THE UTILITY OF Q-METHODOLOGY IN HUMAN RESOURCE MANAGEMENT RESEARCH

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ABSTRACT

Ever since Q methodology was introduced, it has been put to extensive use by researchers of social science. Through this methodology it is possible to obtain the subjective meaning of the statements presented to the respondents. Q methodology is ideal for the exploration of characteristics like tastes, preferences, sentiments, motives and goals, etc. The sorting of the statements according to a normal distribution has the advantage of forcing the participants to contemplate them in a thoughtful manner. The peculiarity of the methodology is that by correlating people, the Q factor analysis gives information about similarities and differences in viewpoint on a particular subject. The present study attempts to analyze the utility of Q methodology in human resource management research. The researcher arrives at a conclusion that the methodology is highly appropriate for the conduct of HRM research.

KEYWORDS: HRM Research, Q methodology