

London School of Economics postgrads set to join Northstar Research Partner's Internship Programme

Contributed by Northstar Research Partners
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Today Northstar Research Partners, a global market research and insights consultancy, marks a successful first six months of its Advanced Internship Programme (AIP) by announcing two new interns. Agustin Diz and Amy Penfield, both PhD students at the London School of Economics, will join the programme in 2015.

The Advanced Internship Programme, which launched in May 2014, is open to PhD students from the Department of Anthropology at the London School of Economics. Participants, having completed their PhD fieldwork, spend time at Northstar's London office, participating in daily business activities and contributing to research projects. The paid internship was created to allow PhD students to experience the commercial side of social research first-hand, whilst Northstar staff and clients profit from fresh academic insight from extremely high-calibre students.

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The first two participants on the programme were Jovan Lewis, who created innovative sessions for Northstar staff expounding on the various streams of anthropology (social, cultural and biological) and its impact on market research thinking, and Xandra Miguel Lorenzo, who used her advanced fieldwork skills to create an ethnograph for the Royal Academy's Summer Exhibition - a first-of-its-kind study for an event that has been in place for 245 years.

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The AIP initiative is led by Jeff Johns, Associate Director, and Noah Roychowdhury, Principal, of Northstar UK. Following the completion of the first two internships, Roychowdhury commented: "We have been delighted with the quality of our interns from the LSE, and their enthusiasm and new ideas in developing progressive consumer insight programmes. It is clear that the Advanced Internship Programme is a great opportunity for candidates to bring their fieldwork expertise to a commercial environment, and we look forward to another successful and interesting year in 2015."