

Project Management in International Marketing Research

Access to new resource related to marketing and project management added to PMWL



Resource provided by [Milan Choudhury](#)

25 August 2020 – Nagpur, India – Access to a new resource has been added to the PM World Library (PMWL) related to marketing and project management. The new resource is titled “**International marketing research: A global project management perspective**”, a paper by Robert B. Young & Rajshekhar G. Javalgi published by the Kelley School of Business, Indiana University (2006).

Through this article, the authors have tried to depict the vital function of market research through a project manager’s lens. The article provides a stepwise framework for conducting market research, highlighting the subtle differences between domestic and global marketing research design.

Various aspects of market research have been touched upon including; the international market research framework, designing research methodology, and challenges of conducting international marketing research. This expertise can be effectively translated into a competitive advantage for organizations

To access this new resource, go to the Applications and Hot Topics section of the library at <https://pmworldlibrary.net/applications-and-topics/> click on “Marketing and Project Management”, scroll down to resource. Must be a registered trial, student or full member and logged-in to access.

This new resource provided through the PMWL university research internship program; [to learn more, click here](#)

For PMWL Post

Young R. B.; Javalgi, R.G. (2006). **International marketing research: A global project management perspective**, 2006 Kelley School of Business, Indiana University.doi:10.1016/j.bushor.2006.08.003 Available online at <https://isiarticles.com/bundles/Article/pre/pdf/2425.pdf> (Choudhury)

Where to post in the library: <https://pmworldlibrary.net/marketing-and-project-management/>