

# Business Research Methods 8th Edition With Qualtrics Card William G Zikmund

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*A Step-By-Step Introduction to Statistics for Business* - Richard N. Landers 2019-01-14  
A clear and concise introduction to statistics for business and management students, demonstrating how important statistics are in the business decision-making process and

covering everything from conducting a survey and collecting data, to summarizing statistical data, and presenting findings. Each chapter features a real-world business situation and accompanying dataset, the reader is then encouraged to identify the correct statistical

concept in the chapter and solve the problem outlined. Offering students a chance to use the newly learned theory in a practical way. New to the second edition: A “Review of Essential Mathematics” prologue, featuring tests and further links to help students refresh their knowledge of the core mathematical concepts used to calculate basic statistics. Updated screenshots on using IBM SPSS and Excel. A “Statistics in the Real World” feature included at the end of each chapter, demonstrating how statistics are applied in real-world business settings and research, accompanied by reflective questions. Updated case studies, examples and diagrams, illustrating key points and helping to reinforce learning. The book is accompanied by free online resources including step-by-step video tutorials on how to use Excel and IBM SPSS, datasets and worked solutions, an Instructors’ Manual, Testbank, and PowerPoint presentation slides for lecturers. Essential reading for business students wanting to know

how to use statistics in a business setting.

**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.

**Consumer Behaviour** - Leon G. Schiffman 2001

This edition takes into account the research from Australia available through bodies such as ANZMAC and Australasian Marketing Journal. It provides an explanation of what consumer behaviour variables are and the types and importance of each.

**Design and Analysis for Quantitative Research in Music Education** - Peter Miksza 2018

In recent years, academics and professionals in the social sciences have forged significant

advances in quantitative research methodologies specific to their respective disciplines. Although new and sophisticated techniques for large-scale data analyses have become commonplace in general educational, psychological, sociological, and econometric fields, many researchers in music education have yet to be exposed to such techniques. *Design and Analysis of Quantitative Research in Music Education* is a comprehensive reference for those involved with research in music education and related fields, providing a foundational understanding of quantitative inquiry methods. Authors Peter Miksza and Kenneth Elpus update and expand the set of resources that music researchers have at their disposal for conceptualizing and analyzing data pertaining to music-related phenomena. This text is designed to familiarize readers with foundational issues of quantitative inquiry as a point of view, introduce and elaborate upon issues of fundamental quantitative research design and analysis, and expose researchers to

new, innovative, and exciting methods for dealing with complex research questions and analyzing large samples of data in a rigorous and thorough manner. With this resource, researchers will be better equipped for dealing with the challenges of the increasingly information-rich and data-driven environment surrounding music education. An accompanying companion website provides valuable supplementary exercises and videos.

**The Wallet Allocation Rule** - Timothy L. Keiningham 2015-02-04

Customer Loyalty Isn't Enough—Grow Your Share of Wallet The Wallet Allocation Rule is a revolutionary, definitive guide for winning the battle for share of customers' hearts, minds, and wallets. Backed by rock-solid science published in the Harvard Business Review and MIT Sloan Management Review, this landmark book introduces a new and rigorously tested approach—the Wallet Allocation Rule—that is proven to link to the most important measure of

customer loyalty: share of wallet. Companies currently spend billions of dollars each year measuring and managing metrics like customer satisfaction and Net Promoter Score (NPS) to improve customer loyalty. These metrics, however, have almost no correlation to share of wallet. As a result, the returns on investments designed to improve the customer experience are frequently near zero, even negative. With The Wallet Allocation Rule, managers finally have the missing link to business growth within their grasp—the ability to link their existing metrics to the share of spending that customers allocate to their brands. Learn why improving satisfaction (or NPS) does not improve share. Apply the Wallet Allocation Rule to discover what really drives customer spending. Uncover new metrics that really matter to achieve growth. By applying the Wallet Allocation Rule, managers get real insight into the money they currently get from their customers, the money available to be earned by them, and what it

takes to get it. The Wallet Allocation Rule provides managers with a blueprint for sustainable long-term growth.

**Management Fundamentals** - Robert N. Lussier 2008-02-01

Using a three-pronged approach of concepts, applications, and skill development, **MANAGEMENT FUNDAMENTALS**, International Edition gives your students a solid foundation of management concepts and real skills they can use in the workplace. Through a variety of thought-provoking applications, Lussier challenges students to think critically and apply concepts to their own experiences. Proven skill-building exercises, behavioral models, self-assessments, and group exercises throughout the text help students realize their own managerial potential. The 14-chapter format is comprehensive enough for the one-term course yet flexible enough to allow for additional readings, activities, or discussions.

**Advanced Research Methods for Applied**

## **Psychology** - Paula Brough 2018-08-14

This is the first comprehensive guide to the range of research methods available to applied psychologists. Ideally suited to students and researchers alike, and covering both quantitative and qualitative techniques, the book takes readers on a journey from research design to final reporting. The book is divided into four sections, with chapters written by leading international researchers working in a range of applied settings: Getting Started Data Collection Data Analysis Research Dissemination With coverage of sampling and ethical issues, and chapters on everything from experimental and quasi-experimental designs to longitudinal data collection and focus groups, the book provides a concise overview not only of the options available for applied research, but also of how to make sense of the data produced. It includes chapters on organizational interventions and the use of digital technologies, and concludes with chapters on how to publish your research,

whether it's a thesis, journal article or organisational report. This is a must-have book for anyone conducting psychological research in an applied setting.

## Management and Business Research - Mark Easterby-Smith 2015-04-01

Now in its Fifth Edition, this much-loved text offers theoretical and philosophical depth as well as insights into practice. The text covers the entire research process in an accessible way and provides critical, thoughtful treatment of important issues like ethics and politics, making it an invaluable companion for any business and management student New to the Fifth Edition: Expanded to include examples from across business and management including Marketing, International Business and Psychology Up-to-date, international examples and cases from a range of countries Introductory chapter looks at writing proposals in detail Chapter on the literature review now includes how to critically review Move towards new technologies and

social media including discussion of wikis and cloud sourcing Improved structure and flow, with three chapters on qualitative methods and three on quantitative methods Additional practical exercises which are linked to key research tasks throughout The companion website

(<https://edge.sagepub.com/easterbysmith>) offers a wealth of resources for both lecturers and students including, for lecturers, an instructor's manual and PowerPoint slides and, for students, author podcasts, journal articles, web links, MCQs, datasets and a glossary.

**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.

Essentials of Marketing Research - William G. Zikmund 2000-01-01

## **Basic Marketing Research** - Gilbert A.

Churchill 1996

Why is BASIC MARKETING RESEARCH the best-selling marketing textbook? Because it's written to your perspective as a student. Authors Churchill and Brown know that for a marketing textbook to be effective, students have to be able to understand it. And they've achieved that time and again. This edition is packed with the features that made it a best-seller in the first place, from study tools to updated content to an easy-to-read writing style. Plus, in this volume you'll learn more about how experts gather data and how to use it yourself to turn greater profits.

*Market Research* - Erik Mooi 2017-11-01

This book is an easily accessible and comprehensive guide which helps make sound statistical decisions, perform analyses, and interpret the results quickly using Stata. It includes advanced coverage of ANOVA, factor, and cluster analyses in Stata, as well as essential regression and descriptive statistics. It is aimed

at those wishing to know more about the process, data management, and most commonly used methods in market research using Stata. The book offers readers an overview of the entire market research process from asking market research questions to collecting and analyzing data by means of quantitative methods. It is engaging, hands-on, and includes many practical examples, tips, and suggestions that help readers apply and interpret quantitative methods, such as regression, factor, and cluster analysis. These methods help researchers provide companies with useful insights.

**Consumer Behavior** - Solomon 1973

## **Business Research Methods (Book Only)** -

William G. Zikmund 2013-06-25

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[Advertising and Integrated Brand Promotion](#) -

Thomas C. O'Guinn 2006

ADVERTISING AND INTEGRATED BRAND PROMOTION, FOURTH EDITION is highly visual and provides an integrated learning experience for the student. The new edition continues the tradition of delivering a solid understanding of advertising strategy, through a clearly written text as well as through the most contemporary ads. The table of contents follows the same process as an advertising agency. Like other aspects of business, good advertising is the result of hard work and careful planning. The new edition of Advertising and Integrated Brand Promotion illustrates how to best accomplish this.

Research Methods in Health Communication -

Bryan B. Whaley 2014-07-11

This volume provides an essential roster of primary research methods as they apply to health communication inquiry. Editor Bryan B. Whaley brings together key health communication researchers to write about their

primary methodological areas. Their chapters offer guidance and insights for a variety of approaches to answering research questions. The methods included here cover: Exploration and Description: interview/focus groups, case study, ethnography, and surveys; Examining Messages and Interpersonal Exchanges: narrative analysis, conversational analysis, analyzing physician-patient interactions, social network analysis, and content analysis; Causal Explication: experimental research, meta-analysis, and meta-synthesis; and Cultural, Population, and Critical Concerns: rhetorical methods and criticism, and methodological issues when investigating stigmatized populations, and groups with health disparities. Chapters cite or use examples from allied health areas -- nursing, public health, sociology, medicine -- to demonstrate the breadth of health communication studies. This work highlights the importance of methodology in health communication research in multiple contexts.

Developed to provide a fundamental reference for investigating health communication, this volume will serve as an invaluable tool for researchers and students across the social science and health disciplines.

*Principles and Methods of Social Research* - William D. Crano 2014-09-09

Used to train generations of social scientists, this thoroughly updated classic text covers the latest research techniques and designs.

Applauded for its comprehensive coverage, the breadth and depth of content is unparalleled.

Through a multi-methodology approach, the text guides readers toward the design and conduct of social research from the ground up. Explained with applied examples useful to the social, behavioral, educational, and organizational sciences, the methods described are intended to be relevant to contemporary researchers. The underlying logic and mechanics of experimental, quasi-experimental, and non-experimental research strategies are discussed in detail.

Introductory chapters covering topics such as validity and reliability furnish readers with a firm understanding of foundational concepts. Chapters dedicated to sampling, interviewing, questionnaire design, stimulus scaling, observational methods, content analysis, implicit measures, dyadic and group methods, and meta-analysis provide coverage of these essential methodologies. The book is noted for its: - Emphasis on understanding the principles that govern the use of a method to facilitate the researcher's choice of the best technique for a given situation. - Use of the laboratory experiment as a touchstone to describe and evaluate field experiments, correlational designs, quasi experiments, evaluation studies, and survey designs. -Coverage of the ethics of social research including the power a researcher wields and tips on how to use it responsibly. The new edition features: -A new co-author, Andrew Lac, instrumental in fine tuning the book's accessible approach and highlighting the most

recent developments at the intersection of design and statistics. -More learning tools including more explanation of the basic concepts, more research examples, tables, and figures, and the addition of bold faced terms, chapter conclusions, discussion questions, and a glossary. -Extensive revision of chapter (3) on measurement reliability theory that examines test theory, latent factors, factor analysis, and item response theory. -Expanded coverage of cutting-edge methodologies including mediation and moderation, reliability and validity, missing data, and more physiological approaches such as neuroimaging and fMRIs. -A new web based resource package that features Power Points and discussion and exam questions for each chapter and for students chapter outlines and summaries, key terms, and suggested readings. Intended as a text for graduate or advanced undergraduate courses in research methods (design) in psychology, communication, sociology, education, public health, and

marketing, an introductory undergraduate course on research methods is recommended. Basic Marketing Research - Scott M. Smith 2013-01-01

**Cases in Marketing Management** - Kenneth E. Clow 2011-03-28

This comprehensive collection of 38 cases selected from Ivey Publishing helps students understand the complex issues that marketing professionals deal with on a regular basis. The cases were chosen to help students apply conceptual, strategic thinking to issues in marketing management, as well as provide them with more practical operational ideas and methods. Cases were chosen from around the world, from small and large corporations, and include household names such as Twitter, Best Buy, Ruth's Chris, and Kraft Foods. The majority of the cases are very recent (from 2009 or later). Each chapter begins with an introductory review of the topic area prior to the set of cases, and

questions are included after each case to help students to think critically about the material. Cases in Marketing Management is edited by Kenneth E. Clow and Donald Baack, and follows the structure and goals of their textbook Marketing Management: A Customer-Oriented Approach. It can also be used as a stand-alone text, or as a supplement to any other marketing management textbook, for instructors who want to more clearly connect theory and practice to actual cases.

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.

**Research Methods in Criminal Justice and Criminology** - Callie Marie Rennison  
2018-02-06

"This is a great text. It is comprehensive and easy to understand. The illustrations will enable students to learn and remember the information. This is the first research methods text I have read that is actually fun to read." —Tina L. Freiburger, University of Wisconsin-Milwaukee  
Research Methods in Criminal Justice and Criminology connects key concepts to real field research and practices using contemporary examples and recurring case studies that demonstrate how concepts relate to students' lives. Authors Callie M. Rennison and Timothy C. Hart introduce practical research strategies used in criminal justice to show students how a research question can become a policy that

changes or influences criminal justice practices. The book's student-driven approach addresses both the why and the how as it covers the research process and focuses on the practical application of data collection and analysis. By demonstrating the variety of ways research can be used and reinforcing the need to discern quality research, the book prepares students to become critical consumers and ethical producers of research. Free Poster: How to conduct a literature review Give your students the SAGE edge! SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review, study, and further exploration, keeping both instructors and students on the cutting edge of teaching and learning. Learn more at [edge.sagepub.com/rennisonrm](http://edge.sagepub.com/rennisonrm). Available with Perusall—an eBook that makes it easier to prepare for class! Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to

collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more.

*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.

**The McGraw-Hill 36-Hour Course:  
Organizational Development** - Stephen Balzac  
2010-10-15

Take a crash course in one of today's most important business skills--organizational development! Change comes fast, and the most successful organizations are prepared to handle it before impact; they act, not react. How are

they able to do this? With a solid grounding in organizational development. The McGraw-Hill 36-Hour Course: Organizational Development is a skill-building guide to one of the most important functions in business today. In no time, you'll be able to recognize patterns of organizational behavior that are detrimental to your organization, and you'll have the skills to envision and drive the type of change your company needs. Concise, engaging, and filled with quizzes to help you reinforce lessons learned, this crash course offers the knowledge you need to: Address problems with your company's culture Hire the best people for your needs Set goals and move your team to action Motivate your people to envision change Institute meaningful change in how your company functions Change can be your company's best friend. You just have to manage it with skill. The McGraw-Hill 36-Hour Course: Organizational Development puts you on the fast track to face today's, not yesterday's, challenges.

## **Strategic Management** - 2012

**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](https://www.cengage.com.au/mindtap)

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.

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.

*The Marketer's Guide To Successful Package Design* - Herbert Meyers 1998-06

It all comes down to a critical ten seconds--when it's just your product and your customer face to face. The time when all your time and effort and expense either pay off in a sale or turn to dust as the customer rejects your product for another. Here, two top brand identity and package design experts show how to create packaging solutions that win the customer during first contact.

**Liaison Engagement Success** - Ellen Hampton Filgo 2021-06-15

This book prepares academic liaison librarians for successful engagement whether they are new to the profession, new to liaison librarianship, or part of a transitioning organization.

**Exploring Marketing Research** - William G. Zikmund 2000

[Research Methods in Clinical Psychology](#) - Chris Barker 2015-09-25

Fully updated to reflect the latest developments, the third edition of *Research Methods In Clinical Psychology* offers a comprehensive introduction to the various methods, approaches, and strategies for conducting research in the clinical psychology field. Represents the most accessible, user-friendly introduction to conducting and evaluating research for clinical psychologists and related professionals. Ideal for students and practitioners who wish to conduct their own research or gain a better understanding of published research. Addresses important issues such as philosophical underpinnings of various methodologies, along with socio-political issues that arise in clinical and community settings. Step-by-step guidance through all phases of a clinical psychology research project—from initial concept and groundwork, through to measurement, design, analysis, and interpretation. Updates to this edition include new or expanded coverage of such topics as systematic review and literature

searching methods, modern psychometric methods, guidance on choosing between different qualitative approaches, and conducting psychological research via the Internet

*A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation, Third Edition* - David Michaelson  
2017-01-24

Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing, advertising, and public relations mix to a full player. To help you keep up to speed with the exciting changes and developments of publications, this book has been updated to provide you with the necessary understanding of the problems and promises of public relations research, measurement, and evaluation. As a public relations professional, this book will guide you through the effective use of methods, measures, and evaluation in providing grounded evidence of the success (or

failure) of public relations campaigns. This third edition takes a best practices approach—one that focuses on choosing the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research. It also presents an approach to public relations that emphasizes the profession's impact on the client's return on investment in the public relations function, the measurement of social media and the use of standardized measures.

**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.  
*Survey Basics* - Patricia Pulliam Phillips  
2013-05-14

Known for their expertise in ROI, Jack and Patricia Phillips have contributed to another area in the field of measurement and evaluation. Together with Bruce Aaron, they're offering a useful tool to help learning and development professionals design and administer surveys and questionnaires. Written in the accessible style of ASTD Basics books, this volume covers:

- the purpose of surveys and questionnaires
- types of error that can creep into survey results
- considerations when developing survey questions
- tricks to ensure positive response rates
- content on validity and reliability
- approaches to data analysis and reporting results.

In addition to content on survey design, the book includes a section that evaluates various survey technologies. By applying a simple decision-making process, readers can identify the most appropriate survey tool for their needs.

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.

**The Palgrave Handbook of Survey Research**

- David L. Vannette 2017-12-21

This handbook is a comprehensive reference guide for researchers, funding agencies and organizations engaged in survey research.

Drawing on research from a world-class team of experts, this collection addresses the challenges facing survey-based data collection today as well as the potential opportunities presented by new approaches to survey research, including in the development of policy. It examines innovations in survey methodology and how survey scholars and practitioners should think about survey data

in the context of the explosion of new digital sources of data. The Handbook is divided into four key sections: the challenges faced in conventional survey research; opportunities to expand data collection; methods of linking survey data with external sources; and, improving research transparency and data dissemination, with a focus on data curation, evaluating the usability of survey project websites, and the credibility of survey-based social science. Chapter 23 of this book is open access under a CC BY 4.0 license at [link.springer.com](http://link.springer.com).

Marketing Research - Alvin C. Burns 2003

*Business Research Methods* - William G. Zikmund 2009-08-01

BUSINESS RESEARCH METHODS, 8E, examines a variety of research methods that can be utilized across business functions including marketing, finance, management, and accounting. The book superbly demonstrates

how the practice of business research aids managers in making critical business decisions in our new digital age.

### **Research Methods in International Business**

- Lorraine Eden 2019-12-06

Showcasing methodological rigour and state-of-the-art methods as hallmarks of modern international business (IB) research, this book offers a collection of the most relevant and highly cited research methods articles from the Journal of International Business Studies (JIBS). Each piece is accompanied by a new Commentary written by experts in the field; some also include Further Reflections by the original authors. Encompassing both qualitative and quantitative approaches, this comprehensive volume explores research design, testing and reporting, as well as specific methodological issues such as endogeneity, common method variance, and theorising from case studies. With recommendations for best practices relating to interaction effects, hypothesis testing, and

replicability, this book is a unique and up-to-date reference source on the latest research methods and practices in international business. The book will also be essential reading for those studying any sub-discipline of IB research, including international economics, entrepreneurship, finance, management and marketing.

*Social, Cultural, and Behavioral Modeling* - Robert Thomson 2020-10-10

This book constitutes the proceedings of the 13th International Conference on Social, Cultural, and Behavioral Modeling, SBP-BRiMS 2020, which was planned to take place in Washington, DC, USA. Due to the COVID-19 pandemic the conference was held online during October 18–21, 2020. The 33 full papers presented in this volume were carefully reviewed and selected from 66 submissions. A wide number of disciplines are represented including computer science, psychology, sociology, communication science, public health, bioinformatics, political science, and

organizational science. Numerous types of computational methods are used, such as

machine learning, language technology, social network analysis and visualization, agent-based simulation, and statistics.