



Nadia Cauchi | Dr Rose Falzon | Institute of Community Services

## Research Question

How can the integration of mindfulness practices within a beauty salon and spa contribute to the business and its overall effectiveness?

## General Research Approach

- This qualitative research employs Constructivist Grounded Theory (ConGT) following Charmaz's (2000, 2006) framework and also incorporates Strauss and Corbin's (1990) 'conditional matrix.'
- This approach emphasises the collaboration between the researcher and participants as co-constructors of knowledge and recognises the interpretive nature of the analysis. Meanwhile, the meticulous coding process ensures a rigorous and systematic grounded theory, serving as a robust analytical tool.

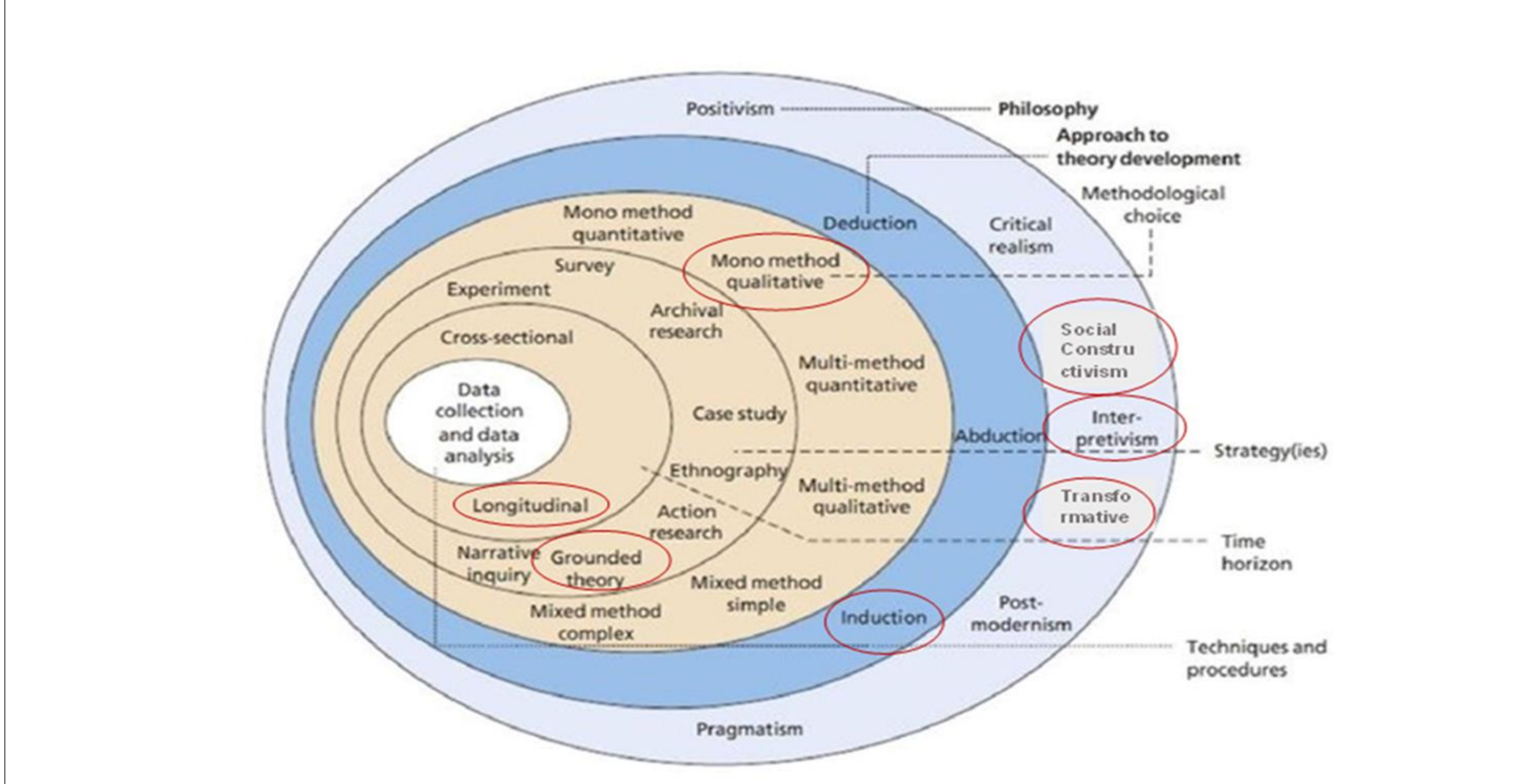
## Research Project Overview

Studies show that companies implementing mindfulness practices tend to observe enhanced emotional intelligence, reduced stress levels, and decreased absenteeism among employees (Hall, 2015). Furthermore, mindfulness in organisations is believed to boost client satisfaction and loyalty, ultimately contributing to stakeholder satisfaction (Sheth et al., 2011). Thus, this study focuses on exploring and understanding the potential applicability of mindfulness within the beauty industry and its impact on business.

## Research Objective/s

- The research objectives of this study is to:**
- To implement mindfulness training within beauty therapy education and to provide mindfulness workshops to the beauty therapy community.
  - Generate mindfulness awareness within the beauty therapy community and the general public
  - Develop mindful salons and spas which in turn can positively influence the wellbeing of their clients and employees.

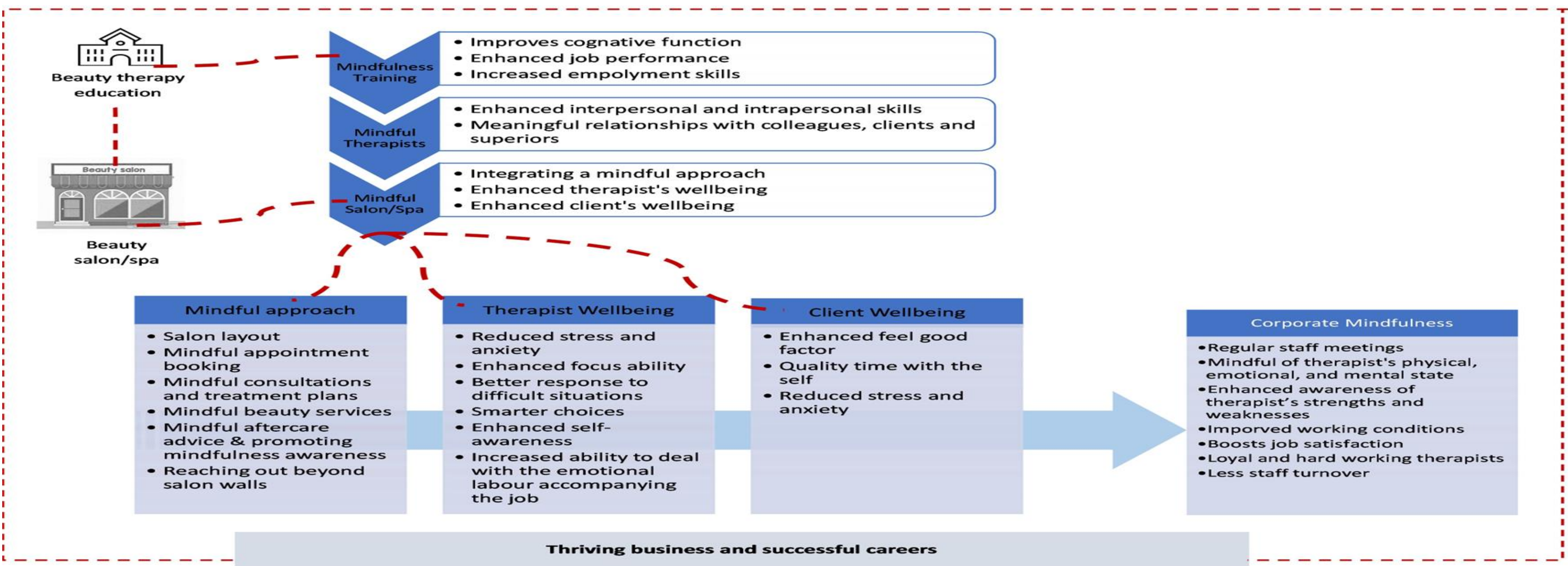
## Research Methodology



## Research Propositions or Key Findings

- For successful implementation of corporate mindfulness within the beauty salon and spa one needs to:
- Including mindfulness training within the beauty therapy curriculum and provide mindfulness education to the beauty therapy community.
  - Mindfulness in the salon branches out in three directions:
    - The mindful approach
    - Mindfulness of the therapist self-care
    - Mindfulness for the client's wellbeing
  - The above can potentially contribute to a thriving business

## Key Figures & Visuals



- **The above illustrates the potential applicability of mindfulness within the beauty salon and spa and its impact on the business. Furthermore, it also shows the trajectory required to implement and achieve corporate mindfulness within local and international beauty salons and spas.**

## Key References

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- Saunders, M., Lewis, P., & Thornhill, A. 2007 'Research Methods for Business Students', (6th ed.) London: Pearson.
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