



Difference Between Qualitative And Quantitative Analysis

[Difference between qualitative and quantitative analysis](#) research approaches are implied to seek new knowledge, yet the selection of the right approach needs more specific justifications. Consider two research topics - Establishment of the best change management model for the cosmetic market of the UAE to revive revenues in the post-COVID business initiatives OR Evaluate the effectiveness of Lewin's change management model to gain profitable margins in the post-COVID cosmetic market of the UAE.

