

Data Collection Process

Recruiting participants is the first step in collecting data, and this will be executed through User Interviews, which is a site that allows researchers to recruit qualified participants. Targeted participants will be HR professionals with a minimum of three years of retention management experience and a focus on retention of millennials. User Interviews allow for purposeful sampling, as contacts will be filtered based on experience in the field, which is in line with the focus of this study on strategies for millennial retention. User Interviews will initiate the process of obtaining informed consent, whereby an outline of the study, participants' rights in terms of voluntary participation, and anonymity will be explained to the participants in order for them to be aware of the ethical components (O' Sullivan et al. 2021) of this step. This bias is in concordance with Generic Qualitative Inquiry (GQI) and the Interpretivist philosophy, which emphasizes the rights of the individuals who will be participants in the study. Informed consent will be evidence that participants will be aware of their participation in the study, which will promote a positive ethical atmosphere for the collection of data.

Once the research participants provide informed consent, semi-structured interviews will be carried out in User Interviews. The semi-structured interview style provides for a certain degree of flexibility in that there will be some questions prepared in advance that will act as a guide for the interview. However, the interviewers will be invited as speakers and are encouraged to delve more into their unique experiences and thoughts. Also, the style of interviewing aligns best with the Generic Qualitative Inquiry (GQI) approach, whose goal is to capture in as much finer detail as the participants can provide (Tariq, 2025). This would help to explain the sample's motivation, attitudes, and the hurdles that the participants would face in answering questions that would help Human Resource (HR) professionals to provide ways to retain millennials. The

interviews will revolve around the participants' experiences (or their perceptions) and the various ways in which they are (or can) engage their employees, the various ways in which they can (or do) retain employees, and the degree to which their (or the) HR strategies align with the demands of millennials. The participants will provide their consent to be recorded for the purpose of data accuracy. The semi-structured design also meets the requirements of the Interpretivist paradigm as it permits the participants to explain their thoughts in their own manner, which preserves the richness of their data.

When the interviews are complete, the audio recordings will be transcribed word for word in a verbatim transcript to include all details of the participants' responses. Then, the data will be analyzed using thematic analysis. Thematic analysis is appropriate to apply with different coded themes from the transcripts being analyzed, which will focus on themes such as career development, work-life balance, and recognition of HR strategies regarding the retention of millennials. Thematic analysis aligns with the Generic Qualitative Inquiry (GQI) methodology, as it focuses on understanding how participants make meaning of their experiences of the phenomena (Qaissi, 2024). The transcriptions with coded data will be analyzed for indications that the research questions were adequately approached through semi-structured interviews, as well as to see if themes emerged during the analysis of the transcripts. This will allow the researcher to help understand how HR practitioners view designing and implementing strategies, then reflect upon their own experiences, and consider them within a context of culture(s) in their organization, and the challenges experienced with the millennial workforce. All data will remain confidential as an anonymized report will be made of the findings, and research ethics will be upheld throughout the analysis process.

Ethical Considerations

This study will ensure privacy, confidentiality, and data protection when handling participant data. All participant data, including interview responses, will be devoid of any identifying details, and such data will be kept in a secure space. Identification of participants will be kept confidential as there will be no mention of the names or details of the organizations of the participants in any of the research outputs (Pascale et al., 2022). The study will also comply with data protection regulations, including the storage of audio files and their corresponding transcripts in secure, encrypted digital files that will only be available to the research team. The above protocols are also aligned with federal requirements, including the Health Insurance Portability and Accountability Act (HIPAA), and the regulations of the university, especially the guidelines, which are centered on the protection of sensitive and personal data. The data will also be kept in encrypted files, which will be stored in a safe and approved server of the university, which will restrict unauthorized individuals from accessing the data. These measures have also been put in place to meet university's guidelines on participants' data protection, and as a result, participants' data will be kept confidential throughout the study.

Besides the risks associated with maintaining privacy, confidentiality, and the security of data, potential ethical issues could relate to the discomfort of the participants that may arise around the discussions of sensitive issues, such as perceived ineffective retention strategies or failures with regard to HR practices. HR professionals may be reluctant to share their thoughts as they may see this as a risk to their careers or the reputation of the company. To avoid this, participants will be given categorical assurances that data, as they have given it and as they will be grouped, will be treated with the strictest confidentiality and anonymity. They will also be told that they have the right to withdraw from the study at their own discretion, and at any point, without any due sanctions. Another issue is that of bias, particularly the desire of participants to

provide feedback that is perceived to be supportive of their organization and that is provided as a practice in the organization. To mitigate this, the study will stress unbiased feedback. This unbiased feedback will also be obtained through member checking, which will be justified in participants having the right of access to their data in the study for their review (Motulsky, 2021). These supportive statements, together with those derived from university's ethical guidelines, have to be supported by the APA Ethical Principles to ensure that the research will be conducted with due ethical care and that the risks will be as minimal as possible.

Data Analysis Plan

The study's data will be processed using thematic analysis aligned best with the qualitative methodology. According to Jowsey et al. (2021), thematic analysis entails the process of transcription and coding of interviews to uncover and analyze patterns and themes aligned to the research questions. The first step of the process will be to generate codes using data from the interviews. These codes of data will be categorized and aligned according to response themes of motivation, retention strategies, and HR practices for millennials. These codes will be assigned to and organized under main themes that capture the essence of the fundamental questions posed to HR professionals. Thematic analysis fits with the Generic Qualitative Inquiry (GQI) methodology, which focuses primarily on how people construct meaning with respect to their experiences, and in this instance, HR strategies. This allows for the data to be processed in a structured way from which a great understanding will be drawn on how HR practitioners conceptualized and triangulated on the issue of retention of millennial employees. This will further allow the study to respond to the main questions in the research.

After coding, the themes will be improved and verified through an examination of their frequencies and meanings. This allows the researchers to focus their analysis on the most

relevant themes. When all themes have been considered and improved, the findings will be compiled into a narrative that describes a complete picture of the HR approaches to employee retention perceived to be the most effective for millennial employees. To assist visualization of some important findings, tables and graphs will be displayed. For example, a table may display the retention strategies in order of frequency, and a graph may display a correlation between HR practices and their retention rates. Visual displays will enhance clarity and increase the ability to draw from the findings (Divecha, Tullu & Karande, 202). In addition, establishing this method of presentation with thematic analysis and the qualitative approach to this study aligns with the study of employee retention and provides a clear and organized view of the research findings.

This study's sample size will consist of 12-15 HR professionals. This range is acceptable for qualitative research focused on achieving data saturation. The sample size will ensure various perspectives are attained while remaining manageable for comprehensive analysis. Once interviews are completed, the interview responses will be analyzed for patterns and themes. Data saturation will be established for this study when no new themes emerge from interviews. This assures that subjects' data represent the perspectives of HR professionals on retaining millennial employees fully. The study's data collection process and data analysis process are iterative and follow the assumptions of the Generic Qualitative Inquiry (GQI) methodology. This establishes assurance that data collected and analyzed is in accordance with the experiences of HR professionals feasibly and responsively. The process of data processing, along with methodology and sample size, all provide the appropriate steps to ensure the research questions will be sufficiently answered in a complete manner, to the extent that relevant HR strategies for retaining millennial employees will be gathered.

References

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