

Mgt week 9 sa

Business, Management



Paragraph Answer Combined analysis of the articles and comparison and contrast of the materials leads to awareness about what sort of studies are suitable to be carried out in a particular way i. e. qualitative, quantitative, or mixed methodology and what are the suitable ways in each of these methodologies to achieve the objectives of the research. During every research, quantitative and qualitative methodologies are very important factors, to come up with the best results. It provides a clear way to understand the behavior and characteristic of others. When the purpose of the research was to measure the post-merger organizational culture, a survey was the appropriate tool to be used. When a particular question has to be answered, as in the case study of Florida State University, triangulation methods are suitable. The mixed approach study revealed how different methodologies can be combined to enhance research results' validity.

Paragraph 2 Answer

Qualitative researches are more suitable for exploring broad matters whether it is a perspective or a particular question while quantitative researches are more useful for results that can be measured or calculated. Observation is a key tool that is used in qualitative researches for getting the required information. Personal observation in qualitative research methodology adds reliability to the results because minor details are taken into account that are normally missed out in quantitative methodology. When a mixed approach is used to carry out the research, benefits of both qualitative and quantitative research methodologies are combined which enhance the research. For example, use of observation and interviews in

addition to surveys helps the researchers uncover more facts to draw the conclusions from.