The challenge of conducting a quantitative business research: Analysis of issues with survey design, sampling, validity, and reliability

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Abstract:

The aim of this literature research article was to provide insight into the challenges that quantitative researchers face and to analyze the specific issues with surveys. Several studies have been synthesized and analyzed. Building upon the current knowledge of the field, this article highlighted some specific areas of concern, including sampling, validity, and reliability. While survey research is a method of choice among quantitative scholars and practitioners, the rigor with which it is conducted within the business community remains a topic of interest. This article indicates a direction to future research.

Keywords: Business Research, Quantitative Methodology, Survey Design, Sampling, Validity, Reliability

1. Introduction

Businesses across the world collect information to gain deep insight about market trends, competitors, consumer behaviors, potential opportunity for growth, and any kind of threats that could inhibit their performance. Therefore, survey research has become a growing field with 20,000 job openings in the United States alone and an estimated growth rate of 24% over the next decade, according to the Bureau of Labor Statistics, U.S. Department of Labor (2012).

As the demand for business research continues to grow, surveys have been extremely popular among quantitative researchers and the design of choice to investigate several issues, particularly in marketing and customer behavior. Besides, a survey design involves collecting data from a representative sample with the intent to generalize the findings to a larger population (Barlett, Kotrlik, & Higgins, 2001). In addition, several researchers argued that survey design is both economical and capable of yielding a quick turnaround in the data collection process (Couper & Miller 2008; Frippiat & Marquis, 2010). However, this process is not always conducted with the same rigor in business as compared with the academia.

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Table of Contents Sample Apa Quantitative Research Paper

1. Understanding the eBook Sample Apa Quantitative Research Paper
    - The Rise of Digital Reading Sample Apa Quantitative Research Paper
    - Advantages of eBooks Over Traditional Books
2. Identifying Sample Apa Quantitative Research Paper
    - Exploring Different Genres
    - Considering Fiction vs. Non-Fiction
    - Determining Your Reading Goals
3. Choosing the Right eBook Platform
    - Popular eBook Platforms
    - Features to Look for in an Sample Apa Quantitative Research Paper
    - User-Friendly Interface
4. Exploring eBook Recommendations from Sample Apa Quantitative Research Paper
    - Personalized Recommendations
    - Sample Apa Quantitative Research Paper User Reviews and Ratings
    - Sample Apa Quantitative Research Paper and Bestseller Lists

5. Accessing Sample Apa Quantitative Research Paper Free and Paid eBooks
    - Sample Apa Quantitative Research Paper Public Domain eBooks
    - Sample Apa Quantitative Research Paper eBook Subscription Services
    - Sample Apa Quantitative Research Paper Budget-Friendly Options
6. Navigating Sample Apa Quantitative Research Paper eBook Formats
    - ePub, PDF, MOBI, and More
    - Sample Apa Quantitative Research Paper Compatibility with Devices
    - Sample Apa Quantitative Research Paper Enhanced eBook Features
7. Enhancing Your Reading Experience
    - Adjustable Fonts and Text Sizes of Sample Apa Quantitative Research Paper
    - Highlighting and Note-Taking Sample Apa Quantitative Research Paper
    - Interactive Elements Sample Apa Quantitative Research Paper
8. Staying Engaged with Sample Apa Quantitative Research Paper
    - Joining Online Reading Communities
    - Participating in Virtual Book Clubs
    - Following Authors and Publishers Sample Apa Quantitative Research Paper
9. Balancing eBooks and Physical Books Sample Apa Quantitative Research Paper
    - Benefits of a Digital Library
    - Creating a Diverse Reading Collection Sample Apa Quantitative Research Paper
10. Overcoming Reading Challenges
    - Dealing with Digital Eye Strain
    - Minimizing Distractions
    - Managing Screen Time
11. Cultivating a Reading Routine Sample Apa Quantitative Research Paper
    - Setting Reading Goals Sample Apa Quantitative Research Paper
    - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Sample Apa Quantitative Research Paper
    - Fact-Checking eBook Content of Sample Apa Quantitative Research Paper
    - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends
    - Integration of Multimedia Elements
    - Interactive and Gamified eBooks

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