



Inland School of Business and Social Sciences

**Jørgen Anmarkrud**

**Exam Paper**

# **Supplier Visibility and Market Share in Healthcare Staffing**

Does Google Search Ranking for Relevant Keywords Predict Municipal Market  
Share?

Advanced Statistical Modelling

MØLBA3007-1

**2025**

# Table of Contents

<b>Abstract</b>	<b>2</b>
<b>Acknowledgements</b>	<b>3</b>
<b>1. Introduction</b>	<b>4</b>
<b>2. Literature Review</b>	<b>4</b>
<b>3. Methodology</b>	<b>4</b>
<b>4. Results</b>	<b>4</b>

## **Abstract**

Write your abstract here (max 1 page). Summarize research question, method, findings, and conclusion.

## **Acknowledgements**

(Optional) Add acknowledgements here.

# 1. Introduction

Introduce your topic, research problem, and structure of thesis.

# 2. Literature Review

Summarize key theories, prior research, and identify gaps.

# 3. Methodology

Explain data, methods, and models used (e.g., time series, regression, ML).

# 4. Results

Present analysis, figures, and tables.

You can use R code chunks:

```
plot(pressure)
```

