

Sandeep Arora – Datamatics Research & Analytics Division Tops The Charts For ESOMAR

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The Best Research Paper Asia Pacific - 2010

The European Society for Opinion and Marketing Research (ESOMAR) is the world organisation for enabling better research into markets, consumers and societies, recognized The Best Research Paper for APAC 2010 written by Madhumita Chakraborty, PepsiCo and Sandeep Arora, Sr. Vice President, Datamatics Global Services.

Sandeep's research paper "Billion Dollar Baby - Leveraging Mobile Technology for Research Applications in India" emerged to be the favorite choice for Asia Pacific 2010. Other finalist from Horizon Research Consultancy Group, China presented "Market research - The pathways from consumer needs to final products".

Over 140 research companies had the opportunity to learn from interactions with selected participants. Leaders from different cross-sections of the industry shared their experience and deliberations about the research industry.

Participants from different countries like Japan, China, Thailand, USA, Singapore, Germany, Malaysia, Hong Kong and many more attended this conference. GMI, Gfk Association, ConfirmIT, Nielsen, Pulse Group, TNS, Ogilvy, Toluna were amongst the major participants.

The best research paper is chosen by a panel of ESOMAR business executives and leading knowledge management leaders from companies such as Nielsen, TNS and Unilever.

In addition, this paper is nominated for ESOMAR Excellence Award - Best Paper 2010. The winner will be announced in Athens, at the ESOMAR Odyssey 2010 Symposium.

Expressing happiness on the recognition for the Best Research Paper APAC, Sandeep Arora said "Mobile technology is the name of the game today. No industry, including Market Research, can afford to stay away from deploying mobile technology in the core of their business deliverables. Through this paper, we tried to borrow inspiration from non-MR industries to highlight different ways in which mobile technology can be leveraged for data collection, in a diverse and geographically-complex country, such as India".

ESOMAR is the world organisation for enabling better research into markets, consumers and societies. With 5,000 members in 100 countries, ESOMAR's aim is to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making.

Brief about the Research paper

The Research paper - Billion Dollar Baby - Leveraging Mobile Technology for Research Applications in India. This paper addresses these barriers and showcases mobile based applications that are increasingly gaining attractiveness for data collection, in or out of MR industry, within India. India is characterized as a country with several countries within it.

The multiplicity of languages and ethnicity, geographical spread, low literacy levels and a large rural audience brings operational challenges to reaching India's diverse audience.

The exhilarating growth in mobile phone penetration offers marketers and researchers an opportunity to tap into this burgeoning and fast evolving Indian audience "in a time-efficient and cost-effective manner. Yet adoption of mobile based research has been fairly limited worldwide, more so in India.

Few Findings from this research paper are ":

1. Data collection using mobile applications is a reality, and that too a successful one. Companies across different industries are in a stage of cautious optimism while deploying mobile technology in their business processes.
2. In our opinion, the adoption of mobile technology in MR is likely to see a pattern. The first adoption would be to deploy mobile applications to enhance the operational efficiencies of internal business processes.

This would be followed by using mobile devices for passive data collection (where the device automatically collects the data, and does not require any active data being fed in by humans).

And, subsequently (once we see more convergence of technology platforms), the mobile devices would be successful in active data collection from the masses.

3. And, finally, we should not be comparing mobile platform with any other media of data collection. It is not a question of 'versus' (mobile phone versus other media), it has to be an 'and'.

About Datamatics Global Services

For more information, see www.datamatics.com .

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