Wiley Series in Survey Methodology

DESIGNING AND CONDUCTING BUSINESS SURVEYS

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Designing And Conducting Business Surveys

Ger Snijkers, Gustav Haraldsen, Jacqui Jones, Diane Willimack

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procedures and methods Questionnaire design and testing for self administered paper web and mixed mode surveys Survey communication design to obtain responses and facilitate the business response process Conducting and managing the survey using paradata and project management tools Data processing including capture editing and imputation and dissemination of statistical outputs Designing and Conducting Business Surveys is an indispensable resource for anyone involved in designing and or conducting business or organizational surveys at statistical institutes central banks survey organizations etc producing statistics or other research results from business surveys at universities research organizations etc or using data produced from business surveys The book also lays a foundation for new areas of research in business surveys in Business Statistics, Methods and Data Collection Ger Snijkers, Mojca Bavdaz, Stefan Bender, Jacqui Jones, Steve MacFeely, Joseph W. Sakshaug, Katherine J. Thompson, Arnout van Delden, 2023-02-07 ADVANCES IN BUSINESS STATISTICS METHODS AND DATA COLLECTION Advances in Business Statistics Methods and Data Collection delivers insights into the latest state of play in producing establishment statistics obtained from businesses farms and institutions Presenting materials and reflecting discussions from the 6th International Conference on Establishment Statistics ICES VI this edited volume provides a broad overview of methodology underlying current establishment statistics from every aspect of the production life cycle while spotlighting innovative and impactful advancements in the development conduct and evaluation of modern establishment statistics programs Highlights include Practical discussions on agile timely and accurate measurement of rapidly evolving economic phenomena such as globalization new computer technologies and the informal sector Comprehensive explorations of administrative and new data sources and technologies covering big organic data sources and methods for data integration linking machine learning and visualization Detailed compilations of statistical programs responses to wide ranging data collection and production challenges among others caused by the Covid 19 pandemic In depth examinations of business survey questionnaire design computerization pretesting methods experimentation and paradata Methodical presentations of conventional and emerging procedures in survey statistics techniques for establishment statistics encompassing probability sampling designs and sample coordination non probability sampling missing data treatments small area estimation and Bayesian methods Providing a broad overview of most up to date science this book challenges the status quo and prepares researchers for current and future challenges in establishment statistics and methods Perfect for survey researchers government statisticians National Bank employees economists and undergraduate and graduate students in survey research and economics Advances in Business Statistics Methods and Data Collection will also earn a place in the toolkit of researchers working with data in industries across a variety of fields

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