

Designing a Survey to Explore Omani SMEs' Capital Budgeting Practices and its Determinants

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Abstract:

Questionnaires are an important research tool enabling the systematic collection of relevant data. Accurate questionnaire design is necessary to minimize potential biases and errors. However, researchers often encounter challenges in constructing effective questionnaires, particularly in terms of content, format, and implementation, which can compromise the validity and reliability of findings. This paper outlines a step-by-step approach to designing a questionnaire aiming to investigate capital budgeting practices and their determinants among Omani Small and Medium-Sized Enterprises (SMEs). The discussion will delve into defining information needs, selecting appropriate survey types and question formats, drafting questions, and constructing the questionnaire framework. Furthermore, the paper will explore pre-testing techniques and finalization strategies to ensure the successful execution of the target survey.