**Introduction**

**Context and implications**

The industry’s big tech companies set the standards for digital products and services. As consumers, we look for quality performances from their services and products. In order to ensure that the company releases quality products, it would be in their best interest to offer and pay fair and competitive wages to their employees. Being one of the more invested direct stakeholders in tech salaries, the tech companies would benefit more greatly.The company's investment into an employee's salary could impact the company by leading to increased employee motivation, productivity and retention.This also helps with finding new talent. The best marketing for companies would be the testimony of current employees.Wages that are unfair and not as competitive could negatively impact the company with decreased employee morale, motivation and high turnover.Employees are stakeholders because their salaries play an important role in their livelihood. With fair wages, employees have an increased sense of financial security which in turns motivates employees to strive to be the best at their career and even to further their career.

Indirect stakeholders of tech salaries I would say are the consumers and the families of the company and the employees. The consumer is an indirect stakeholder because we would get products or services with greater quality. Families are indirectly affected because it determines their livelihoods as well. From parents being more present and being able to give their families what they need. Having to live abundantly and not merely surviving

**Measurement**

In this research, the relationship between base salary and key factors such as location, education, and years of experience will be measured using linear regression, a statistical method that helps quantify how these independent variables influence salary. Base salary refers to an individual's initial salary, excluding benefits, stock options, paid time off (PTO), or other forms of compensation. The key variables are conceptualized as follows: location is the geographic region in which the individual works, which may affect salary due to factors like cost of living or local demand for certain skills; education refers to the number of years of formal education beyond high school, including undergraduate and graduate studies, with more years of education typically correlating to higher salaries; and years of experience reflects how many years an individual has worked in a specific field, with more experience often resulting in higher wages due to accumulated expertise. To operationalize these variables, location could be measured categorically by region or city, education can be operationalized by counting the number of years of post-secondary schooling, and years of experience will be measured by the total years an individual has worked in the specific field relevant to the job. Linear regression will be used to analyze how changes in these variables are associated with variations in base salary, providing insight into their individual impacts.