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Qualtrics became the first employee management platform measuring employee experiences through key metrics powered by predictive intelligence. Researchers often use Qualtrics as a survey tool and combine it with SPSS to analyze their survey data on employee experiences and many other types of survey data.

Qualtrics - Wikipedia

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E-Business - Applications and Global Acceptance is a collection of well-written papers that employ empirical and theoretical/conceptual approaches to highlight insights on the global acceptance of electronic business (e-business) and other useful applications and conceptualizations in the area. As our knowledge of the e-business phenomenon continues to mature and evolve, it is pertinent that new insights and information be made available. This edited book is published against such a backdrop. In essence, this book seeks to provide value to both e-business researchers and practitioners, with information sourced from differing regions of the world. The diversity in the sources of insights is welcome and this edited book covers a wide range of interesting, topical, and timely issues dealing with the acceptance of e-business applications or systems, business processes integration and management, the extension of e-business concepts to not-for-profit (nonprofit) organizations, and the construction of a service innovation model. Without a doubt, this book will be a comprehensive reference point for knowledge seekers who want to understand emerging conceptualizations, processes, and behaviors in the e-business domain.

No aspect of business, public, or private lives in developed economies can be discussed today without acknowledging the role of information and communication technologies (ICT). A shortage of studies still exists, however, on how ICTs can help developing economies. Leveraging Developing Economies with the Use of Information Technology: Trends and Tools moves toward filling the gap in research on ICT and developing nations, bringing these countries one step closer to advancement through technology. This essential publication will bring together ideas, views, and perspectives helpful to government officials, business professionals, and other individuals worldwide as they consider the use of ICT for socio-economic progress in the developing world.

"This book provides a comprehensive collection of research on current technological developments and organizational perspectives on the scale of small and medium enterprises"--Provided by publisher.

A comprehensive survey research book that incorporates survey design, implementation, data management, and data analysis, this text is based in sociological research and contains extensive examples throughout. This book examines the uniqueness of each research topic and the fact that when doing such research, there is a need to make decisions about the many unique situations while trying to answer the research question. Each chapter is framed by addressing the decisions that need to be made depending on the various challenges that may arise as the survey study is developed.

Marketing Research 4th Asia-Pacific edition continues to equip students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model that is constantly reinforced throughout the text. Using a raft of contemporary local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques. To reflect emerging industry practices, each stage of research reporting is detailed, as well as a range of presentation methodologies. This edition of Marketing Research continues to integrate Qualtrics, a robust and easy-to-use online survey tool that provides students with a platform for designing, distributing and evaluating survey results, to strengthen its 'learning by doing' approach. For analysing data, the text covers both SPSS and EXCEL outputs. This text is indispensable for students studying marketing research in any business or marketing course.

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not

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only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field, and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

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