Identifying Information Needs and Career Counseling for Admission to Training Programs for Employees from the Wood Processing Industry

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Abstract:
According to the given data, there are two main types of market research: Quantitative Research (questionnaire surveys) and Qualitative Research. Qualitative Research implies getting answers from a small number of respondents and the results of qualitative nature: ideas, perceptions, attitudes, associated values, preferences, suggestions. The Qualitative Research is conducted in the initial phase of studying one issue. The main purpose of Quantitative Research is to define the nature of the issue and to cater quantitative information.

Key words: quantitative research; qualitative research; market; information; attitudes.

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