

Qualitative research essay sample

[Business](#), [Company](#)



Summary of the Article

The objective of the qualitative study titled “ How Employment Offering Enhances Employees’ Intentions to Recommend the Organization as an Employer? The Role of Social Identity and Communications Distinctiveness”, by Dorothee, Florence and Nathalie, was to determine the relationship between good employment offering by organizations and the likelihood of existing employees to recommend their firm to other people as an employer of choice. The study results show that if the employment offering shows favorable employment and working conditions, and the firm communicate these conditions distinctly from other organizations, employees are proud of their firm and will (Dorothee, Florence and Stinglhamber 1). This increases the likelihood of their recommending it as a preferred employer (2).

Methodology Summary

The researchers used a qualitative research design to conduct the study. Questionnaires were used for data collection. The questionnaires contained comprehensive questions with a view to answering the study issue. A random sample size of 187 employees working in a large, global company operating in the bank industry was used (1). The data collected were analyzed and conclusions drawn.

Writer’s Opinion

The qualitative design used by the researchers was appropriate to the study question. This is because questionnaires enable the respondents to provide first hand information without the researchers’ interference. Data so collected is also easy to analyze. However, the sample size used by the

researchers could have been larger. This would make it easy to generalize the findings and implications. Nevertheless, the findings are of important implications in the field. The data analysis and presentation is also plausibly clear, making it easy for readers to understand the methodology and conclusions. All in all, although the qualitative study would have been better with a larger sample size, the research article provides useful insights on the topic under study and significantly contributes to the field of business management.

Works Cited

Dorothee, Hann, Florence, Stinghamber and Nathalie, Delobbe. “ How Employment Offering Enhances Employees’ Intentions to Recommend the Organization as an Employer? The Role of Social Identity and Communications Distinctiveness”. *Business and Management Research* 2. 2 (2013): 1-12. Web.