1. **Data Collection Method**:
   * Data was collected through semi-structured interviews and structured surveys.
   * Qualitative data was collected through interviews with retail employees and managers.
   * Quantitative data was collected through structured surveys distributed to retail employees.
2. **Type of Strategies**:
   * The study used primary data collection strategies. Primary data was collected directly from participants through interviews and surveys.
3. **Sites or Sources Used**:
   * The study made use of online survey platforms, such as Google Forms, for quantitative data collection.
   * Social media platforms, including LinkedIn and Facebook, were used to facilitate participant recruitment and survey dissemination.
4. **Why You Chose This Topic as Your Final Project**:

I chose this topic as my final project for a combination of personal interest and a recognition of its broader significance. Personally, I've always been intrigued by the dynamic nature of the retail sector and the pivotal role that employee engagement plays in its success. As a student aspiring to a career in business management, I see the retail sector as a fascinating and challenging environment that offers unique insights into organizational dynamics.

Additionally, the choice of this topic aligns with my academic interests and career goals. I believe that understanding the interplay between employee engagement and organizational performance is not only intellectually stimulating but also highly relevant in today's business landscape. This research topic reflects the real-world challenges faced by retail organizations in a competitive and customer-centric industry.

Furthermore, I was drawn to this research by the existing gaps in empirical evidence. While anecdotal evidence often highlights the positive impact of employee engagement, the specific strategies and mechanisms that underlie this impact remain underexplored. This presents an opportunity to contribute to the existing body of knowledge in the field of business studies and provide practical insights to retail organizations. I'm excited to investigate this area and offer actionable recommendations that can help businesses optimize their performance through strategic engagement practices.