

APPENDIX 3

CONSISTENCY MATRIX.

SUB PROBLEM 1	PROPOSITION 1	SUPPORTING LITERATURE	DATA COLLECTION	METHOD OF ANALYSIS
SUB PROBLEM 1 Compare the factors that promote employee engagement in South Africa and compare the factors that promote employee engagement	PROPOSITION 1 Factors that will emerge as important in the promotion of employee engagement are: ○ Drivers of engagement ○ Measurement and benchmarks ○ Stakeholder's involvement and relationships ○ Communication ○ Business strategy ○ Work and home life support ○ Organisation's reputation and branding	Supporting Literature The Gallup Organisation's Employee Engagement survey (2003) Thorten (2005) Cropley (2005) Micah (2003) Kee (2003) Ayers (2005) Seligman and Csikszentmihalyi (2005) Bashinsky (2004) Robinson, Haley and Lee (2005) Bowman (2004) Wellins, Berthal and Phelps (2005) Wyatt (2003) Krakoff (2004) Thomas and MacDiarmid (2004) Dutton (2003) Masarech (2004) Kowalski (2004) West (2000) Bates (2003)	DATA COLLECTION Section 2 and 3 in the questionnaire	METHOD OF ANALYSIS Descriptive Statistics; frequencies and ranking of factors
			Section 2 and 3 in the questionnaire	Descriptive Statistics; frequencies and ranking of factors

SUB PROBLEM 3	PROPOSITION 3	SUPPORTING LITERATURE	DATA COLLECTION	METHOD OF ANALYSIS
Consolidate best practices for employee engagement	The set of factors that emerge as being important in promoting employee engagement will differ across industries and companies studied.	Gratton (2000) Cameron (2005) Cameron, Dutton and Quinn (2005) Cameron and Quinn (2005) Crabtree (2003) Melcrum (2005) Robinson, Hartley and Lee (2005) ISR (2003) Masarech (2004) Robinson, Perryman and Hayden (2004) Towers Perrin report (2003)	Section 2 and 3 of the questionnaire	