

Peer review

Topic: Influence of organisation's growth on employee motivation

1. Summary:

The proposal talks about a highly debatable topic that is organizational growth connected with employee motivation. The debatable was used as there are several companies that believe that employee motivation is connected with organizational performance while some companies tend to exploit their employees to get the best out of them. This proposed research work aims to identify influence or organizational growth on employee motivation with particular focus on Marks and Spencer, one of the leading retailers around the world.

2. General limitations and strengths of the proposed research:

However, from the beginning this research aim can be criticized as organizational growth cannot influence employee motivation unless employees are cared properly. The concept is impact of employee motivation on organizational growth. If an organization is growing without caring intrinsic and extrinsic needs of its employees, then employees cannot be motivated and employee turnover should be high in those companies such as the case of Wal-Mart. However, there is a connection between employee motivation and organizational growth and this research intends to find the same which is commendable.

3. Strengths and limitations of the proposed research:

Besides, this proposed research tends to follow inductive research approach that is followed only when new theories or concepts are born. On this topic, several research works are done and those research works have proved that there is a positive connection between employee motivation and organizational performance. Therefore, there is no need to create new theories or concepts and thus; following deductive research approach or positivism research philosophy is enough.

Besides, this research states that it will follow mixed data collection approach without mentioning the numbers of interviews that will be conducted. Sample size of 30 is too low to collect accurate data as sample size must be bigger while collecting quantitative data. On the

other hand, this research proposal does not state issues or problems that the researcher will face while collecting primary data as due to COVID-19 it would be tough to conduct face-to-face interviews and thus this research will highly depend on collection of secondary data.

4. Overall quality of the report:

Overall, this proposal is well written in terms of use of grammar and words however, the topic selected is not new and connection between employee motivation and organizational performance is proved again and again through several previous research works. I strongly believe this research will not cultivate new theories or concepts.