

Sara works in a renowned FMCG company as an HR manager where she handles recruitment, selection of employees, and other HR functions. Her major area is training and development of employees where she develops training modules and conducts training sessions. Sara is also doing her MS in HRM and she is up to start her research project however she has completed her course work successfully. Her supervisor has asked her to do research work which carries significance. After thinking rigorously she has decided to work on effectiveness of training program. An intensive literature review has enabled her to define the concept “effectiveness”.

At beginning, in order to describe and explore the effects of training program on employees, Sara thought to collect data from different organizations which conduct training for its employees to examine impact of training.

After discussing with supervisor, he guided her to take data from her own organization to deeply examine the impact of training on employees. Sara found it something easy and worthy.

She specially designed a training session on presentation skills to check the effectiveness of this training program among employees. She selected a sample and took data before training session and after training session. She developed a structured questionnaire to measure the effectiveness of training session – knowledge, skills and understanding of employees. Sara also observed **how** effectively employees practiced learning throughout the session and kept a record.

1. Which type(s) of research strategy is/are employed in this case? Support your answer with logic.

Type of Research Implied:

The implied research is Descriptive in nature.

Reasons:

- Miss Sara is Trying to presents a picture of the specific details of a situation or
- relationship.
- The major purpose of descriptive research, as the term implies, is to describe
- characteristics of a population or phenomenon.
- Descriptive research seeks to determine the answers to who, what, when, where, and how questions.
- As the Descriptive study offers to the researcher a profile or description of relevant aspects of the phenomena which in this case is the Effectiveness of the Training program on the employees.
- A great deal of social research is descriptive. Descriptive researchers use most data –gathering techniques – surveys, field research, and content analysis as used by Miss Sara for her research.

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