

## Implementation of marketing research in Kosovo businesses

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### Abstract

The implementation level of Marketing Research towards completing a business, should be an important factor for the achievements of a business. In this case, the cultural level includes the cultural side of the businesses related to the implementation level of the Marketing Research in different development phases of businesses in the Republic of Kosovo. To develop a business, the first idea is about what do we want to do, how, where and when. The powerful support about all these things are finances, but before anything else, the implementation of the research methods in the market and in the environment where we want to do business.

The purpose of this paper is to determine the real situation of businesses related to the level of implementation of Marketing Research as well as their influence in success. Based upon the circumstances and the business mindset, we should not be satisfied about how and in which way we approach business through research as a scientific method of modern time we live in.

**Keywords:** Marketing Research, business, scientific method.

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Academic Journal of Business, Administration, Law and Social Sciences ISSN 2410-3918 (print)

ISSN 2410-8693 (online)

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