

Business Research Methods 8th Edition Zikmund Babin

If you are craving such a referred **Business Research Methods 8th Edition Zikmund Babin** books that will present you worth, get the agreed best seller from us currently from several preferred authors. If you want to droll books, lots of novels, tale, jokes, and more fictions collections are also launched, from best seller to one of the most current released.

You may not be perplexed to enjoy all book collections Business Research Methods 8th Edition Zikmund Babin that we will unconditionally offer. It is not going on for the costs. Its not quite what you obsession currently. This Business Research Methods 8th Edition Zikmund Babin, as one of the most vigorous sellers here will completely be in the course of the best options to review.

Marketing Research William G. Zikmund 2007

ITJEMAST 11(2) 2020 International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies publishes a wide spectrum of research and technical articles as well as reviews, experiments, experiences, modelings, simulations, designs, and innovations from engineering, sciences, life sciences, and related disciplines as well as interdisciplinary/cross-disciplinary/multidisciplinary subjects. Original work is required. Article submitted must not be under consideration of other publishers for publications.

Effective Marketing William G. Zikmund 2002 With consolidated coverage of the principles of marketing, *Effective Marketing* stands out for its ease of reading and useful presentation of the marketplace as a dynamic interplay of relationships. Mirroring the features of the comprehensive text, this edition appeals to instructors who seek a concise, strategic focus with integrated coverage of technology. Thorough treatment of e-commerce, emerging markets, new technologies, and hot marketing trends is provided. Concepts and topics are carefully discussed to helping readers adapt to and strategically plan for changes in the marketing environment.

ICLSSEE 2021 Meida Rachmawati 2021-05-05 This book contains the proceedings of the The International Conference on Law, Social Science, Economics, and Education (ICLSSEE 2021). Where held on 6 Maret 2021 in Salatiga, Central Java. This conference was held in collaboration Nusantara Training and Research (NTR) with Borobudur University Jakarta and the Research and Development Agency of the Ministry of Home Affairs. The papers from these conferences collected in a proceedings book entitled: Proceedings of The International Conference on Law, Social Science, Economics, and Education (ICLSSEE 2021). The presentation of such conference covering multi disciplines will contribute a lot of inspiring inputs and new knowledge on current trending about: Law, Social Science, Economics, and Education. Thus, this will contribute to the next young generation researches to produce innovative research findings. Hopefully that the scientific attitude and skills through research will promote the development of knowledge generated through research from various scholars in various regions Finally, we would like to express greatest thankful to all colleagues in the steering committee for cooperation in administering and arranging the conference. Hopefully these seminar and conference will be continued in the coming years with many more insight articles from inspiring research. We would also like to thank the invited speakers for their invaluable contribution and for sharing their vision in their talks. We hope to meet you again for the next conference of ICLSSEE.

Business Research Methods William G. Zikmund 2009 This best-selling text continues in its eighth edition to provide the most current and comprehensive coverage of business research. Its student-friendly design contains numerous examples illustrating real-world research in management, marketing, finance, accounting, and other business areas. BUSINESS RESEARCH METHODS, 8E, International Edition is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies.

Business Research Methods A South-asian Perspective William G. Zikmund 2013

CB4 Barry Babin 2012-02-07 Created through a student-tested, faculty-approved review process with more than 250 learners and instructors, CB4 offers a visually appealing, succinct printed approach with tear-out review cards and online CourseMate study tools and interactive eBook. The CB4 book and learning resources are all offered at a value-based price with a unique approach that's proven to increase retention and strengthen learning outcomes. CB4 streamlines an engaging introduction to the core concepts and applications of contemporary consumer behavior as it is practiced today with the latest consumer behavior statistics,

examples and trends. This magazine-style book emphasizes how the recent recession, green marketing, and natural disasters all impact contemporary consumer behavior. CB4's captivating approach promises to bring the most recent consumer behavior information to life in a presentation focused on the needs of today's learner. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Marketing Research Steve D'Alessandro 2020-06-18 Marketing Research, 5e equips 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 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. 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. Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools cengage.com.au/mindtap

The Essentials of Business Research Methods Joe F. Hair Jr. 2015-08-14 Increasingly, managers must make decisions based on almost unlimited information. How can they navigate and organize this vast amount of data? *Essentials of Business Research Methods* provides research techniques for people who aren't data analysts. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make clear business decisions. They include critical topics, such as the increasing role of online research, ethical issues, data mining, customer relationship management, and how to conduct information-gathering activities more effectively in a rapidly changing business environment. This is the only text that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive, and much easier to understand than in other texts. The book features a realistic continuing case throughout that enables students to see how business research information is used in the real world. It includes applied research examples in all chapters, as well as ethical dilemma mini cases, and exercises.

Applied Multivariate Statistical Concepts Debbie L. Hahs-Vaughn 2016-12-01 More comprehensive than other texts, this new book covers the classic and cutting edge multivariate techniques used in today's research. Ideal for courses on multivariate statistics/analysis/design, advanced statistics or quantitative techniques taught in psychology, education, sociology, and business, the book also appeals to researchers with no training in multivariate methods. Through clear writing and engaging pedagogy and examples using real data, Hahs-Vaughn walks students through the most used methods to learn why and how to apply each technique. A conceptual approach with a higher than usual text-to-formula ratio helps reader's master key concepts so they can implement and interpret results generated by today's sophisticated software. Annotated screenshots from SPSS and other packages are integrated throughout. Designed for course flexibility, after the first 4 chapters, instructors can use chapters in any sequence or combination to fit the needs of their students. Each chapter includes a 'mathematical snapshot' that highlights the technical components of each procedure, so only the most crucial equations are included. Highlights include: -Outlines, key concepts, and vignettes related to key concepts preview what's to come in each chapter -Examples using real data from education, psychology, and other social sciences illustrate key concepts -Extensive coverage of assumptions including tables, the effects of their violation, and how to test for each technique -Conceptual, computational, and interpretative

problems mirror the real-world problems students encounter in their studies and careers -A focus on data screening and power analysis with attention on the special needs of each particular method -Instructions for using SPSS via screenshots and annotated output along with HLM, Mplus, LISREL, and G*Power where appropriate, to demonstrate how to interpret results -Templates for writing research questions and APA-style write-ups of results which serve as models -Propensity score analysis chapter that demonstrates the use of this increasingly popular technique -A review of matrix algebra for those who want an introduction (prerequisites include an introduction to factorial ANOVA, ANCOVA, and simple linear regression, but knowledge of matrix algebra is not assumed) -

www.routledge.com/9780415842365 provides the text's datasets preformatted for use in SPSS and other statistical packages for readers, as well as answers to all chapter problems, Power Points, and test items for instructors

Enacting Research Methods in Information Systems: Volume 3 Leslie P. Willcocks 2016-05-20 This edited three volume edition brings together significant papers previously published in the Journal of Information Technology (JIT) over its 30 year publication history. The three volumes of Enacting Research Methods in Information Systems celebrate the methodological pluralism used to advance our understanding of information technology's role in the world today. In addition to quantitative methods from the positivist tradition, JIT also values methodological articles from critical research perspectives, interpretive traditions, historical perspectives, grounded theory, and action research and design science approaches. Volume 1 covers Critical Research, Grounded Theory, and Historical Approaches. Volume 2 deals with Interpretive Approaches and also explores Action Research. Volume 3 focuses on Design Science Approaches and discusses Alternative Approaches including Semiotics Research, Complexity Theory and Gender in IS Research. The Journal of Information Technology (JIT) was started in 1986 by Professors Frank Land and Igor Aleksander with the aim of bringing technology and management together and bridging the 'great divide' between the two disciplines. The Journal was created with the vision of making the impact of complex interactions and developments in technology more accessible to a wider audience. Retaining this initial focus, the JIT has gone on to extend into new and innovative areas of research such as the launch of JITTC in 2010. A high impact journal, JIT shall continue to publish leading trends based on significant research in the field.

CB7 Barry J. Babin 2015-01-12 4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

International Marketing Rakesh Mohan Joshi 2014-10-16 The second edition of International Marketing serves as a textbook for an introductory course on international marketing.

A Concise Guide to Market Research Marko Sarstedt 2014-07-29 This accessible, practice-oriented and compact text provides a hands-on introduction to market research. Using the market research process as a framework, it explains how to collect and describe data and presents the most important and frequently used quantitative analysis techniques, such as ANOVA, regression analysis, factor analysis and cluster analysis. The book describes the theoretical choices a market researcher has to make with regard to each technique, discusses how these are converted into actions in IBM SPSS version 22 and how to interpret the output. Each chapter concludes with a case study that illustrates the process using real-world data. A comprehensive Web appendix includes additional analysis techniques, datasets, video files and case studies. Tags in the text allow readers to quickly access Web content with their mobile device. The new edition features: Stronger emphasis on the gathering and analysis of secondary data (e.g., internet and social networking data) New material on data description (e.g., outlier detection and missing value analysis) Improved use of educational elements such as learning objectives, keywords, self-assessment tests, case studies, and much more Streamlined and simplified coverage of the data analysis techniques with more rules-of-thumb Uses IBM SPSS version 22

The Emerald Handbook of ICT in Tourism and Hospitality Azizul Hassan 2020-11-30 The Emerald Handbook of ICT in Tourism and Hospitality incorporates key research findings, in-depth case studies and discussion of the future implications stemming from technologies changes and developments across a number of core themes.

Postharvest Management of Fruit and Vegetables in the Asia-

Pacific Region Rosa Sonya Rolle 2006

Research Methods for Leisure, Recreation and Tourism, 2nd Edition Ercan Sirakaya-Turk 2017-04-13 Describing the fundamental elements of research methods for leisure, recreation and tourism, this new edition of a popular textbook is updated throughout. It covers the measurement of variables, sampling, questionnaire design and evaluation methods, and also a wider discussion of writing proposals, communicating research findings, cross-cultural research, and the use of new technologies in conducting research. Written by internationally renowned researchers in an accessible style, this book introduces both undergraduate and graduate students to the vital skills they will need to succeed in the leisure, recreation, tourism and hospitality industries. **Understanding Digital Industry** Siska Noviaristanti 2020-02-25 These proceedings compile selected papers from presenters at the Conference: Managing Digital Industry, Technology and Entrepreneurship 2019 (CoMDITE 2019) which was held on July 10-11, 2019. There are 122 papers from various universities and higher educational institutions in Indonesia and Malaysia. The main research topics in these proceedings are related to: 1) Strategic Management and Ecosystem Business, 2) Digital Technology for Business, 3) Digital Social Innovation, 4) Digital Innovation and Brand Management, 5) Digital Governance, 6) Financial Technology, 7) Digital and Innovative Education, 8) Digital Marketing, 9) Smart City, 10) Digital Talent Management, and 11) Entrepreneurship. All the papers in the proceedings highlight research results or literature reviews that will both contribute to knowledge development in the field of digital industry.

Essentials of Marketing Research Barry J. Babin 2015-03-10 ESSENTIALS OF MARKETING RESEARCH, 6E, provides a concise, yet complete guide to the design, execution, analysis, and reporting of marketing research to support smart business decisions. Covering essential principles and techniques in a streamlined, engaging way, the text equips students with the core knowledge and skills needed to manage marketing research effectively. This proven text provides valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, basic data analysis tools, practical approaches to data analytics, and the impact of social media and artifactual online data. Designed specifically for instructors who prefer a concise introduction to marketing research topics, the Sixth Edition of this trusted text features updates based on recent trends and technology, including an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Marketing Research Joseph F. Hair 2002-04 The direction of Marketing Research, 2e heads towards a more application-oriented approach, wonderfully enhanced by the creation of a custom website that will enable students to complete their marketing research project with our online support. In addition to this distinction, the focus of the new edition takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. This book is also unique from any other in the market in three significant ways. First, it provides a greater balance between primary and secondary information and the techniques and methods that underpin these two important types of data. Second, it offers in-depth coverage of the critical research tools and skills that will be required of today and tomorrow's marketing researchers and business decision-makers. Third, with its in-depth coverage of secondary research, the practice of customer-based management is highlighted as this book helps students see what real companies are doing for their marketing research. This book provides students a realistic and current view of the practice and importance of marketing research in the business world.

Evidence-Based Management Eric Barends 2018-09-03 Decisions in businesses and organizations are too often based on fads, fashions and the success stories of famous CEOs. At the same time, traditional models and new cutting-edge solutions often fail to deliver on what they promise. This situation leaves managers, business leaders, consultants and policymakers with a profound challenge: how can we stay away from trends and quick fixes, and instead use valid and reliable evidence to support the organization? In response to this problem, evidence-based management has evolved with the goal of improving the quality of decision-making by using critically evaluated evidence from multiple sources - organizational data, professional expertise, stakeholder values and scientific literature. This book sets out and explains the specific skills needed to gather, understand and use evidence to make better-informed

organizational decisions. Evidence-Based Management is a comprehensive guide that provides current and future managers, consultants and organizational leaders with the knowledge and practical skills to improve the quality and outcome of their decision-making. Online resources include case studies, exercises, lecture slides and further reading.

Marketing Research Kit For Dummies Michael Hyman 2010-03-05 The tools you need to identify, obtain, record, and analyze data Sure, access to data is faster and easier to obtain than ever before, but how do you cut through the clutter of information to find what's most useful and organize it to suit your purposes? *Marketing Research Kit For Dummies* supplies a brimming box of tools that help you mine mountains of data, find the sources you need, and focus your marketing plan. Whether you're an entrepreneur, a small business owner, or a marketer in a large organization, this powerful resource and companion CD provide you with hands-on tools you need to identify, obtain, record, and analyze secondary, data-electronic and print-for developing or revising a marketing plan, launching a new product or service, or implementing long-term strategic planning. It also offers clear, in-depth instructions and customizable forms for conducting your own primary research. Includes complete instructions for writing a research plan, conducting depth interviews, and focus groups Fully explains the process of sampling, analyzing data, and reporting results Features tips on developing questionnaires for face-to-face, Internet, and postal surveys Helps you keep an eye on your competition and analyze their results When money is tight and everything is on the line, you need to make sure you've done your homework. You need *Marketing Research Kit For Dummies*. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Business Communication: Essential Strategies for 21st Century Managers, 2nd Edition Shalini Verma 2014 This book *Business Communication: Essential Strategies for Twenty-first Century Managers* brings together application-based knowledge and necessary workforce competencies in the field of communication. The second edition utilizes well-researched content and application-based pedagogical tools to present to the readers a thorough analysis on how communication skills can become a strategic asset to build a successful managerial career. With the second edition, Teaching Resource Material in the form of a Companion Website is also being provided. This book must be read by students of MBA, practicing managers, executives, corporate trainers and professors. KEY FEATURES □ Learning Objectives: They appear at the beginning of each chapter and enumerate the topics/concepts that the readers would gain an insight into after reading the chapter □ Marginalia: These are spread across the body of each chapter to clarify and highlight the key points □ Case Study 1: It sets the stage for the areas to be discussed in the concerned chapter □ Case Study 2: It presents real-world scenarios and challenges to help students learn through the case analysis method □ Tech World: It throws light on the latest advancements in communication technology and how real-time business houses are leveraging them to stay ahead of their competitors □ Communication Snippet: It talks about real organizations/people at workplaces, their on-job communication challenges and their use of multiple communication channels to gain a competitive edge □ Summary: It helps recapitulate the different topics discussed in the chapter □ Review and Discussion Questions: These help readers assess their understanding of the different topics discussed in the chapter □ Applying Ethics: These deal with situation-based ethical dilemmas faced by real managers in their professional lives □ Simulation-based Exercise: It is a roleplay management game that helps readers simulate real managers or workplace situations, and thereby enables students to apply the theoretical concepts □ Experiential Learning: It provides two caselets, each followed by an Individual Activity and a Team Activity, based on real-time business processes that help readers □feel□ or □experience□ the concepts and theories they learn in the concerned chapter to gain hands-on experience □ References: These are given at the end of each chapter for the concepts and theories discussed in the chapter

Emerging Trends and Innovation in Sports Marketing and Management in Asia Leng, Ho Keat 2015-01-31 Once only associated with North America and Europe, formal athletic events are now becoming more prevalent in Asia as well. With the expansion of this industry, there is a need for efficient and strategic advertising to promote competitions, events, and teams. *Emerging Trends and Innovation in Sports Marketing and Management in Asia* brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the

organization of all aspects of the sports industry. This publication is an essential reference source for academicians, researchers, industry practitioners, and upper-level students interested in the theories and practices of sports marketing and management with a special focus on Asia.

Business Research Methods Sheila Cameron 2009-11-24 Organizations need research, and managers have to be able to commission, judge and use others' research as well as conduct research themselves to inform business decisions. *Business Research Methods* helps you understand the challenges of carrying out worthwhile research into significant issues and develop a wide range of research-related professional skills. Guiding you through the process of selecting, carrying out and reporting on a successful research project, it breaks down the research process, from exploring the literature and crafting a research proposal to practical research management and addressing the transferable skills of project management and communication. *Business Research Methods* places research firmly in the real world, exploring why research is done and how to ensure that projects are meaningful for organizations. Examples and case studies, including examples of students' projects, give learners with little or no work experience a meaningful context in which to relate their own projects. Online supporting resources for lecturers include an instructor's manual with additional activities and supporting handouts, lecture slides and figures and tables from the text. Resources for students include web links, templates, quizzes, activities, examples of practice and sample questionnaire results for students.

Business Research Methodology Sergey K. Aityan 2022-01-01 This book introduces students to major research processes and methods used in business research. The research process includes all steps in the research project beginning from the problem formulation, through research design, proposal, conducting the research, deriving conclusions, writing research report, and preparing and making presentation. The major research methods include risk assessment, statistics, sampling, hypothesis testing, surveys, and comparative analysis. It helps students develop solid knowledge and practical skills sufficient for conducting a research project from its initiation, through completion, and delivery. The author provides multiple examples as well as the questions and problems for self-testing and self-evaluation in each chapter. The book is structured to provide a smooth flow of understanding and learning the material along the learning curve and is concise enough to fit a one-semester course.

Essentials of Marketing Research William G. Zikmund 2000-01-01 *Governing Texas* Jason P. Casellas 2017-02-01 The #1 selling book for Texas government courses, with a new focus on the future of Texas politics.

Business Research Methods Donald R. Cooper 2003-01-01 Cooper and Schindler's *Business Research Methods* offers students and instructors thorough coverage of business research topics backed by solid theory. The authors are successful marketing research consultants and that is evident in the rich and realistic case studies found in the text. Managerial decision making is the underlying theme, topics and applications are presented and organized in a manner that allow students to thoroughly understand business research topics and functions. Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester.

ECRM 2017 16th European Conference on Research Methods in Business and Management Dr Anthony Buckley 2017

CB Barry J. Babin 2017-01-27 4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Marketing Research Danny N. Bellenger 1978

Quantitative Methods for Business Decisions Jon Curwin 2013-01-21 Provides students with all the tools they need to pass the typical Quantitative Methods course. This title includes chapters that focus on a selection of statistical techniques, illustrated with examples from across business, marketing, economics, finance, and public administration, that may appeal to students across the business spectrum.

Marketing Research Essentials Carl McDaniel (Jr.) 2016 *Developing Successful Global Strategies for Marketing Luxury Brands* Mosca, Fabrizio 2021-03-26 In recent times, the advent of new technologies, the concerns about sustainability, and the new tastes of the youngest generations of luxury consumers have affected the traditional dynamics of the luxury goods markets. These emerging issues have caused significant changes in the marketing of luxury goods. Sustainable

development is not a new practice in the luxury market but is of increasing importance. The real challenge is for luxury companies to overcome the residual corporate social responsibility perspective to embrace a real integration of environmental, ethical, and social concerns into the corporate strategy. Integrated output and sustainable processes, the introduction of non-financial reporting as operational practice, and a new orientation to circular economy practices are emerging issues that still today request for a deeper exploration both on the academic and managerial point of view. Digitalization is another relevant issue that is reshaping the business model of luxury companies. Big data, blockchain, omnichannel experience, and digital customer experience represent the main digital challenges that luxury brand companies are facing nowadays. Luxury brands must keep up with these digital demands and sustainability concerns to maintain their position in the global market. Developing Successful Global Strategies for Marketing Luxury Brands upgrades the most relevant theoretical frameworks and empirical research about the marketing of luxury goods. This book is focused on contemporary issues affecting luxury industries such as digital transformation (blockchain, big data, analytics, innovation processes), sustainable development, changes in luxury consumers' behavior, integration between physical and online channels, and the development of social media marketing strategies. Chapters will cover areas of marketing, management, buyer behavior, and international business, creating a multidisciplinary approach for this book. This book is ideal for scholars, local government agencies and public bodies, managers, luxury business owners, along with practitioners, stakeholders, researchers, academicians, and students who are interested in emerging issues affecting the luxury market, such as sustainability and digital transformation.

Researching Information Systems and Computing Briony J Oates 2006 With everything readers need to know about how to execute their research project, this book is written specifically for information systems (IS) and computing students. It introduces key quantitative and qualitative research methods, makes sense of underlying philosophies, and will help readers navigate and assess existing published academic papers.

Throughout readers are supported by pedagogical features such as learning objectives, explanations, discussion questions, evaluation guides and suggestions for further reading.

Managing Organizational Change Ian Palmer 2008-07-01 Managing Organizational Change provides managers with an awareness of the issues involved in managing change, moving them beyond "one-best way"

approaches and providing them with access to multiple perspectives that they can draw upon in order to enhance their success in producing organizational change. These multiple perspectives provide a theme for the text as well as a framework for the way each chapter outlines different options open to managers in helping them to identify, in a reflective way, the actions and choices open to them. Changing organizations is as messy as it is exhilarating, as frustrating as it is satisfying, as muddling-through and creative a process as it is a rational one. This book recognizes these tensions for those involved in managing organizational change. Rather than pretend that they do not exist it confronts them head on, identifying why they are there, how they can be managed and the limits they create for what the manager of organizational change can achieve.

How Do Businesses and Generations Maintain Its Legacy? Krakrafaa Thompson Tenent Bestman 2018-02-23 Employees exit an organization with 80% of the knowledge they have acquired without transferring it to others. This colossal loss of intellectual assets is even more in terms of parent to child legacy transfer. Several factors may have contributed to this immense generational memory loss. First, the knowledge seekers do not know what to do on how to influence the knowledge sources to share their skills and experiences and may not even understand the characteristics of the knowledge they intend to access from the knowledge sources. Second, these intellectual assets such as skills and experiences they intend to access give the knowledge sources their comparative advantage in the society and worst still, they are not on the pages of procedures or other documented format, but mainly domicile in the heads of the possessors and hence not visible to others. Third, people also regard their skills and experiences as invaluable intellectual assets and hence do not want to easily share it with others. These are some of the constraints knowledge seekers face, whether in an organization or the society while trying to access the information they require in creating value in their respective domains. Eventually, the legacies transferred to the knowledge seekers fall short of what would have been transferred if the knowledge seeker knows otherwise. This book bridges this gap by providing a strategic and systematic approach on how a knowledge seeker may apply social interaction variables and its hierarchical effect on knowledge transfer to influence a knowledge source to share his or her intellectual assets that he or she might not ordinarily be willing to share with any knowledge seeker.

Exploring Marketing Research William G. Zikmund 2000
Business Research Methods Dr. Sue Greener 2008