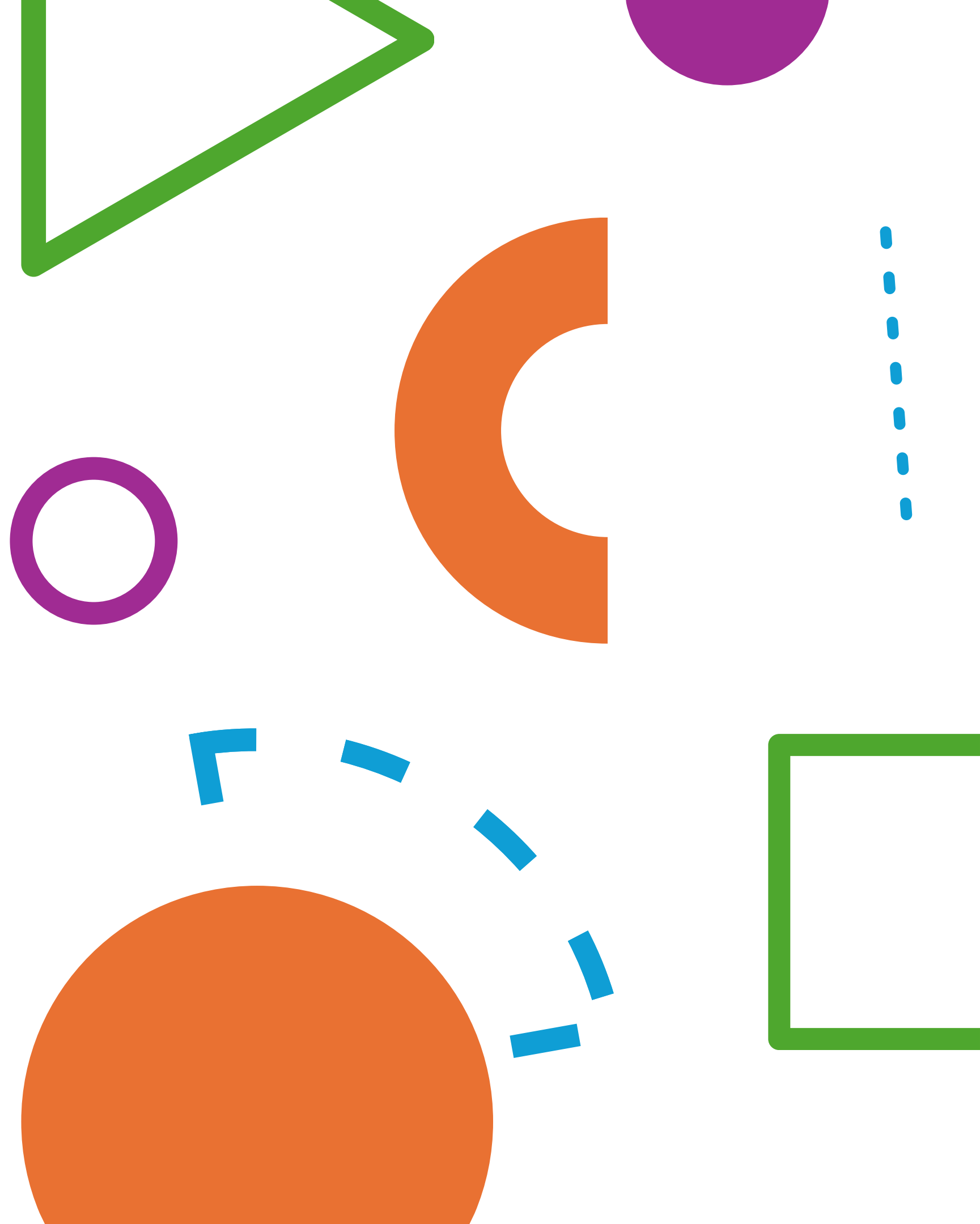
Research Design

- Qualitative research design.
 - Interpretivist research philosophy.
 - Inductive approach.
 - Focus on participants experiences and perception.
- (Creswell and Creswell, 2023)

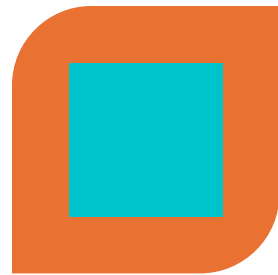


Data Collection and Sampling

- Semi-structured interviews will be used.
- Purposive sampling technique.
- Approximately 8-12 Generation Z employees.
- Final sample size depends on data saturation.
(Bryman and Bell, 2023)

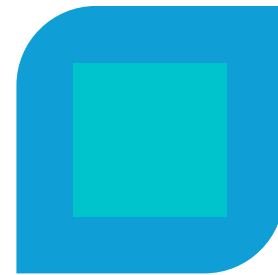
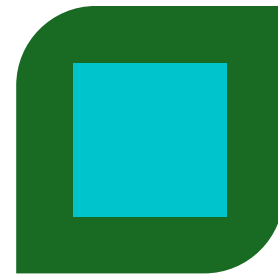


Reliability and Validity

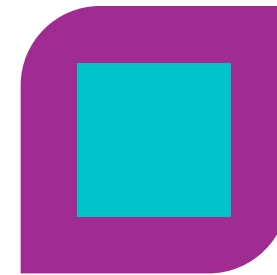


Reliability

Consistent interview questions.

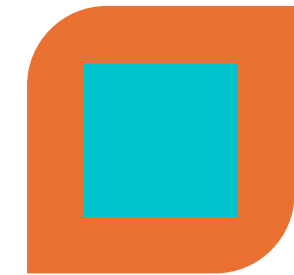
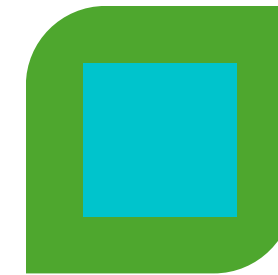


Clear research process.

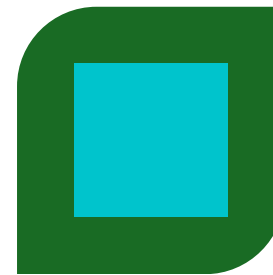


Validity

Data collected directly from participants.



Questions linked to research aim.



(Lincoln and Guba, 1985)

Ethical Considerations

- Informed consent.
- Voluntary participation.
- Right to withdraw.
- Protection from physical and psychological harm.
- Confidentiality and anonymity.
- GDPR requirements.
- University ethical guidelines.

(Saunders et al.,2023)



Limitation and Recommendation

Limitation

- Small sample size.
- Time constraints.
- Limited access to participants.

Recommendation

- Larger sample size.
- Longer research period.
- Different research methods.

(Bryman and Bell, 2023)

Conclusion

- Qualitative approach is suitable for this study.
- Semi-structured interviews provide detailed information.
- Ethical issues have been considered.
- Limitations have been acknowledged. (Lincoln and Guba, 1985)

References

Bryman, A. and Bell, E. (2023) Business Research Methods. 5th edn. Oxford: Oxford University Press.

Creswell, J.W. and Creswell, J.D. (2023) Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 6th edn. Thousand Oaks: Sage.

Lincoln, Y.S. and Guba, E.G. (1985) Naturalistic Inquiry. Beverly Hills: Sage.

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2023) Research Methods for Business Students. 9th edn. Harlow: Pearson.

Schroth, H. (2019) 'Are you ready for Gen Z in the workplace?', California Management Review, 61(3), pp. 5–18.