

Chapter Three: Research Methodology

3.1 Introduction

This chapter presents the research methodology adopted to investigate the impact of Electronic Human Resource Management (E-HRM) on employee performance in private companies in Riyadh. It outlines the operational definitions of the research variables, the research design, the population and sampling procedures, the data collection method, the types of data used, and the statistical analysis procedures applied to test the research hypotheses.

3.2 Operational Definitions for Research Variables

Electronic Human Resource Management (E-HRM)

E-HRM is operationally defined as the use of electronic and web-based technologies to support and automate human resource management activities, including recruitment, training, communication, and performance appraisal. In this study, E-HRM is measured through four dimensions: electronic recruitment, electronic training, electronic communication, and electronic performance appraisal.

Employee Performance

Employee performance is operationally defined as the extent to which employees accomplish their assigned tasks and responsibilities effectively and efficiently. In this study, employee performance is measured through four dimensions: productivity, quality of work, efficiency, and commitment.

3.3 Research Design (Research Onion)

This study adopts the Research Onion framework developed by Saunders, Lewis, and Thornhill to guide the overall research design.

Research Philosophy: Positivism, since the study relies on measurable and objective data collected through a structured questionnaire.

Research Approach: Deductive approach, as the study tests pre-defined hypotheses derived from existing theory and literature.

Research Strategy: Survey strategy, using a structured questionnaire as the main data collection tool.

Research Choice: Mono-method quantitative design.

Time Horizon: Cross-sectional, as data is collected at a single point in time.

Techniques and Procedures: Statistical analysis using SPSS, including descriptive statistics, reliability testing, correlation, and regression analysis.

3.4 Research Population & Sampling Methods and Technique

Research Population: The population of this study consists of employees working in private companies in Riyadh, Saudi Arabia.

Sampling Method: A simple random sampling technique is used to ensure that every member of the population has an equal chance of being selected, thereby enhancing the generalizability of the findings.

Sample Size: The study targets a sample of approximately 150 to 200 employees from private companies operating in Riyadh, in line with common practice for survey-based quantitative research of this scope.

3.5 Data Collection Method

Data is collected through a structured, self-administered questionnaire distributed electronically to employees of private companies in Riyadh. The questionnaire is designed based on previously validated scales from the literature and is divided into three sections: demographic information, E-HRM dimensions, and employee performance dimensions. Responses are recorded using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.6 Types of Data

Primary Data: Collected directly from employees through the questionnaire designed specifically for this study.

Secondary Data: Obtained from academic journals, books, previous studies, and online databases to build the theoretical and literature foundation of the research.

3.7 Statistical Analysis Procedures

The collected data is analyzed using the Statistical Package for the Social Sciences (SPSS). The following statistical procedures are applied:

1. Descriptive statistics (frequencies, percentages, means, and standard deviations) to describe the sample profile and research variables.
2. Reliability analysis using Cronbach's Alpha coefficient to assess the internal consistency of the questionnaire items.
3. Validity testing to ensure that the questionnaire accurately measures the intended constructs.
4. Pearson correlation analysis to examine the relationship between E-HRM and employee performance.
5. Simple linear regression analysis to test the research hypotheses and determine the impact of E-HRM on employee performance.

3.8 Conclusion

This chapter outlined the methodological framework adopted in this study, including the research design, population and sampling procedures, data collection method, and statistical analysis techniques. The next chapter presents the statistical analysis and discusses the findings derived from the collected data.