

# INDIA



**IBR**  
ECONOMICS AND  
BUSINESS  
FACULTY ASSOCIATION

2024



# VIETNAM

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# I. INTRODUCTION TO IBR

International Business Research (IBR) is a research project linked to the Faculty of Economics and Business of the University of Groningen. Since 2014, the faculty has been accredited as ranked among the top 1% of global business schools, which proves the quality and performance of the faculty meets high standards.

Founded in 1988, the IBR project consists of an Executive Board, 24 student-consultants, a carefully selected Advisory Board and three supervising professors of the University of Groningen. The project focuses on conducting tailor-made research in emerging markets outside of Europe. In 2024, the two selected countries are India and Vietnam.

The IBR research project serves two purposes. On the one hand, we offer companies tailor-made research in emerging markets at cost price, supervised by three professors from the University of Groningen. On the other hand, IBR offers 24 high quality senior students the experience of putting their theoretical knowledge into practice by conducting research for potential future employers, both at home and abroad. These students are in the final stages of their undergraduate studies, as well as pursuing master's degrees within the Faculty of Economics & Business.

Each individual research contract will be conducted by two senior students who are selected based on their outstanding academic- and extracurricular accomplishments. Starting in January 2024, extensive desk research will be conducted until the end of April. After this preparation phase, five-weeks of field research will be conducted to gather relevant data locally. After the student consultants return to the Netherlands, the research report will be finalized and presented. It goes without saying that the research and its outcomes will be kept confidential and handled with the utmost integrity at all times.



## II. SUPERVISING PROFESSORS

The research conducted by IBR 2024 will be supervised by Maryse Brand, Karel-Jan Alsem and Padma Rao Sahib. Based on their extensive research experience, it is ensured that the conducted research will meet high academic standards. They will advise the students throughout the different research phases and accompany them during the field research.

### **Dr. Maryse Brand**

Dr. Maryse Brand is an Associate Professor at the Department of Innovation Management & Strategy. After completing her PhD in the field of Business-to-Business marketing, Maryse has developed expertise in the fields of small business management, strategic cooperation & franchising, and entrepreneurship. Maryse has also been working as a small business consultant for ca. 8 years. Her recent teaching is mainly in the field of Small Business Management & Business Plan writing. She has been programme director of the MScBA SB&E, FEB's Honours programme, and at present she is programme director of the Pre-MSc programme. In both research and teaching, the link between theory and practice has always been the core of Maryse's work.



### **Dr. Padma Rao Sahib**

Dr. Padma Rao Sahib is an Associate Professor at the Faculty of Economics and Business at the University of Groningen. After completing her PHD and MA in Economics at Cornell University, she specialised in mergers and acquisitions and corporate restructuring, on which she has published articles in several academic journals. Furthermore, she participated in numerous contract researches under guidance of the Dutch ministry of external affairs. She is on the UNESCO Chair on gender equality and Women's empowerment.



### **Dr. Karel-Jan Alsem**

Dr. Karel Jan Alsem is an Assistant Professor in Marketing at the University of Groningen and Professor of Applied Sciences ('Lector') in Marketing at Hanze University of Applied Sciences. In addition, he is a consultant in branding and health care marketing. He has published several academic marketing journals and wrote five books about marketing and branding. Amongst these, a Dutch book, titled 'Strategic Marketing Planning', which is widely used in business schools and better known as 'the Alsem'. Routledge also published this book as 'Applied Strategic Marketing' in 2019. Karel-Jan will join IBR for the ninth time (previously: South Africa, India, Thailand, Vietnam, Malaysia, Brasil, China).



## III. RESEARCH DESIGN

The International Business Research project consists of three phases:

### THE GENERAL PREPARATION PHASE

The general preparation phase aims to improve the knowledge of the participating students regarding the countries of destination. The methodological expertise of the students will be further increased, as well as their knowledge of contract and market research. This phase also intends to provide the student-consultants with the knowledge and skills required to conduct the research successfully. Students will attend several guest lectures, lectured by country experts in relevant areas. The students will perform a sector analysis and attend workshops related to research methodology. These will be lectured by the supervising professors, who accompany the student-consultants on the research field trip.

### THE COMPANY-SPECIFIC RESEARCH PHASE

During the company-specific research phase, the needs of the client will be examined and agreed upon via interactive feedback. This phase consists of the following elements:

#### 1. *Research Framework:*

A research framework and the exact content of the research will be determined. The research framework will be set up according to the specific requirements of the client. The framework will be presented in a research proposal. Once the client agrees to the research proposal, a contract will be drawn up.

#### 2. *Desk Research in the Netherlands:*

From January until mid-April 2024, an intensive pre-research phase will take place in the Netherlands. The progress and results of this research will be reported to the client. Additionally, a strategy for the field research will be determined and prepared.

#### 3. *Field Research in the country of Destination:*

In April and May 2024, the student-consultants will spend five weeks in India or Vietnam. During this period, the field research will be conducted and companies, universities, and governmental institutions will be visited. Intermediate reports will be drafted and provisional findings will be shared.

### THE REPORTING PHASE

During the final phase of the research, the project will be completed. The results will be presented to the client in a final research report. All results will be treated confidentially and with utmost integrity. The deadline for the completion of the report is September 1st, 2024.

# IV. TIMELINE

## GENERAL PRELIMINARY RESEARCH NOVEMBER 2023 - JANUARY 2024

Students spend an average of ten hours per week on activities related to IBR. They will expand their knowledge of India and Vietnam and participate in several trainings on market research. In addition, the participating students will follow a course specifically designed for IBR.

## SPECIFIC PRELIMINARY RESEARCH JANUARY - MID-APRIL 2024

Students spend twenty hours per week on their designated research project. During these months, the students develop a better understanding of their assigned company. Future meetings in India and Vietnam are planned with the help of our Local Student Consultant programme, which pairs IBR research teams with students from prestigious local universities.

## FIELD RESEARCH MID-APRIL - MAY 2024

Students leave for their country of destination. During a period of five weeks, field research is conducted. Here, students will spend an average of 40 hours per week on the research project. All meetings and interviews with companies and institutions on destination are held during this period.

## REPORTING PHASE JULY - AUGUST 2023

During this final phase all results and interviews are documented in a final report. The end report includes a clear and well-founded advice. This report is confidential and will be presented to the client in August.

	SEPT	OKT	NOV	DEC	JAN	FEB	MAR	APR	MEI	JUN	JUL	AUG	SEP
PREPARATION	STUDENT SELECTION				LITERATURE STUDY								
	SPECIALIZATION COURSES ON RESEARCH												
	RESEARCH PROPOSAL & FRAMEWORK					PRELIMINARY INVESTIGATION			FIELD RESEARCH				
REPORTING									FINAL RESEARCH REPORT				
RESEARCH									PRESENTATION				
	START PHASE I				START PHASE II				START PHASE III				

# V. OPPORTUNITIES

IBR offers companies tailor-made research conducted by motivated student-consultants from the University of Groningen. When companies face a specific problem, IBR can contribute towards finding a solution. IBR offers various research possibilities, such as: competitor analyses, consumer research, distribution analyses, partner analyses, sector analyses, import analyses, export analyses, and feasibility research.

## In short, at a cost of €9800,- (excl. VAT) we offer:

- Research conducted by senior students (student-consultants) from the Faculty of Economics and Business of the University of Groningen, ranked among the top 1% of global business schools;
- Two student-consultants who have been selected based on academic and extracurricular achievements and motivation;
- Three months of desk research in the Netherlands;
- Five weeks of field research in India and Vietnam in April and May of 2024;
- Cooperation with students from local prestigious universities (the Local Student Consultant Project);
- Supervision from three professors from the University of Groningen;
- Support from an Advisory Board, consisting of experienced managers and advisors from various relevant sectors, ministries, and embassies.

For additional information please consult our website: [www.ibr-groningen.nl](http://www.ibr-groningen.nl). For any questions or references of companies for which we have conducted research in the past, feel free to contact us. Our contact details can be found on Page 11 below.



## VI. REFERENCES

"The students were very competent in investigating the chances for export of used commercial vehicles to Brazil. As a result of their research, Kleyn can strengthen its leading market position as an independent vendor of used commercial vehicles."

[P. J. Overakker - Former CEO  
Kleyn International](#)

"Effectiveness and competence; these are essential ingredients to a successful research in a foreign environment. In this case, a research conducted in South-Africa in 2017. These characteristics combined with a solid amount of academic knowledge yielded a valuable market research including potential customers in the field of research. Our business, De Nederlandse Plastic Industrie, is very pleased with the enjoyable and dynamic way in which IBR participants have laid a solid foundation for the development of a customer base in South-Africa."

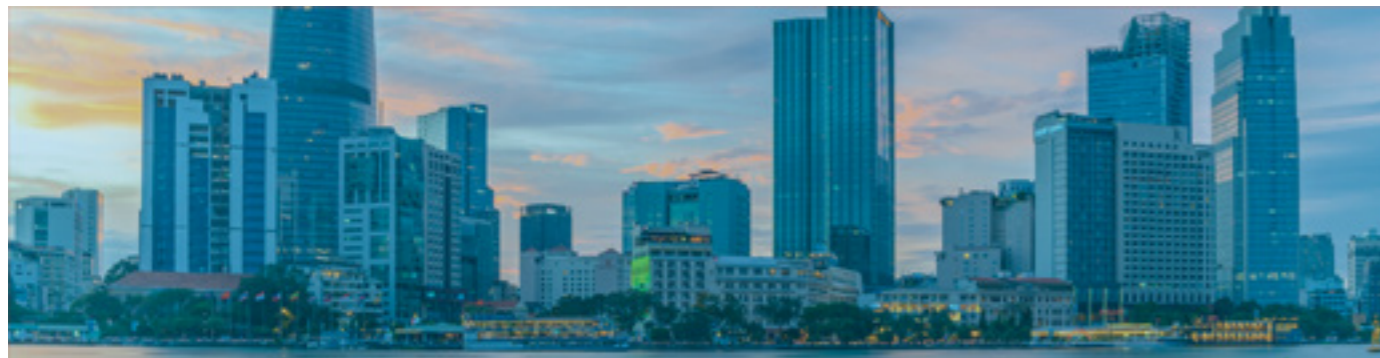
[H. Aal - Director  
Nederlandse Plastic Industrie B.V.](#)

"The research, conducted in 2010 in Vietnam, has provided FMO with useful advice that we will use to increase FMO's influence in the banking sector in Vietnam. The students were very professional, committed, and well prepared which all aided to a pleasant cooperation."

[B. Rekveld - Manager Financial Institutions Africa  
FMO](#)

"Heineken has always had two distinct objectives. Firstly, Heineken believes that international companies should enable students to get a first-hand look at international business by being involved in actual business projects in foreign countries. By cooperating with IBR from the beginning, Heineken has given students this opportunity. Secondly, Heineken has used the IBR project as a way to conduct research. This has occurred in countries like China, India, Indonesia, and Vietnam. We have always been impressed by the professional and dedicated way these research projects were executed at such a reasonable cost. The results were useful for local management to better understand their business activities."

[M. H. Rijkens - Former Director Asia Pacific and Central & Eastern Europe  
Heineken](#)



## VII. ADVISORY BOARD

The students will be advised by experts from different industries as well as countryspecific experts. This year's Advisory Board consists of:

*Arjen Ruggenberg - Food Sector- Commercial Manager Vietnam*  
*Cees van der Helm - Meijburg & Co. - Partner*  
*Dirk Aleven - FoodVentures - CEO*  
*Eline van der Veen - Ministry of Foreign Affairs - Deputy Consul General*  
*Eva Verschoor - Rotterdam Partners - Business Manager Trade*  
*Evert Jan Schouwstra - World Trade Center Leeuwarden - Managing Director*  
*Eward van der Schoot - Kraft Heinz - Global Renewable Energy Lead*  
*Frans Claassen - MVO - de ketenorganisatie voor oliën en vetten - Director*  
*Frans Eusman - Heineken International BV - Executive Director Global Audit*  
*Gerrit Jan Steenbergen - AS Watson Group - Group Retail Technology Director*  
*Greetje Frankena - Atradius Trade Credit Insurance - Deputy Head of Economic Research Department*  
*Heine Lageveen - Ministry of Foreign Affairs - Policy Officer*  
*Henk Jan Jonge Poerink - BESI - Senior Vice President Global Operations*  
*Jan Jaap Folmer - UPP! UpCycling Plastic B.V. - Chief & Founder*  
*Jan Prins - Siemens Energy - Vice President*  
*Jan Willem Kijlstra - Hapam - Commercial Director*  
*Jelke Schippers - Smartshore B.V. - Managing Director*  
*Job van der Burgt - QuantiParts B.V. - Managing Director*  
*Kanwarpreet Singh - Inter IKEA Systems B.V. - Sustainability Leader*  
*Marguerite Soeteman-Reijnen - Aon Holdings - Former Chairman*  
*Marjolein Warburg - WARBURG Consultancy - Business Plan Consultant*  
*Martijn Baarda - Growinski - Brand Architect*  
*Matthijs van den Broek -Further East Consult - Managing Director*  
*Matthys van der Lely - Asi Aspire Pte Ltd - Managing Partner*  
*Nga Dang - AB Consult - Founder*  
*Nicole van Spronsen - Marin - Project Manager*  
*Noreen van Holstein - Gotcha! - Founding Director*  
*Paul van Hek - RedFoxBlue - Founder*  
*Pieter Swart - SeaLeopard Engineering - Director*  
*Rajiv Mehra - Mehra Holding B.V. - Managing Director*  
*Remco Gaanderse - R. G. Interim Management, Training, Advisory - Owner*  
*Robbert Birkhoff -Meyn Food Processing Technology - Director Sales & Projects*

## VII. CSR & RECOMMENDATIONS

### SUSTAINABILITY

The IBR project is increasing its focus on sustainability because we believe it is crucial to shift towards a more sustainable environment. Given that the most pronounced negative externality associated with the project pertains to flights to India and Vietnam, investments will be made to allocate resources toward carbon dioxide (CO2) neutralization initiatives. Furthermore, the project aims to contribute to society through undertaking volunteer work spanning a few days. On top of that, we aspire to perform a sustainability analysis on the conducted research, helping the businesses to enhance their social impact. In previous years we have conducted a lot of projects focusing on improving the sustainability for different firms. This is how we are trying to make a social impact!

### RECOMMENDATIONS

To ensure the credibility of our project and our experiences, the quality of IBR is endorsed by the board of recommendations. Our board of recommendation (BoR) consist of the following people:

- De Nederlandsche Bank N.V. - K.H.W. Knot - President
- hallo, - M. Visser - Founder & Strategy Director
- Heineken N.V. - Drs. M.H. Rijkens - Former Director Asia Pacific
- N.V. Nederlandse Gasunie - J.J. Fennema - Board of Directors
- Royal Boskalis Westminster N.V. - Dr. P.A.M. Berdowski - CEO
- Royal DSM - F. Sijbesma - Honorary Chairman & Chairman of the Managing Board
- Royal Haskoning DHV - M. Hulshof- CEO
- University of Groningen- Prof. Dr. Ir. J.M.A. Scherpen - Rector Magnificus

gasunie



hallo,



faculty of economics and business

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## IX. CONTACT DETAILS

### IBR OFFICE

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