

MAKERERE UNIVERSITY

POSITIVE EMOTIONS, RESPECTFUL ENGAGEMENT, HIGH QUALITY

CONNECTIONS, AND BUSINESS SUCCESS

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Abstract

This research aimed at examining the relationship between positive emotions, respectful engagement, high quality connections, and business success. This thesis employed a qualitative design so as to describe in details the study variables and answer the questions from the personal experiences of the respondents. Responses were sought from small and medium business owners established in Kampala business Centre, an Area with the highest business activity in Uganda. The researcher used purposive and snowballing sampling. The data was mainly collected through the use of semi-structured interviews and the data analysis mainly contained three linked sub-processes; data reduction, data display, and conclusion drawing/verification. Data reduction involved developing a contact summary for each interview, coding & finding themes and patterns in the data. The data was displayed using events matrices, causal effect matrices, vignettes and other arrays of data that allowed the research to analyze in a condensed form the full data set and literally see what was in that data. Drawing and verifying conclusions involved interpreting the displayed data. The findings of the study brought insights on the influence of positive emotions, respectful engagement, and high quality connections on business success. The small and medium business owners/entrepreneurs demonstrated that positive emotions, respectful engagement enabled high quality connections which paved way for business success.