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# Research Strategy

The study intends to examine South Asian women's employment experiences in the UK while highlighting the difficulties they encounter. Starting with a set of theoretical hypotheses that will be put to the test using the main technique of data collection—surveys—the deductive approach will be used. This method enables a planned and methodical inquiry, guaranteeing that the study's conclusions are based on previously accepted ideas and expertise (Maarouf, 2019). Data will be gathered from a varied group of South Asian women working in different industries throughout the UK at a specific moment in time as part of the research approach, which will employ a cross-sectional time horizon of observations (Cenoz & Gorter, 2020). This will make it possible to detect common themes and patterns in their experiences (Maarouf, 2019). Surveys will be used to gather data, and their design will be informed by pertinent literature and hypotheses on the difficulties minority women in the workforce experience. For the purpose of gathering both quantitative and qualitative data, the surveys will contain both closed-ended and open-ended questions. Open-ended questions provide participants the freedom to comment on their experiences in their own terms whereas closed-ended questions will yield quantifiable result (Cenoz & Gorter, 2020). The South Asian women who are employed in the UK will be the target demographic. To guarantee appropriate representation of all age groups, educational backgrounds, and sectors, a purposeful sample technique will be used (Bjerknes, 2022). To increase the sample size, participants will be contacted through a variety of methods, including social media platforms, workplaces, and community organisations (Bjerknes, 2022).

# Research Philosophy

The positivist paradigm will serve as the foundation for the study (Maarouf, 2019). According to this paradigm, generalizable patterns and causal correlations may be found using empirical data by using the deductive process (Khanna, 2019). Positivism makes the assumption that there is an objective reality that can be investigated via methodical observation and measurement and that exists independently of the researcher (Junjie & Yingxin, 2022). According to ontology (realism), this study believes that South Asian women's experiences in the UK workforce are shaped by an external reality (Kourti, 2021). Their difficulties and problems are impacted by society institutions, cultural norms, and workplace dynamics rather than being just subjective perceptions. Regarding epidemiology, this study intends to explore these phenomena on a larger scale and develop conclusions from a representative sample (Khanna, 2019; Al-Ababneh, 2020). It acknowledges the prevalence of problems experienced by South Asian women in the labour. It will concentrate on issues including work-life balance, workplace discrimination, possibilities for professional growth, and cultural hurdles in an effort to shed light on the general wellbeing and difficulties this group faces. This study will be able to collect empirical data through surveys from a cross-sectional observation of South Asian women in the UK workforce by using a deductive research technique with a positivist worldview (Coleman, 2019). The study will concentrate on comprehending the difficulties people encounter, recognising the outside world that shapes their experiences, and offering insightful recommendations to help organisations and governments develop more inclusive workplaces (Kourti, 2021).

# Research Approach (Deductive)

Deductive research methodology was used for this study, which entails putting particular hypotheses based on ideas or literature to the test (Casula, Rangarajan & Shields, 2021). This method fits in well with the broader research plan, which intends to use surveys in a cross-sectional time frame of observations to study the difficulties South Asian women in the UK workforce encounter (Casula, Rangarajan & Shields, 2021). The research is anchored in existing ideas and knowledge about the difficulties faced by minority women in the workforce thanks to the deductive method. This study will have a defined direction and precise research questions to solve by beginning with a set of theoretical hypotheses, improving the rigour and focus of the research (Casula, Rangarajan & Shields, 2021). The investigation can identify generalizable patterns and correlations between variables using a logical approach. The findings may be extrapolated beyond the immediate context by gathering data from a varied sample of South Asian women across other industries, giving insights into the larger issues encountered by this group in the UK workforce. The main data gathering process uses questionnaires to guarantee that the information obtained is organised and standardised. Closed-ended inquiries offer quantifiable information that may be statistically analysed, improving the accuracy of the conclusions. Additionally, the open-ended questions let respondents offer rich qualitative information, giving the quantitative results more context and depth (Boonmavichit & Boossabong, 2022). The objective and empirical aspect of the positivist paradigm is complemented by the deductive method (Boonmavichit & Boossabong, 2022).

The study aims to identify objective patterns and causal links connected to the difficulties confronted by presuming an objective world and using systematic observation and measurement (Boonmavichit & Boossabong, 2022). The study aims to identify objective patterns and causal links connected to the difficulties experienced by South Asian women in the UK workforce by assuming an objective reality and using systematic observation and measurement (Sujana et al., 2019). The ontological perspective of the study acknowledges the external reality that defines these women's experiences and aims to comprehend how social institutions and workplace dynamics affect these women's challenges (Sujana et al., 2019). The deductive method works well with observations' cross-sectional temporal horizons. It makes the study process more time-efficient and manageable by enabling data to be collected from the target population all at once. Additionally, using this strategy makes it simpler to compile a bigger sample, improving the study's representativeness and boosting the statistical power of the research (Sujana et al., 2019).

For a number of reasons, the deductive (quantitative) method is crucial for this study on the difficulties South Asian women encounter in the UK labour market. First off, it enables the gathering of measurable data through surveys, allowing for statistical analysis and numerical quantification of the common challenges faced by this group (Baydere, Ayas & Çalik, 2020). Additionally, the deductive approach's hypothesis-driven nature enables researchers to examine certain theoretical assumptions about minority women in the workforce, which improves the study's focus and objectivity (Baydere, Ayas & Çalik, 2020). Quantitative data are also easier to generalise since statistical analysis can reveal patterns and trends that apply to a larger group of South Asian women in the UK (Bai, Hew & Huang, 2020). Additionally, the cross-sectional time horizon of observations and the effectiveness of data collection through surveys correlate well, enabling data to be collected from a variety of samples at a single time point. The impartiality of quantitative analysis further guarantees credible and trustworthy results, which are essential for guiding evidence-based decision-making and policy creation to successfully address the issues encountered by South Asian women in the UK workforce (Bai, Hew & Huang, 2020).

# Sampling (Purposive)

Purposive sampling is the best sampling technique in this situation. A non-probabilistic sampling approach called "purposeful sampling" involves the deliberate selection of participants according to predetermined standards that are pertinent to the study's goals (Iliyasu & Etikan, 2021). The purpose of the study is to look at the difficulties South Asian women in the UK workplace experience. By explicitly selecting this demographic, researchers may ensure that the sample contains people who have some connection to the research issue. Purposive sampling makes sure that the participants' characteristics closely match the research emphasis as the study aims to get insights into the experiences of this particular group (Iliyasu & Etikan, 2021). Although probabilistic sampling techniques strive for a random representation of the population, South Asian women may make up a tiny and scattered portion of the workforce in the UK. Probability sampling may not provide adequate representation of the target population in such circumstances.

Contrarily, using purposeful sampling enables researchers to produce a sample that is varied and representative by deliberately choosing people from a range of age groups, educational levels, and occupations (Bhardwaj, 2019). By selecting participants with a variety of relevant experiences, purposeful sampling makes it possible to gain a deeper knowledge of the difficulties South Asian women in the UK workforce confront. The research can capture a wide and nuanced spectrum of opinions, giving depth to the findings, by purposefully choosing people who have experienced particular workplace impediments or cultural problems (Bhardwaj, 2019). This study's deductive research methodology focuses on evaluating certain hypotheses obtained from existing ideas and literature. This strategy fits well with the use of purposeful sampling because it allows researchers to choose participants who most accurately reflect the context of the hypothesis. This guarantees that the data obtained are pertinent to the study's goals (Bhardwaj, 2019).

# Data Collection Method

Surveys will be the main technique of gathering data for this study. Surveys are good way to collect quantitative and qualitative information from a wide range of participants, allowing for a thorough investigation of the difficulties South Asian women in the UK workforce confront (Creswell & Hirose, 2019). The survey will be meticulously planned to fulfil the study goals and test the particular hypotheses developed based on the body of literature and ideas already in existence (Creswell & Hirose, 2019).

Design of the Questionnaire: The survey's questionnaire will be composed of both closed- and open-ended items (Ferrario & Stantcheva, 2022). Likert scales or multiple-choice formats will be used in closed-ended questions to collect quantitative information on a variety of participant's experiences in the workforce. These inquiries will touch on issues including work-life balance, workplace discrimination, and chances for job progression. Closed-ended inquiries make it simpler to quantify the data and do statistical analysis (Ferrario & Stantcheva, 2022). In order to gather qualitative data, the survey will also include open-ended questions. Participants are encouraged to build on their experiences by answering these questions, which will provide them in-depth knowledge of the particular difficulties they confront and how they view the dynamics at work. Understanding the subtleties and complexity of the problems faced by South Asian women in the UK employment will depend heavily on the open-ended replies (Ferrario & Stantcheva, 2022).

# Data Collection Procedure

To make participation more convenient, the survey will be made available online. In addition to an invitation to take the survey, participants will also get a brief description of the study's goals and the voluntary nature of their participation. All participants will be asked for their informed consent before beginning the questionnaire. Reminders will be delivered at the right intervals to promote participation and guarantee a representative sample in order to increase response rates. The duration of the data collection will be stated, and it will end on the date set.

# Data Analysis

In order to get insightful understanding of the difficulties experienced by South Asian women in the UK labour force, the collected data will be subjected to a thorough and methodical examination. For closed-ended questions, a quantitative analysis will be conducted, and for open-ended ones, a thematic analysis.

* Quantitative Analysis: Descriptive statistics, which entail computing frequencies, percentages, means, and standard deviations, will be applied to the quantitative data derived from the closed-ended questions. This study will give a summary of the participants' comments and point out the problems that South Asian women in the workforce face most frequently. Inferential tests will be used in addition to descriptive statistics to derive inferences from the research sample and generalise the results to the greater population of South Asian women in the UK workforce. Inferential tests, such as chi-square tests or t-tests, will be used to examine relationships between variables, such as the impact of cultural barriers on career advancement or work-life balance disparities among different age groups.
* Thematic Analysis: To thoroughly examine the participants' experiences, the qualitative data gathered from open-ended questions will be subjected to theme analysis (Braun & Clarke, 2019). Data familiarisation, the creation of preliminary codes, the search for themes, the evaluation of themes, the definition and labelling of themes, and ultimately the creation of the report are all processes in this analysis (Braun & Clarke, 2019). The researchers will immerse themselves in the data during data familiarisation to have a complete comprehension of the participants' narratives. Following that, initial codes will be allocated to data segments to reveal patterns and recurrent concepts. The initial codes will then be arranged into conceivable topics that depict the many difficulties and hindrances encountered by South Asian women in the workplace (Braun & Clarke, 2019).

In order to make sure the themes truly reflect the participants' experiences, the researchers will look for similarities and differences among the themes that have been discovered (Palinkas, Mendon &Hamilton, 2019).Themes will be reviewed and refined through discussions and peer reviews to enhance the credibility of the analysis. The researchers will regularly cross-check the themes against the original data while maintaining a clear audit trail to assure the validity and reliability of the thematic analysis (Palinkas, Mendon &Hamilton, 2019). The most important topics will be highlighted in the final report, which will also include quotes from the participants' comments. This will provide readers a comprehensive and detailed picture of the difficulties South Asian women in the UK workforce experience (Palinkas, Mendon &Hamilton, 2019). The data analysis approach will provide a thorough and complete assessment of the issues faced by South Asian women in the workforce by combining quantitative analysis to uncover trends and patterns and thematic analysis to dive into participants' experiences. These observations can help inform evidence-based suggestions for encouraging workplace inclusion and developing a welcoming atmosphere for this group in the UK.

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