

UNDERSTANDING BUSINESS RESEARCH PART 1

Understanding Business Research Terms and Concepts: Part 1 - Free download as Word Doc (.doc / .docx), PDF File (.pdf), Text File (.txt) or read online for free.

Nowadays, with the advancement in technology, such a research has become even more simple and accessible to everyone. Supply chain risk is about any threat of interruption in the order of workings of the supply chain. Such a research, enables the researcher to put this data to good use and hence understand the customers intent, his path and improve any parts of the website depending on the responses, which in turn would lead to satisfied customers and hence, higher revenues and market share. It is an innovative approach to collect direct feedback from your website visitor using surveys. It sounded so global and dry. Quantitative research methods Quantitative research methods are research methods that deal with numbers. Manipulation of one variable is possible to get desired results as well. The analysis has to be extended because they have two different target markets Puerto Rico and an international market which have different variations local, internet customers and the big corporations. Such a method enables a researcher with a larger sample than the interview or a case study while taking advantage of conversational communication. It is very economical and a lot of information can be gathered using such a research. There are various types of qualitative research methods such as interviews, focus groups, ethnographic research, content analysis, case study research that are widely used. It is usually a small set of group which is selected keeping in mind, the parameters for their target market audience to discuss a particular product or service. In such a research, in-depth information can be gathered from the subjects depending on their responses. Research workers differently described the factors contributing to job satisfaction and job dissatisfaction. The study used the quantitative research approach to produce statistical results of the workflow and productivity of the machines Catherine, With advancement in technology, now surveys can be sent online through email or social media. Conclusion The quantitative and qualitative research approaches can be beneficial or disadvantageous to a research study. Hence, the sales person will first search for a decision maker from the company, investigate what department he is from and understand what the target company is looking for and what are they into. This form of research is typically cheaper or less costly Cooper, Will they succeed in their new venture? Survey research Survey research is one of the most widely used methods to gather data especially for conducting business research. Causal-Comparative research Causal-Comparative research is a method based on comparison. In the emergency room two different types of sutures permanent and non permanent sutures are used as well as glue for lacerations. It was seen that certain colors like red or yellow increase hunger.