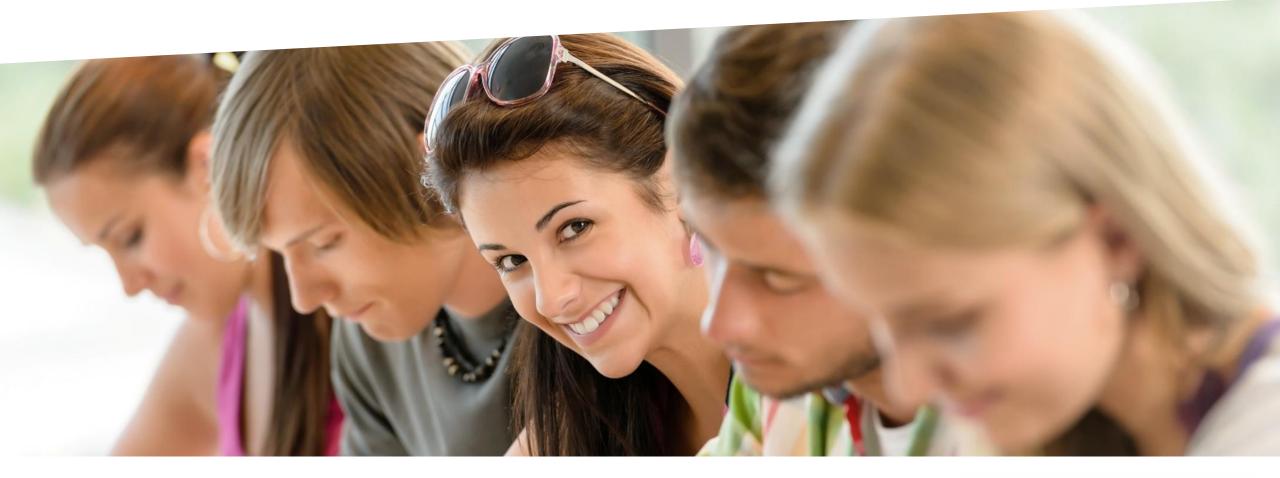


# **Empirical Social Research**

Prof. Dr. Thorsten Merkle / Dr. Ramon Leemann



# Review questions – the nature of (business) research

Business research attempts to provide accurate information in order to reduce uncertainty in decision-making.

True or False?



# Review questions – the nature of (business) research

Business research is more than conducting surveys.

True or False?



# Review questions – the nature of (business) research

The term "research" means "to search again."

True or False?



### **University of Applied Sciences of the Grisons**

Pulvermühlestrasse 57 7000 Chur T +41 81 286 24 24 info@fhgr.ch

# Thank you very much for your attention.

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