

REFERENCES

- Bhandari, P. (2020). Population vs sample: what's the difference? [online] Scribbr. Available at: <https://www.scribbr.com/methodology/population-vs-sample/#:~:text=A%20population%20is%20the%20entire.>
- Gartner. (2020). Improve revenue forecast accuracy with emerging forms of sales forecasting technology. [online] Available at: <https://www.gartner.com/document/3983193?ref=solrResearch&refval=277497384>.
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-based nursing*, 18(3), 66–67.
- Hoyle, J.A., Dingus, R. and Wilson, J.H. (2020). An exploration of sales forecasting: sales manager and salesperson perspectives. *Journal of Marketing Analytics*. doi:10.1057/s41270-020-00082-8.
- Islam, M. (2020). Importance of epistemology and ontology in research design and methodology. [online] LinkedIn. Available at: https://www.linkedin.com/pulse/importance-epistemology-ontology-research-design-mahabuba-islam-meem/?trk=read_related_article-card_title [Accessed 17 Nov. 2022].
- Krogue, K. (2018). Why sales reps spend less than 36% of time selling (and less than 18% in CRM). [online] Forbes. Available at: <https://www.forbes.com/sites/kenkrogue/2018/01/10/why-sales-reps-spend-less-than-36-of-time-selling-and-less-than-18-in-crm/?sh=9b64b54b998f>.
- Lee, T.M. (2017). Does classical Chinese philosophy reveal alternative rationalities? *Rationality*, pp.195–211. doi:10.1016/b978-0-12-804600-5.00010-6.
- Mahalingam, K. (2020). Importance of sales forecasting & six factors to consider for accurate forecasting. [online] Chargebee's SaaS Dispatch. Available at: <https://www.chargebee.com/blog/importance-of-sales-forecasting/>.
- McHughes, D.J. (1987). Production, properties and uses of alginates. *Production and Utilization of Products from Commercial Seaweeds*. FAO. Fish. Tech. Pap, 288, 58–115.
- Moroi, T. (2020). Quantitative and qualitative research and philosophical assumptions. [online] Available at: https://www.u-bunkyo.ac.jp/center/library/fsell%202020_127-132.pdf [Accessed 19 Aug. 2022].
- Naseerali, M., (2016). Axiology: branch of philosophy. [online] Available at: <https://naseerali.in/axiology-branch-of-philosophy/>.
- Sanders, N.R., & Ritzman, L.P. (1992). The need for contextual and technical knowledge in judgmental forecasting. *Journal of Behavioral Decision Making*, 5(1), 39–52.

- WallStreetMojo. (2020). Forecasting methods – definition, examples, top 6 types. [online] Available at: <https://www.wallstreetmojo.com/forecasting-methods/>.
- Webby, R., & O'Connor, M. (1996). Judgemental and statistical time series forecasting: a review of the literature. *International Journal of forecasting*, 12(1), 91–118.
- Zendesk, M.X. (2020). Informe Zendesk de tendencias de la experiencia del cliente 2020. [online] Available at: <https://www.zendesk.com.mx/blog/zendesk-customer-experience-trends-report-2020/> [Accessed 19 Sep. 2022].