

The Institute for Economic Advancement (IEA) is the applied research and extension arm of the College of Business Administration, University of Arkansas at Little Rock. IEA's mission is to support statewide economic development activities through research, information, service, training, and education. In pursuit of this mission, IEA serves businesses, all levels of government, labor organizations, educational institutions, nonprofit agencies and the public, acting as the state's official representative for several programs. IEA consists of the following units:

- **RESEARCH LIBRARY**
- **RESEARCH GROUP**
 - Economic Research
 - Survey/Business Research
 - Demographic Research
 - EDA sponsored University Center
 - Development Information Network of Ark.
- **DATA GROUP**
 - Census State Data Center
 - Children's Research Center
 - Geographic Information Systems Laboratory
- **TRAINING GROUP**
 - Labor Education Program
 - Management Education Program

SURVEY/BUSINESS RESEARCH STAFF

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IEA MISSION STATEMENT

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Dr. Joel E. Anderson, Chancellor

Dr. Hugh D. Sherman, Dean of the College of Business

IEA Director and Senior Staff

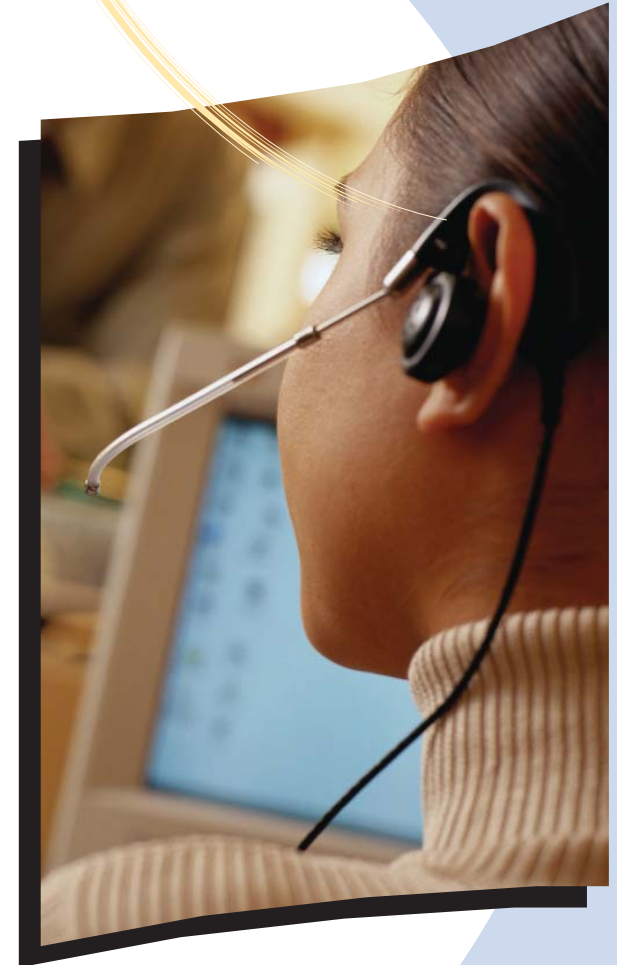
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RESEARCH GROUP

SURVEY/BUSINESS RESEARCH



Institute for Economic Advancement
College of Business

SURVEY/BUSINESS RESEARCH

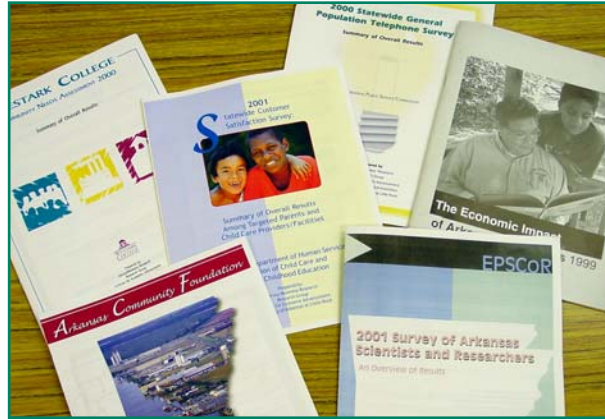
The Institute for Economic Advancement's (IEA) survey/business research operation provides unbiased and exhaustive research efforts coupled with sound methodological approaches and reporting. Survey/business research staff consult with clients to design and implement the most feasible research methodology to meet their information needs. Both primary and secondary research activities are conducted for clients who use the results for strategic planning, program evaluations, needs assessments, case studies, industry recruitment/target industry purposes, feasibility studies, and customer satisfaction/awareness.

PRIMARY RESEARCH

- Mail surveys
- Telephone surveys (computer-assisted telephone interviewing)
- Personal/face-to-face interviews
- Focus group sessions
- Internet based surveys

SECONDARY RESEARCH

- Targeted literature searches
- Lead generation follow-up
- Industry and market studies
- Communication of research results



Survey administration methods can be tailored to fit the research needs of the client and work in combination to meet overall research project goals. IEA conducts mail surveys using proven questionnaire formats and procedures. Telephone surveys are conducted in-house using computer-assisted telephone interviewing (CATI) software. CATI facilitates interviewer performance monitoring and electronic data collection, eliminating the need for manual coding and data entry of completed questionnaires. This process reduces the margin for error and shortens the time required to complete a survey project. Survey results can be made available to the client in several formats: published reports (i.e., summary monograph, analytical report), computer printouts of the frequency of responses by question, and selected cross-tabulated data variable output.

From industrial targeting to conducting program evaluations, survey/business research staff work closely with clients through initial consultations to determine project scope, information needs, and time requirements. Research costs are determined on a case-by-case basis to offset expenses associated with conducting the research and reporting activities.

SERVICES/PRODUCTS

- Client consultation
- Research plan design and implementation
- Project management services
- Survey instrument development assistance
- Survey sample selection assistance
- Mail survey formatting and packaging services
- Data coding services
- Data entry and verification services
- Computer-assisted telephone interviewing capability
- Interviewer training and monitoring
- Focus group design and administration
- Internet-based surveys
- Database management and tabulation services
- Literature searches
- Interpretation and results reporting

Survey Research Applications

- Business conditions/economic impact surveys
- Strategic Planning
- Program evaluations/assessments
- Customer satisfaction/awareness
- Benchmarking/longitudinal studies