**Research The topic for the Proposal and Relevance of the Survey.**

The research topic I want to explore the association between job satisfaction, organizational support, and employee motivation in promoting employee productivity. The research proposal revolves around workers’ productivity in companies, which form the fundamental areas in fostering growth. Furthermore, development of a business to accomplish its primary goals and objectives. In this case, the research would inform how the selected factors influence the employees’ productivity in a company providing insights into the respective corporate human resource and executive of areas/factors that the company should focus on augmenting the staff productivity and performance.

**Learning Resources**

**Required Readings**

*Asking Questions: The Definitive Guide to Questionnaire Design*

* Chapter 7, "Asking Questions That Evaluate Performance"
* Chapter 8, "Asking Psychographic Questions"

*Survey Methodology*

* Chapter 5, "Methods of Data Collection"

[Heerwegh, D., & Loosveldt (2006). An experimental study on the effects of personalization, survey length statement, progress indicators, and survey sponsor logos in web surveys.](https://search-proquest-com.ezp.waldenulibrary.org/docview/1266792607?accountid=14872" \o "An Experimental Study on the Effects of Personalization, Survey Length Statements, Progress Indicators, and Survey Sponsor Logos in Web Surveys" \t "_blank)*[Journal of Official Statistics, 22](https://search-proquest-com.ezp.waldenulibrary.org/docview/1266792607?accountid=14872" \o "An Experimental Study on the Effects of Personalization, Survey Length Statements, Progress Indicators, and Survey Sponsor Logos in Web Surveys" \t "_blank)*[(2), 191–210.](https://search-proquest-com.ezp.waldenulibrary.org/docview/1266792607?accountid=14872" \o "An Experimental Study on the Effects of Personalization, Survey Length Statements, Progress Indicators, and Survey Sponsor Logos in Web Surveys" \t "_blank)

[Porter, S. R., & Whitcomb, M. E. (2005). Non-response in student surveys: The role of demographics, engagement, and personality.](https://ezp.waldenulibrary.org/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=16003965&site=ehost-live&scope=site" \o "Non-response in student surveys: The Role of Demographics, Engagement and Personality." \t "_blank)*[Research in Higher Education, 46](https://ezp.waldenulibrary.org/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=16003965&site=ehost-live&scope=site" \o "Non-response in student surveys: The Role of Demographics, Engagement and Personality." \t "_blank)*[(2), 127–151.](https://ezp.waldenulibrary.org/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=16003965&site=ehost-live&scope=site" \o "Non-response in student surveys: The Role of Demographics, Engagement and Personality." \t "_blank)

Presser, S., & Blair, J. (1994). Survey pretesting: Do different methods produce different results? *Sociological Methodology, 24*(1), 73–104.