

Northstar Research Partners Commissioned By Globe Telecom To Research ASEAN Diaspora In UK

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Today, Northstar Research Partners, a customer insight consultancy with offices in London, the US and Canada, announces that it has been appointed by Globe UK to undertake an ethnographic study focussed on generating a better understanding of ASEAN (Association of South East Asian Nations) diaspora living in the UK. Globe UK is a wholly owned subsidiary of Globe Telecom, Inc. in the Philippines. Through this study Globe UK plans to get a deeper understanding of the cultural triggers that shape mobile usage among the ASEAN diaspora in the UK.

Commenting on the Northstar appointment, Dâ€™Artagnan Aguilar of Globe Telecom said: “Northstar presented an approach that had the right balance of academic rigour and a nuanced commercial view of a fast-changing telecom market in the UK. We look forward to improving our understanding of the ASEAN diaspora in the UK.”

Noah Roychowdhury, Principal at Northstar UK, added: “To deliver this study, Northstar will work closely with embedded PhD students from the Department of Anthropology at the London School of Economics. We will combine their specialist academic expertise of ethnographic fieldwork with our understanding of the fast-changing telecom space”.