Invited Talk
Good Practices in Conducting International Research Projects

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Abstract:

Problem statement: Why are industry certificates and consultations necessary for effective research projects and how to protect yourself against the threats of bots and technology development?

Our approach:

ABR SESTA focuses on dialogue with its clients right from the research planning stage. We effectively translate business objectives into research objectives. We carry out international projects advising on techniques and sample selection taking into consideration the peculiarity of local markets. In addition, we work according to ESOMAR and OFBOR standards, which we co-created in Poland. We are also aware of the threat of technological developments in the research industry. We continue to introduce new ideas and technological solutions so as to build a distinct offer on the market. We want to be leaders in our field and we will do our best in order to maintain our high position in Poland.

About the Speaker:

Graduate of Management and Marketing at the Warsaw School of Economics and Postgraduate Studies "Psychology of Market Behavior" at the Faculty of Psychology, University of Warsaw; member of PTBRiO, member of the CatMan Working Group at ECR Poland and co-author of the publication "Good Practices of Category Management". She has been working in marketing research since 1999. In ABR SESTA she is responsible for the implementation of the agency's sales policy, conducts and supervises research projects, prepares methodological, execution and business assumptions for the implemented projects, and prepares reports and recommendations. She specializes in research on buyer behavior and preferences, and marketing communication as well as retail audit projects.