

PMWL Research Result

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Project Management for International Market Research Projects

Access to research paper by Robert B. Young & Rajshekhar G. Javalgi added to PM World Library



Resource provided by [Venkata Srikanth Varma Datla](#)

18 January 2018 – Rome, Italy – Access to a new resource has been added to the PM World Library (PMWL) related to the project management in the marketing industry. The new resource is titled “**International Marketing Research: A Global Project Management Perspective.**” Originally published by Kelly School of Business, Indiana University, this 2006 paper is by Robert B. Young and Rajshekhar G. Javalgi at Nance College of Business Administration, Cleveland State University.

As organizations continue to pursue more global strategies, the need to be able to understand consumers in distant places is increasing. Marketing research is the primary mechanism through which companies understand their current, as well as potential, customers. As companies contemplate the global marketplace, they must consider how domestic market research differs when conducted in international markets. In an effort to help internal client side marketing research managers design and implement improved international research studies, the paper discusses the context for international market research and provide a framework for conducting international market research projects.

Go to the P/PM Profession section of the PMWL at <https://pmworldlibrary.net/industries-and-organizations/>, scroll down and click on “Advertising and Marketing”, scroll down to “papers” to find this interesting resource. Must be registered as Trial, Professional or Scholar level member and logged in to access.

For post in PMWL:

[International Marketing Research: A Global Project Management Perspective](#) – 2006 Paper by Robert B. Young & Rajshekhar G. Javalgi provides information on managing International market research projects. The authors also present several factors that should be considered by marketers who engage in global market research studies. Originally published by Research Gate, read paper at: [International Marketing Research: A Global Project Management Perspective \(Varma\)](#)

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