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Research Current Research: At a general level, my research involves the application of social psychological theory and methods to the understanding and solution of social problems.

P. Wesley Schultz, Ph.D | CSUSM

Quantitative marketing research is the application of quantitative research techniques to the field of marketing. It has roots in both the positivist view of the world, and the modern marketing viewpoint that marketing is an interactive process in which both the buyer and seller reach a satisfying agreement on the "four Ps" of marketing: Product, Price, Place (location) and Promotion.

Quantitative marketing research - Wikipedia

Door allerlei factoren zoals de snelheid van de moderne communicatiemiddelen, de mogelijkheden die de media en het internet bieden, en de toegenomen migratie in de laatste decennia, zijn de kansen op interculturele contacten sterk toegenomen.

culturele diversiteit en interculturele communicatie

Over the last ten years, argumentation has come to be increasingly central as a core study within Artificial Intelligence (AI). The articles forming this volume reflect a variety of important trends, developments, and applications covering a range of current topics relating to the theory and applications of argumentation.

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