

IBR

ECONOMICS AND
BUSINESS
FACULTY ASSOCIATION

Economics and Business Faculty Association
INTERNATIONAL BUSINESS RESEARCH



STUDENT CONSULTANT PROJECT: BRAZIL

2022-2023

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I. INTRODUCTION TO IBR

Dear Student,

In April 2023, twenty students from the University of Groningen (the Netherlands), will be traveling to Brazil, Colombia and Ecuador to conduct field research for Dutch companies over the course of five weeks.

This year, the business research trip named International Business Research (IBR), will be organized for the 34th time by the Faculty of Economics and Business.

As we have done for the past years, we look forward to working with local students from the universities of our research destinations.

IBR is organized to conduct research in different countries on a yearly basis. For example, last year IBR visited Thailand and Malaysia, where they worked with the best Thai and Malaysian students. Past experience has taught us that the quality of our research can only be achieved by attracting local knowledge to the project. Therefore, IBR wishes to once more, set up a Student Consultant Program. By doing so, we can combine the knowledge of Dutch students on the companies for which we will conduct research, with the knowledge of Brazilian students about culture, language, companies, and ways of doing business. In this manner, we hope to create a high-quality research with the best incorporation of the Brazilian culture. Finally, we strive to create a great group of Dutch and Brazilian students who will have an exciting and educative time together

The following sections of this document consist of an overview of the IBR project and the specifics of the Student Consultant Project.

We hope that, after reading this document, you are enthusiastic about the project and are willing to take part in our initiative.

Best regards,

Emmeline Urlus
External Relations & International Collaborations

Eva Roeleveld
Public Relations & Travel Logistics



II. IBR 2023 EXECUTIVE BOARD

Brazil, Colombia and Ecuador



Marloes ter Horst
Chairman



Finn McAllister
Vice-Chairman & Treasurer



Maarten Oudshoorn
Vice-Chairman & Travel Logistics



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Vincent Deliège
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Joeki Smeekes
External Relations



Thijmen van Olden
External Relations



III. HISTORY OF THE PROJECT

International Business Research is a project of the study association of the Faculty of Economics and Business (FEB) of the University of Groningen. IBR is a non-profit organization which offers research at cost price to Dutch companies. It is the oldest international research project of its kind in the Netherlands. It started in 1988 and has had various destinations such as Colombia, China, Mexico, and Brazil. In 2023, IBR will travel to Brazil, Colombia and Ecuador. Over the years, a successful business model has been developed.

IV. GOAL OF THE PROJECT

The goal of IBR 2023 is to conduct business research in Brazil, Colombia and Ecuador for Dutch companies. All these researches have different objectives, depending on the companies' needs. Objectives could be market research, competitor analysis, distributor analysis, or market entry research. Combining these is also possible, since we offer tailor-made research.

V. RESEARCH SET-UP

The research consists of three phases.

Phase 1: The Dutch students start with the preparation. They conduct a literature study and follow courses on how to conduct research and the Brazilian culture.

Phase 2: In this phase the students have more in-depth contact with the companies for which they conduct research. In December, the Dutch students will be divided in pairs. Each research pair is assigned one research proposal and together they will perform the preliminary investigation through desk research and field research. During this phase the Student Consultant Project starts. Towards the end of December, the Brazilian student consultants meet their two Dutch team members through video-calling. From January onwards, you can expect questions from the Dutch students who are starting the desk research at this time.

Phase 3: Starts in May, and consists of the field research in Brazil. During this phase, the student consultants will meet their two Dutch team-members in person. Together they will conduct interviews, where the student consultants help to overcome language and culture barriers.



VI. ORGANISATION OF IBR

IBR consists of an Executive Board (8 members), a Board of Recommendation (15 members), an Advisory Board (45 members), students of the Faculty of Economics and Business (20 students), three supervising Dutch professors and the local students in Brazil .

EXECUTIVE BOARD

The Executive Board of IBR 2023 consists of 8 senior students of the Faculty of Economics and Business of the University of Groningen, who dedicate this year full-time to IBR.

SUPERVISING PROFESSORS

Three professors of the Faculty Economics and Business supervise the research project from beginning to end. They will help with the research set-up, framework, and give specialization courses on how to conduct research. Furthermore, they will join the students on their journey to Brazil in order to supervise their field research.

BOARD OF RECOMMENDATION

The Board of Recommendation consists of 15 senior business relations who like to add a dimension of professionalism to our project by linking their name to it.

ADVISORY BOARD

The Advisory Board of IBR 2023 consists of 45 people. All these people have a link to Brazil ,Colombia and Brazil. Either they are employed in sectors which are booming in these countries or they are experts of the Brazilian market and know where to find chances for Dutch companies.

STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS

24 students, together with the Executive Board, will conduct research for 13 companies in Brazil they have been selected in October 2022. In November, they will start with the specialization courses on doing research. The ages of the IBR participants range from 20-24 and they are either in the final year of their Bachelor's or in their Master's program. The Student Consultant Project enhances the quality of the research project through the cooperation between Dutch and Brazilian students.

LOCAL STUDENT CONSULTANTS

The local student consultants are motivated students from renowned Universities in IBR's countries of destination. Their assistance during the second and third phase of the project enable the Dutch students to overcome language and cultural barriers. Especially with the uncertainty surrounding COVID-19, the Local Student Consultants will be of immense value.



VII. THE STUDENT CONSULTANT PROJECT

The goal of the Student Consultant Project is to enhance the quality of IBR's research through cooperation between Dutch and Brazilian students.

WHY PARTICIPATE AS A STUDENT CONSULTANT IN IBR 2023?

As a student consultant, you will work together with two or more Dutch students in conducting research for a Dutch company that is interested in the Brazilian market. You will learn to look at the Brazilian market from an international perspective and to focus on a specific sector. Moreover, you will be in close contact with Dutch students during the second and third phase of the project and you will help to answer the research questions.

WHAT DO WE OFFER?

- Compensation for all expenses that are on behalf of IBR (bus tickets, etc.)
- Gaining international business research experience
- A great intercultural experience
- Learning to analyse the Brazilian market from an international perspective
- Interview experience
- Working together with motivated Dutch senior students
- A certificate signed by our supervising professors as proof of your participation and help
- A boost to your CV
- Goodbye activity and/or dinner

WHO IS IBR 2023 LOOKING FOR?

We are looking for students who are enthusiastic about the project and would like to participate actively in a group of Brazilian and Dutch students. Moreover, we ask for students who would like to get into contact with Brazilian organizations on behalf of Dutch companies.

Next to that, during the third phase in Brazil, we are looking for students who have time to go to interviews. We aim to create a group of Brazilian and Dutch students who enjoy doing research, and enjoy working together with students from different cultures. Finally, we look for Brazilian students who can act as interpreters during interviews to overcome language barriers with people who do not speak English.

In summary, we look for:

- Enthusiastic students
- Proficient English skills
- Possibility to go to interviews in together with the Dutch students



VIII. PARTICIPATION IN THE RESEARCH

The Student Consultant Project will start when the Dutch students (divided into pairs) are assigned to a research. This depends upon the moment the contract with the company is signed, but most contracts will be signed in January. As soon as the research couple is assigned to a research, you will be contacted personally.

In May, the Dutch students will arrive in Brazil. At this moment in time, you will meet your research couple in person. In the next five weeks, the contact and cooperation will be more intensive. Together, you will make appointments, visit companies, and conduct research.

Both the Brazilian and Dutch students' tasks will be: keeping close contact with one another, searching for companies to interview, and actually interviewing them. Afterwards, the students will refine the interview questionnaires, and work on the final research. To conclude the field research period and show our appreciation, we will organise a goodbye activity and/or dinner for the whole group.

The desk research phase includes:

- Search for sector specific information in line with the researches (general information, customer behaviour, competitors, possible agents, etc.)
- Mail or Zoom contact with Dutch students to stay informed and exchange information
- Search for companies to interview and try to make appointments with companies to interview
- Several (online) trainings from Professors at the University of Groningen (e.g. an Intercultural Competency Training)

The field research phase includes:

- Personal contact with Dutch students
- Information gathering
- Arranging of interviews with companies or people
- Where possible; write parts of the final research report
- Interview companies and/or people
- Act as interpreter and local source of knowledge



IX. WORKLOAD

PHASE 2: DESK RESEARCH

APPROXIMATELY 5 HOURS A WEEK

Here you will keep contact via mail or Zoom and perform the tasks mentioned earlier. The exact workload will depend on the timing of the research contracts. Additionally, the Local Student Consultants will receive trainings in order to prepare them for the cross-cultural cooperation.

PHASE 3: FIELD RESEARCH

APPROXIMATELY 20 HOURS A WEEK

During the third phase, the Local Student Consultants will provide their country-specific knowledge to the Dutch students. They will arrange interviews with Brazilian companies, help conduct these interviews and act as an interpreter when necessary. Where possible, the Local Student Consultants will also write parts of the final research report.



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