Natalie Berkeley-Charlotin

PSL 7030

Capella University

02/23/2020

Unit 6 Assignment 1

Qualitative Research is necessary as it is a method of observation to gather information that is non-numerical data. Some examples are description of things, concepts and definitions. In this qualitative research of EMPLOYEE ENGAGEMENT: A QUALITATIVE RESEARCH ON CRITICAL FACTORS WITHIN MALAYSIA’S SME BUSINESSESthe research design used were convergent interviewing and content analysis as a data collection. The author selected this type of design to make theoretical and managerial contributions.Convergent interviewing which is a technique used in Qualitative data collection and content analysis was used in this research. This form of interviewing combines structured and unstructured interviews and uses a systematic process to combined the information.

The sampling strategy used is the Snow-ball sampling technique. The intent of this sample is to locate sites or people to study, (Clark, Vikki L.P). The researcher’ssamples individuals based on recommendation.The research consists of top managers working in SME business. They will be selected as the key informants because they are closely involved in the implementation and monitoring of organizational performance in their respective firms, (Rashid,S 2015)

The author collected interviews from the top managers of the organization as they are the experts in the topic. The advantages of the research were to reflect employee engagement in three factors: 1. The importance of the SME and productivity, the second is leveraging the Human Resources within SME and the third is Organizational level outcomes of Employee Engagement.The disadvantages of this research were that employee engagement was just not productivity and Human Resources but of the SME’s. Employees were not motivated and there were issues with retention. The researcher may want to interview the employees and not the top management.

Ethical recruitment was conducted as the author used ethical protocol for the interviewing process.There were also two questions that could have been re-worded in the interview.

The research is credible as the author and the quality of the study is valid. I will use this research for my paper.

In conclusionthe author has conducted a well written Qualitative study to reflect the issue in the SME with employee engagement. The author concluded that Employee Engagement might be an issue at the SME because employee engagement predicts organizational level outcomes.The author went on by implying that program strategies and polices with improve Employee Engagement.

References:

Clark, V.L. P., Creswell, J. W. Understanding Research: A Consumer's Guide. [Capella].  <https://capella.vitalsource.com/#/books/9781323003060/>

Dick, B (2008) Convergent interviewing: a technique for qualitative data collection

Rashid, S. (2015). *EMPLOYEE ENGAGEMENT: A QUALITATIVE RESEARCH ON CRITICAL FACTORS WITHIN MALAYSIA’S SME BUSINESSES*.