RESEARCH METHODOLOGY

Research Area

The Employee Attitude and Behavior linkages to job performance and satisfaction.

Research Design

A research can be carried out in many ways by using various research design methods, I aim to do a quantitative research by administering a questionnaire model to analyse the exhibited attitude and Behavior and a given situation which leads to job satisfaction and performance.

Population and Sample

The study carried out with different years of experience between 3-12 years in IT service industry. The 200 randomly selected sample from the various IT organization in Bangalore.

Source of Data - Instrumentation

This research questionnaire contain few major classification on the Employee Attitude, behavior and performance in IT organization. The Questionnaire will cover the factor influencing the employee Attitude and behavior on their performance around 75-100.

The purpose of the research to find the causes for the Employee attitude and behavior by using the hypothesis of various factors.

Methods of collecting data
Primary Data

- Individual Questionnaire
- Online survey
- Structured Interview for the senior persons
- Observation
- Case study

Secondary data

Published reports, articles
Articles
Published book and text material
Data published on organization website.
WORK PLAN

The research will have following chapters:

Chapter I  Introduction

Chapter II  Literature Review
   a. Definition of Attitude
   b. Definition of Behavior
   c. Theories on Attitude and Behavior

Chapter III  Research Methodology

Chapter IV  Research Analysis

Chapter V  Research Findings

Chapter VI  Conclusions