

IBR

ECONOMICS AND
BUSINESS
FACULTY ASSOCIATION

Economics and Business Faculty Association

INTERNATIONAL BUSINESS RESEARCH



IBR 2022 DESTINATIONS: MALAYSIA & THAILAND

2021 - 2022

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International Business Research (IBR) is a research project linked to the Faculty of Economics and Business of the University of Groningen. Since 2014, the faculty has been accredited as ranked among the top 1% of global business schools, which proves the quality and performance of the faculty meet high standards.

Founded in 1988, the IBR project consists of an Executive Board, 24 student-consultants, a carefully selected Advisory Board and three supervising professors of the University of Groningen. The project focuses on conducting tailor-made research in emerging markets outside of Europe. In 2022, the two selected countries are Malaysia and Thailand.

The IBR research project serves two purposes. On the one hand, we offer companies tailor-made research in growing economies at cost price, supervised by three professors from the University of Groningen. On the other hand, IBR offers 24 top quality senior students the experience of putting their theoretical knowledge into practice by conducting research for potential future employers, both at home and abroad.

Each individual research contract will be conducted by two highly motivated senior students who are selected based on their top academic and extracurricular accomplishments. Starting in January 2022, extensive desk research will be conducted until mid-April. After this preparation phase, a five-week field research trip will be organized to gather relevant data locally. After the student-consultants return to the Netherlands, the research report will be finalized and presented. It goes without saying that the research and its outcomes will be kept confidential and handled with the utmost integrity at all times.



The research conducted by IBR Malaysia & Thailand 2022 will be supervised by Dr. K.J. Alsem, Drs. M.J.M. Schoevers, and Dr. A. Boonstra. Based on their extensive research experience, it is ensured that the conducted research will meet high academic standards. They will advise the students throughout the different research phases and accompany them during the field research.



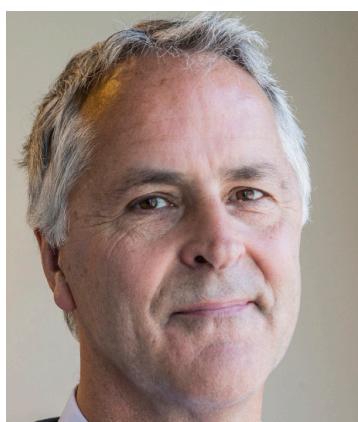
Dr. K.J. Alsem

Dr. Karel Jan Alsem is an Assistant Professor in Marketing at the University of Groningen and professor of Applied Sciences ('Lector') in Marketing at Hanze University of Applied Sciences. In addition, he is a consultant in branding and health care marketing. He has published several academic marketing journals and wrote five books about marketing and branding. Among them a Dutch book titled 'Strategische Marketing Planning', widely used in business schools and better known as 'the Alsem'. Routledge also published this book as 'Applied Strategic Marketing' in 2019. Karel Jan will join IBR for the ninth time (previously: South Africa, India, Thailand, Vietnam, Malaysia, Brasil, China).



Drs. M.J.M. Schoevers

Drs. Marjoleine Schoevers is a Professor and Coach in (intercultural) communication and management skills at the Economics and Business Faculty of the University of Groningen. She has over ten years of experience in the fields of psychology, consultancy, and management training. Marjoleine is specialized in facilitating teams in internal collaboration and external participation, as well as conflict management and collaboration across cultures. Additionally, she assists students in writing their Bachelor Theses, supervises international business internships, and trains the teaching assistants of the Economics and Business Faculty. Marjoleine is excited to join and supervise the IBR 2022 project for the first time.



Dr. A. Boonstra

Dr. Albert Boonstra is a Professor of Change Management at Economics and Business Faculty of the University of Groningen. His research focuses on the implementation challenges of advanced information technologies and their transformative effects on healthcare organizations. Albert has published his work in four international textbooks and in a range of academic journals. Additionally, he served as a consultant on organizational change projects at several large organizations. Albert is also an experienced manager in professional service organizations and is a frequently invited speaker at international academic and practitioner-oriented events. Albert will join IBR for the third time (previously: India and Vietnam).



The International Business Research project consists of three phases:

THE GENERAL PREPARATION PHASE

The general preparation phase aims to improve the knowledge of the participating students regarding the countries of destination. The methodological expertise of the students will be further increased, as well as their knowledge of contract and market research. This phase also intends to provide the student-consultants with the knowledge and skills required to conduct the research successfully. Students will attend several guest lectures, lectured by country experts in relevant areas. The students will perform a sector analysis and attend workshops related to research methodology. These will be lectured by the supervising professors, who accompany the student-consultants on the research field trip.

THE COMPANY-SPECIFIC RESEARCH PHASE

During the company-specific research phase, the needs of the client will be examined and agreed upon via interactive feedback. This phase consists of the following elements:

1. Research Framework:

A research framework and the exact content of the research will be determined. The research framework will be set up according to the specific requirements of the client. The framework will be presented in a research proposal. Once the client agrees to the research proposal, a contract will be drawn up.

2. Desk Research in the Netherlands:

From January until mid-April 2022, an intensive pre-research phase will take place in the Netherlands. The progress and results of this research will be reported to the client. Additionally, a strategy for the field research will be determined and prepared.

3. Field Research in the country of Destination:

In April and May 2022, the student-consultants will spend five weeks in Malaysia or Thailand. During this period, the field research will be conducted and companies, universities, and governmental institutions will be visited. Intermediate reports will be drafted and provisional findings will be shared.

THE REPORTING PHASE

During the final phase of the research, the project will be completed. The results will be presented to the client in a final research report. All results will be treated confidentially and with utmost integrity. The deadline for the completion of the report is September 1st, 2022.



IV.

TIMELINE

GENERAL PRELIMINARY RESEARCH

NOVEMBER 2021 - JANUARY 2022

Students spend an average of ten hours per week on activities related to IBR. They will expand their knowledge of Malaysia and Thailand, and will participate in several trainings on market research. In addition, the participating students will follow a course specifically designed for IBR.

SPECIFIC PRELIMINARY RESEARCH

JANUARY - MID-APRIL 2022

Students spend twenty hours per week on their designated research project. During these months, the students develop a better understanding of their assigned company. Future meetings in Malaysia and Thailand are planned with the help of our Local Student Consultant programme, which pairs IBR research teams with students from prestigious local universities.

FIELD RESEARCH

MID-APRIL - MAY 2022

Students leave for their country of destination. During a period of five weeks, field research is conducted. Here, students will spend an average of 40 hours per week on the research project. All meetings and interviews with companies and institutions on destination are held during this period.

REPORTING PHASE

JULY - AUGUST 2022

During this final phase all results and interviews are documented in a final report. The end report includes a clear and well-founded advice. This report is confidential and will be presented to the client in August.

	SEPT	OKT	NOV	DEC	JAN	FEB	MAR	APR	MEI	JUN	JUL	AUG	SEP
PREPARATION	STUDENT SELECTION			LITERATURE STUDY			SPECIALIZATION COURSES ON RESEARCH						
					RESEARCH PROPOSAL & FRAMEWORK				PRELIMINARY INVESTIGATION				FIELD RESEARCH
REPORTING													FINAL RESEARCH REPORT
RESEARCH													PRESENTATION
	START PHASE I			START PHASE II			START PHASE III						



V. REFERENCES

"The students were very competent in investigating the chances for export of used commercial vehicles to Brazil. As a result of their research, Kleyn can strengthen its leading market position as an independent vendor of used commercial vehicles."

P. J. Overakker - former CEO

Kleyn International

"Effectiveness and competence; these are essential ingredients to a successful research in a foreign environment. In this case, a research conducted in South-Africa in 2017. These characteristics combined with a solid amount of academic knowledge yielded a valuable market research including potential customers in the field of research. Our business, De Nederlandse Plastic Industrie, is very pleased with the enjoyable- and dynamic way in which IBR participants have laid a solid foundation for the development of a customer base in South-Africa."

H. Aal - Director

Nederlandse Plastic Industry B.V.

"The research, conducted in 2010 in Vietnam, has provided FMO with useful advice that we will use to increase FMO's influence in the banking sector in Vietnam. The students were very professional, committed, and well prepared which all aided to a pleasant cooperation."

B. Rekvelt - Manager Financial Institutions Africa

FMO

"Heineken has always had two distinct objectives. Firstly, Heineken believes that international companies should enable students to get a first-hand look at international business by being involved in actual business projects in foreign countries. By cooperating with IBR from the beginning, Heineken has given students this opportunity. Secondly, Heineken has used the IBR project as a way to conduct research. This has occurred in countries like China, India, Indonesia, and Vietnam. We have always been impressed by the professional and dedicated way these research projects were executed at such a reasonable cost. The results were useful for local management to better understand their business activities."

M. H. Rijkens – Former Director Asia Pacific and Central & Eastern Europe

Heineken



IBR offers companies tailor-made research conducted by motivated student-consultants from the University of Groningen. When companies face a specific problem, IBR can contribute towards finding a solution. IBR offers various research possibilities, such as: competitor analyses, consumer research, distribution analyses, partner analyses, sector analyses, import analyses, export analyses, and feasibility research.

In short, at a cost of €8900,- (excl. VAT) we offer:

- Research conducted by senior students (student-consultants) from the Faculty of Economics and Business of the University of Groningen, ranked among the top 1% of global business schools;
- Two student-consultants who have been selected based on academic and extracurricular achievements and motivation;
- Three months of desk research in the Netherlands;
- Five weeks of field research in Malaysia or Thailand in April and May of 2022;
- Cooperation with students from local prestigious universities (the Local Student Consultant Project);
- Supervision from three professors from the University of Groningen;
- Support from an Advisory Board, consisting of experienced managers and advisors from various relevant sectors, ministries, and embassies.

For additional information please consult our website: www.ibr-groningen.nl. For any questions or references of companies for which we have conducted research in the past, feel free to contact us. Our contact details can be found on Page 10 below.



International Business Research Groningen closely monitors the developments regarding COVID-19 in both the countries of destination and the Netherlands. Since IBR does not depart until April, we currently believe that we will be able to conduct the on-site research.

IBR is in close contact with the University of Groningen and Dutch government institutions. If at the moment of departure a physical visit to the countries of destination is deemed irresponsible, the research will be conducted from the Netherlands through a Remote Research. The Dutch students will perform the desk research from the Netherlands and will be paired with Local Student Consultants in the countries of destination. These Local Student Consultants will be our on-site team in Asia. This allows us to perform the field research to the greatest extent possible, under the circumstances.

International Business Research Groningen is a foundation and always works at cost-price. If a physical visit to the countries of destination is not carried out due to COVID-19, the research will be conducted remotely. Since fewer expenses are incurred in a Remote Research, it will therefore be carried out a greatly reduced rate.



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