The Research Proposal

A company with work sites in five different countries has sent you data on employee satisfaction rates for workers in Human Resources and workers in Information Technology. Most HR workers are concentrated in three of the countries, while IT workers are equally distributed across worksites. The company requests a report on satisfaction for each job type. You calculate average job satisfaction for HR and for IT and present the report

**The problem**

How can job satisfaction in HR and IT improve? Studies show that employee satisfaction leads to better job performance. It is good business practice to ensure you have a satisfied work force.

**The potential solution**

Implement new employee programs specifically designed based upon feedback by region and job type. Involving employee in informing specific contexts of their work environment will improve employee satisfaction in all regions and fields.

**The method of testing the solution**

Create surveys that measure employee satisfaction *and* ask employees how the company could improve their job satisfaction. One general survey will be given to all IT and HR employees. Another survey will be tailored for country, region and specific job type. The variables of interest are employee satisfaction rate and suggestions for improvement. We will conduct two rounds of surveys. First round of surveys – pilot programs based on employee suggestions – Second round of surveys. This is an A/B experiment where we can compare job satisfaction before and after the changes are implemented. Additionally, we can compare general sentiments to specific sentiments about job satisfaction.

We will compute the employee satisfaction rate in general and by sub-groups such as gender, income bracket, region, etc. before and after changes are implemented and compare the results.

If employee satisfaction increases we can conclude that employee feedback helped increase employee satisfaction. If employee satisfaction rises in some countries and declines in others begin qualitative investigations such as interviews. If employee satisfaction declines overall create a new method of inquiry to assess satisfaction.