

LEVEL 7 ASSESSMENT SPECIFICATION

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Module:	Quantitative Research Methods		
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Lecturer:	Dr Andrew Chan	Internal Verifier:	
Assignment Title:	Project report, reflection and in-class test	Word count (or equivalent):	Project report: 3500 Reflection: 1000
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Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

University of Wales Trinity Saint David

DBA Programme

Module: SBPD 7010

Quantitative Research Methods

Assignment: Project report and reflection

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PART II REFLECTION

Introduction

The research topic on M&A is a popular topic in Corporate Management, and the employee retention is one of the critical success factors for the merged organisation. Job Satisfaction is another important topic in Organisation Behaviour. When searching for the research topic which required to apply the quantitative research method, I combined these two popular topics in the research study and try to find the relationship between them in the M&A activities. In this reflection report, I will be reflecting the learning journey that I had conducted the pilot study on the “Job satisfaction and turnover intentions after Mergers and Acquisitions: A pilot study of SMEs in Hong Kong”

Research Topic and Hypothesis

During the process of searching a research topic, I focus on my interested topic regarding M&A which I have many years M&A work experience during my career. My M&A work experience included failure and success cases. One of the reflections in the process of searching the research topic, I found that an interesting and common topic is important for the researcher.

In the literature review, there are lots of articles to analysis the management theory on employee retention and found that the job satisfaction is the major factor for employee retention. However, there is limited article for these two topics in the merged organisation after the M&A activities especially in Hong Kong. Therefore, my initial topic for the paper was “A study of job satisfaction in relation to the employee stability in the first year of the post M&A organization in Hong Kong.” After consulting with professor, I learnt that the employee stability is not measure in individual level while job satisfaction is measured individual level for quantitative research. Therefore, employee turnover retentions which is measured in individual level shall replace the employee stability. The title has changed to: Job satisfaction and turnover intentions after mergers and acquisitions: A study of SMEs in Hong Kong.

Based on the topic, I have developed the hypothesis where Turnover intention is dependent variable and Job Satisfaction is independent variable with M&A activities is the intervening variable. When

designing the pilot study, I concentrate to the 5 key components of Job satisfaction: Advancement; Co-workers; Job content; Pay; and Supervision as the 5 different hypotheses associated with turnover intentions in the event of M&A in Hong Kong SME. The target respondent of this survey will be the people with Hong Kong M&A working experience.

Questionnaire design

Based on the topic, I have used the existing JSS questionnaire (Spector, 1994) as the base for the questionnaire design. As the questionnaire is free to use for academic research, so the items of the five constructs of the Job Satisfaction are based on the JSS form. For the turnover intentions, there is only one question if the participant has any turnover intentions. In order to check the consistent of the response on turnover intentions, two counter questions with different respond direction are used. During the expert review on the questionnaire, lots of valuable advice obtained, such as - some wording change and some unnecessary questions deleted etc.

In order to have a fast turnaround time for the survey and easy for data administrations, my classmate suggested to use Google Form as the survey tool. However, this is the first time that I perform a questionnaire survey and have no experience on Google Form. I search the YouTube and find few Google Form tutorial videos which are only less than 20 min. After watch one video, I was able to build the questionnaire by using Google Form and the Questionnaire can distribute thru WhatsApp to participants. Nowadays, lots of research tools can be automated and significantly improve the research time for the researcher.

Survey experience

The research is based on the individual questionnaire response. In the pretest with couple of participants, some instructions of the questionnaire are not quite clear which will need to modify. Some of the checklist questions' choice are not completed, e.g. type of industry, an open item of "Others" was added in the choice. Some of the checklist questions were deleted in order to minimize the time to complete the questionnaire in less than 10 min.

The survey sample is based on convenient method (personal network), therefore the response rate is very high, 80% of the respondents have returned the questionnaire within 2 days. As the target participants are those have M&A work experience in Hong Kong, therefore, I send out over 40 questionnaires which is 2 times of the target sample size of 20. As a result, 21 out of the 32 respondents have M&A experience which achieve the target sample size. Otherwise, more questionnaire will need to issue.

Data analysis and Survey Result

A good prework and pretest are important to obtain a good survey result which will also significantly improve the research time. The returned survey data has no issues due to the pretest and advice from expert. Although, the data analysis is using Excel spreadsheet and other internet tool which is time consuming, the survey results look good and all Cronbach's alphas has demonstrated good reliability across all dimensions even with this small sample size. Also, the correlation coefficients of the five constructs have shown some relationship with turnover intentions with Advancement (0.741) very strongly association.

Conclusion

A lot of senior executives have work experience on the M&A activities. Therefore, data collection is easier and less explanation is required for the interviewee. Follow up questions and discussion with some of the participants are important for the further data analysis and research. New ideas and second thought of the topics for future research have developed from this pilot study.

In conclusion, I found this pilot study is a very educational experience conducting a quantitative research. I have been alerted different aspects and issues for the further research work and this study has improve my confidence for the final research thesis.

References

Spector, P.E. (1994) 'Job Satisfaction survey', Department of Psychology University of South Florida