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The research followed positivist research philosophy and quantitative descriptive cross-sectional study design to explicate the relationship between small business owner's attitude, social ...

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Uma Sekaran is Professor Emerita of Management, Southern Illinois University at Carbondale (SIUC), Illinois. Dr Roger Bougie lectures in Marketing and Business Research Methods at the Department of Marketing at Tilburg University, The Netherlands. Chapter

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Utilizing a variety of research methods can give the startup or the established business a well-rounded look at their endeavours. In this article, we will look at five research methods many businesses use - Data collection or analysis, surveys, interview and focus group sessions, website traffic data, case studies- and evaluate their suitability for your business.

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Business research methods include many ways of gathering information about an industry, its competition or the opportunities

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available that are relevant to conducting research. Some methods include scouring the internet, collecting data at the library, interviewing customers, running surveys and focus groups.

Research Methods for Business and Management

Regarded as one of the more common business research methods, a survey allows you to gather vast amounts of data in a very short space of time and at a comparatively low cost. A quantitative survey should always be used over a qualitative survey when you need to identify a numerical output that helps to answer your research question.

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