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Organization of the Book; 1.8.3. Chapter Summaries; Acknowledgments; Appendix; 2. The Business Context and its Implications for the Survey Response Process; 2.1. The Business Context from the Perspective of the Organizational Sciences; 2.1.1. Business Goals and Behaviors and Implications for Survey Response 2.1.2. Dimensions of Social Behavior in Organizations Pertinent to the Survey Response Task 2.1.3. The Response Process Viewed as Work; 2.1.3.1. How Work is Accomplished; 2.1.3.2. Social Behavioral Dimensions of Work; 2.1.3.3. Accomplishing the Work of Survey Response; 2.2. A Comprehensive Approach Integrating the Business Context and the Survey Response Process; 2.2.1. The Decision to Participate; 2.2.1.1. External Environment Factors; 2.2.1.2. Business/Management Factors; 2.2.2. Performing Response Tasks; 2.2.2.1. Organizational Context for Performing Response Tasks 2.2.2.2. Organizational Context and Social Behavior 2.2.2.3. Organizational Context and the Cognitive Response Process; 2.2.3. Release of the Questionnaire; 2.2.4. Role of the Survey Organization in the Business Survey Response Process: Implications for Survey Design; 2.3. Summary; Acknowledgments; 3. Quality Issues in Business Surveys; 3.1. Survey Quality from a User/producer Perspective; 3.1.1. Users and User Evaluations of Business Surveys; 3.1.2. The Total Survey Error Approach; 3.1.2.1. Quality Constraints; 3.1.2.2. Survey-Related Effects; 3.2. Sample-Related Quality Issues 3.2.1. A Glimpse into Transaction Studies

Sommario/riassunto

Designing and Conducting Business Surveys provides a coherent overview of the business survey process, from start to finish. It uniquely integrates an understanding of how businesses operate, a total survey error approach to data quality that focuses specifically on business surveys, and sound project management principles. The book brings together what is currently known about planning, designing, and conducting business surveys, with producing and disseminating statistics or other research results from the collected data. This knowledge draws upon a variety of disciplines such as surv
