

Methodology, Ethics, and Limitations in Research Proposal

Marta Lesiczka 2130091

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"A Critical Evaluation of How Managers Motivate Employees to Increase Productivity at Tesco" (Kumari, 2021).

- Brief overview of the research purpose: To evaluate how Tesco managers motivate employees to enhance productivity.
- Key objectives: Identify motivational strategies, assess impact, explore challenges, and provide recommendations.



Methodology: Choosing

"Research is an essential and powerful tool in leading man towards progress. Without systematic research there would have been very little progress"(Pandey,2021).



- **Mixed-Methods Approach**
 - **Quantitative Surveys:** Broad data collection for generalizability(Braun,2021).
 - **Qualitative Interviews:** In-depth insights for context and understanding.
- **Justification for Mixed-Methods**
 - Combines strengths of both quantitative and qualitative methods.
 - Provides comprehensive data coverage.



Quantitative Method: Surveys

"The survey method is used by many researchers to collect data in a short time period due to its lower costs, ability to reach masses and easy application"(Gürbüz, 2017)

Design

- Likert-scale questions for standardized responses.
- Demographic questions for diverse insights.

Distribution

- Electronic distribution via email and internal platforms for accessibility.

Advantages

- Efficient data collection from a large sample.
- Objective measurement of correlations between variables.



Qualitative Method: Semi-Structured Interviews

Design

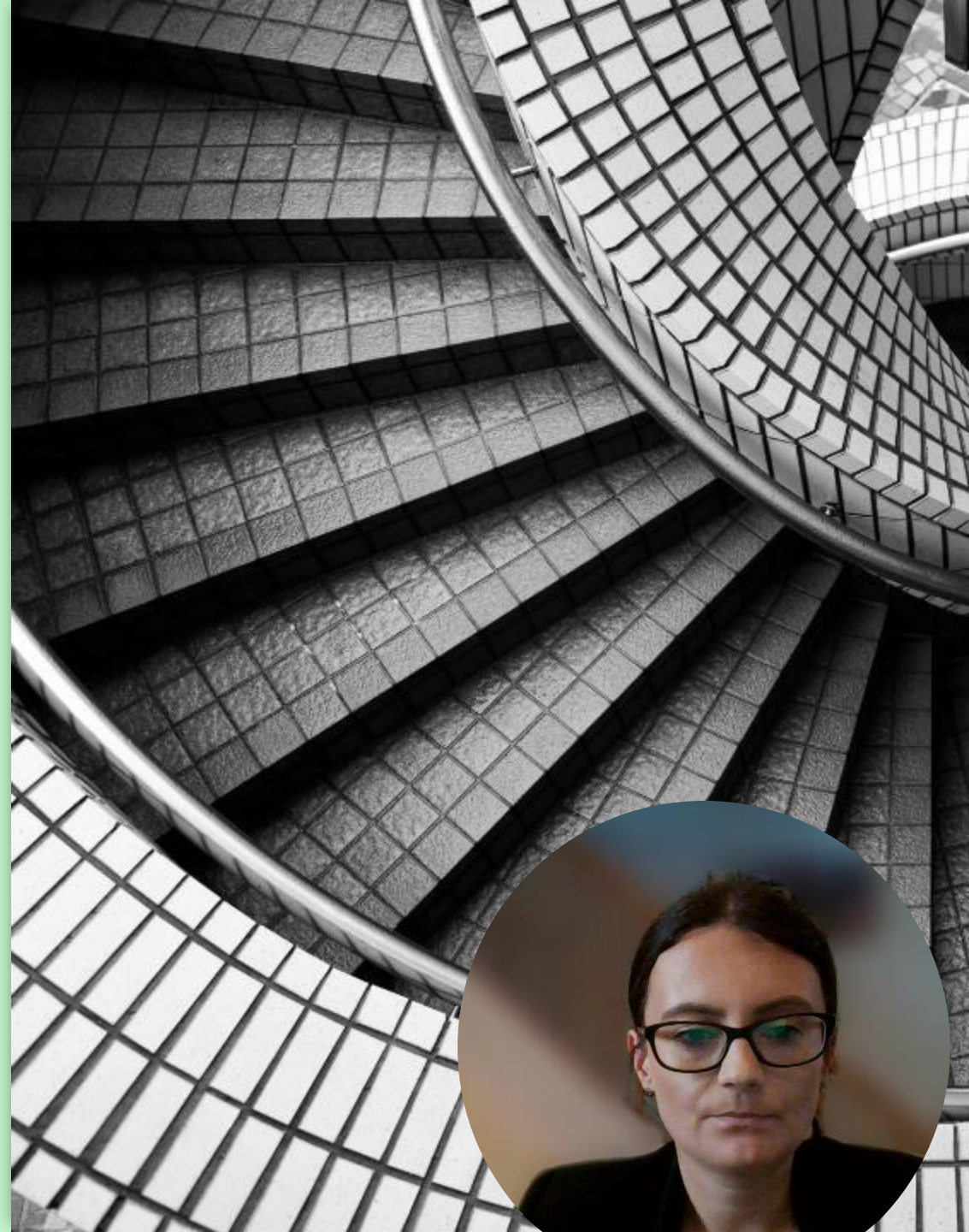
- Open-ended questions to explore personal experiences.

Sampling

- Purposive sampling to select knowledgeable participants.

Advantages

- Rich, detailed data.
- Flexibility to probe deeper into responses.



Ensuring Reliability(DeVellis,2021)

Consistency in Data Collection

Standardized procedures for surveys. Standardized Survey Questions- Standardization not only enables Interoperability and Regulatory Compliance but also provides the set of best practices(Chandra, 2021)

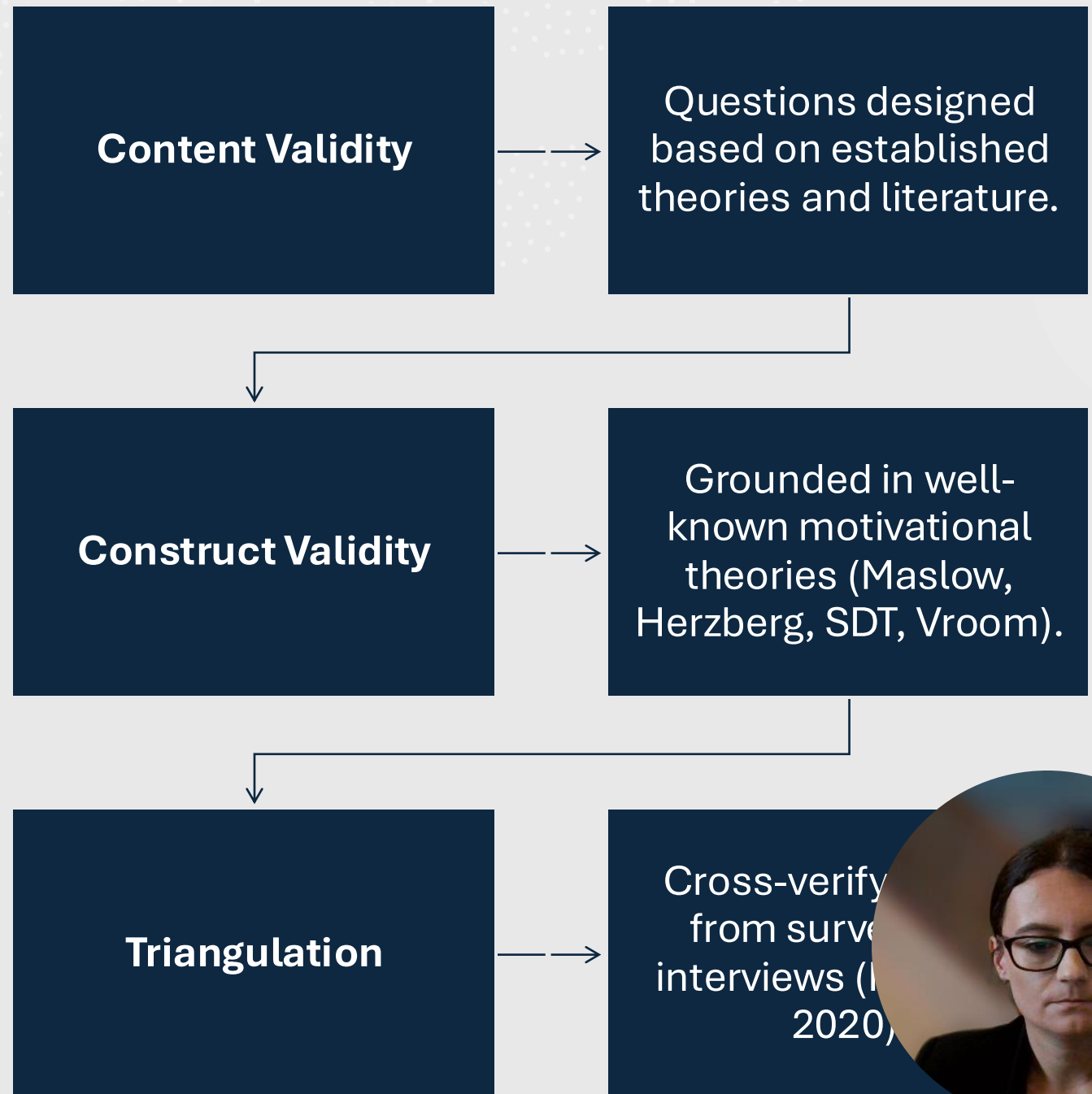
Training for interviewers to reduce bias.

Pilot Testing is a small scale, preliminary test conducted before a full-scale project or study. Its primary purpose is to evaluate the feasibility, time, cost, risk, and adverse events involved in a proposed project(Aithal,2020)

Ensures clarity and reliability of survey questions.



Ensuring Validity (Carmines, 1979)





Data Analysis

- **Quantitative Analysis**
 - Statistical techniques to identify patterns and correlations.
- **Qualitative Analysis**
 - Thematic analysis to extract common themes and insights.



Ethical Considerations

Informed Consent

- Voluntary participation with the option to withdraw(Clark, 2021).
- Clear consent forms detailing the study(APA,2017).

Confidentiality and Anonymity

- Secure data storage.
- Anonymized reporting to protect identities.





Dealing with Ethical Risks

Avoidance of Harm

- Sensitive framing of questions to minimize distress.
- Debriefing sessions post-participation.

Ethical Review

- Institutional Review Board (IRB) approval.
- Adherence to established ethical guidelines.



Limitations of Current Research (Schoch, 2020)

Sampling Limitations

- Potential bias in purposive sampling for interviews.

Time Constraints

- Limited time may affect the depth of qualitative data.

Generalizability

- Findings specific to Tesco may not apply to other organizations.



Future Recommendations (Diop,2020)

Expand Sample Size

Include more diverse roles and locations.

Longitudinal Study

Track changes in motivation and productivity over time.

Comparative Studies

Compare Tesco's strategies with those of other retail companies.



Conclusion





THANK YOU

Thank you for the time and attention of the audience. Contact details for further questions or cooperation opportunities are 2130091@student.uwtsd.ac.uk.

Justification of the slides in the links:

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Reference list

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