

Summer – Fall 2019

Customer Insights Lab Newsletter



CARS and SCCUR Conference Presentations

New Lab Members

Projects Hatchery Acceptance

Intertrend Consulting Project

Lab Alumni Visitors

Record-Breaking Business Research Panel Studies

Converge Conference Attendance

Restructuring of Student Lab Positions

Letter from the Director

10 Years in Review



CalPolyPomona

College of
Business Administration



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College of
Business Administration

3801 West Temple Avenue
Pomona, California 91768



**Customer
Insights Lab**

Building 98-C 610
Hours: Friday 9am – 5pm

Director:
Dr. Jae Min Jung

**Advisor and Consulting Project
Collaborator:**
Dr. Randy Stein

Research Lead:
Cailin Kuchenbecker

Research Associates:
Guillermo Marquez
Stephanie Munoz
Gary Stahlhoefer

Research Assistants:
Jillian Munoz
Jarrod Griffin
Mitchell Pickering
Prathista Annapareddi



CI Lab Represented at 5th Annual Creative Activities and Research Symposium



On August 8, 2019, Cal Poly Pomona hosted its 5th Annual Creative Activities and Research Symposium. With over one hundred presenters at the symposium, the Cal Poly Pomona undergraduate research community came to the event ready to share.

Two projects in the Customer Insights Lab were accepted for 10-minute oral presentations. The first project, “A Review and Synthesis for Consumer Preference for Locally Produced Products,” was presented by **Stephanie Munoz, Gary Stahlhoefer, and James Jung**. The second project, “Value of Undergraduate Students’ Participation in Business Research and Antecedents of the Perceived Value,” was presented by **Alison Arcos and Guillermo Marquez**.

The Lab Hires Five New Lab Members for the 2019-2020 School Year

The new school year welcomed five new lab members to the recently renamed Customer Insights Lab. Leading the group is former Research Assistant **Cailin Kuchenbecker**, who graduated with a Bachelors in Communication in Spring of 2018. She returned to campus in Fall 2019 to pursue her MBA and was hired as Research Lead. Kuchenbecker is expected to graduate in 2021.

In addition to Kuchenbecker, four Research Assistants were also welcomed to the lab: **Jillian Munoz, Jarrod Griffin, Mitchell Pickering, and Prathista Annapareddi**. Munoz is a Psychology major (Junior) in the Kellogg Honors College. Griffin and Pickering are both Seniors studying Computer Information Systems in the College of Business Administration. Annapareddi is a second year Computer Science student interested in consumer behavior.



(Top left to right)
Cailin Kuchenbecker, Jillian Munoz, Jarrod Griffin, Mitchell Pickering, and Prathista Annapareddi

CI Lab Presents at Southern California Conferences for Undergraduate Research

On November 23, 2019, the Customer Insights Lab traveled to California State University San Marcos to attend the Southern California Conferences for Undergraduate Research (SCCUR). SCCUR is a multi-disciplinary conference including the sciences, humanities, social sciences, arts, and performing arts. SCCUR typically draws 500-800 participants mainly from Southern California colleges and universities.

Two projects from the Customer Insights Lab were accepted to be shared via a 15-minute oral presentation. The first project, "Why Do Consumers Prefer Locally Produced Products?" was presented by **Gary Stahlhoefer**, **Jillian Munoz**, and **Jarrold Griffin**. The second project, "Perceived Value of Passive Research Participation and its Effects on Learning Marketing Concepts," was presented by **Guillermo Marquez**, **Mitchell Pickering**, and **Prathista Annapareddi**. After the presentation, lab members absorbed other business research presentations and new research methodologies.



Two CI Lab Research Projects Accepted into Learn Through Discovery Projects Hatchery Program



The Customer Insights Lab is excited to announce that two projects have been accepted into the Learn Through Discovery (LTD) Projects Hatchery Program and are eligible to receive up to \$8,000 per project. The first project called "Locals Only," comprised of **Stephanie Munoz**, **Gary Stahlhoefer**, **Jillian Munoz**, and **Jarrold Griffin**, investigates consumer preferences for locally produced products. The second project called "Team Insights," investigated by **Cailin Kuchenbecker**, **Guillermo Marquez**, **Mitchell Pickering**, and **Prathista Annapareddi**, examines the effectiveness of undergraduate students serving as survey takers in their learning of marketing and marketing research.

Both teams are currently in the first phase of the program: exploration. In this phase, teams begin to study the background of their idea and what appeal it may have to their target community. As part of the program participation, both teams have presented their project's progress at Projects Hatchery meetings where they receive feedback from other project teams on their efforts. The Locals Only team presented on September 6, 2019, and Team Insights presented on October 18, 2019.



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CI Lab Consults with *Intertrend* Using Data Analytics

The Customer Insights lab is excited to announce a consultation project with *Intertrend* during the Fall 2019 semester.

Intertrend is an award-winning, full-service communication agency based in Long Beach, California. Their goal is to help organizations target their communication efforts toward Asian American segments such as Chinese, Japanese, Korean, Vietnamese, Asian Indian, and Filipinos nationwide. Our first meeting with the company was a field trip to their Long

Beach location on September 13, 2019 (photograph above), wherein we learned about the company and explored areas of collaboration.

Every Friday morning, the consulting student workers learned the popular data science tool, R, in order to clean and wrangle big data and learn the foundations of machine learning. The CI lab met with *Intertrend* many times during the semester to collaborate on the progress of the project. The culminating project for the consulting students was a formal presentation to *Intertrend* showing all of the insights that were gained during data analysis. This consulting project gave students hands on experience in the real world of business analytics and opened opportunities for them to further pursue data science careers.



(above) Student teams and Professor Jung posing in front of the mural on the north wall of the historic building in which Intertrend is housed during the company visit on September 13, 2019.



(left) Student teams and clients posed after one-hour 20 minutes long presentation and Q&A.

Lab Alumni Share Experiences Post-Graduation with Current Lab Members

September was a busy month for the Customer Insights Lab as there were two visiting lab alumni who returned to share their experiences with current lab members. Former lab member **Maverick Siragusa**, who graduated in Spring 2019, came to discuss his experience applying to jobs before and after graduation. Siragusa graduated with a Bachelors in Business-Marketing and served as the Senior Vice President of the Market Research Club from January 2019 - May 2019. After spending months applying and interviewing for different positions, he was hired as a Contract Specialist with the *U.S. Army Contracting Command*. He moved to Boston shortly after his visit to the lab and plans to attend law school while working. He shared how his lab experiences prepared him for this new job.

"This job is a fantastic opportunity! It turns out we do market research, so the training we had in the lab really helped," Siragusa recounts. "I recommend that graduating students apply for jobs in the government. My job helps pay for tuition and I do in fact need a business law concentration in graduate school to move up to higher-ranking positions," Siragusa stated.



The second visitor we had in September was Former Lab Member **Quynh Le**. Le graduated in Spring 2018 with a Bachelors in Business-Marketing and was the President of the Market Research Club from June 2017 - June 2018. She now works as a Research Associate at *Breakthrough Research*, a custom market research firm designed to help clients find and polish insights that will help drive their businesses further. Quynh shared valuable information to current Research Assistants regarding what actually happens in modern market research companies. She also gave insights on how to apply to jobs and answered an abundance of questions from lab members.



(above) Quynh Le shares her trajectory to how she earned her position at *Breakthrough Research*.

(left) Maverick Siragusa rejoins the lab for a day before he moves cross-country for his new job.

Business Research Panel Hosts Record-Breaking Number of Studies

Fall 2019 was a busy semester for the Business Research Panel. The Business Research Panel is a subject pool management system run by the CI Lab. Each semester, professors teaching introductory marketing courses are encouraged to have their students participate in faculty and student research studies through the panel.

This semester, 14 studies were hosted on the Business Research Panel, almost all of them student studies. With five participating professors

for Fall 2019, we had an exciting number of student participants. Approximately 500 students took 2,000 studies during the semester at a rate of four studies taken per participating student. With the average study earning each student 0.25 Sona credits, the total Sona credits earned for the semester was over 600. The success of the Business Research Panel in Fall 2019 is already spilling over to Spring 2020, as there are already several studies waiting to be listed on the system. We hope to top the numbers we saw during Fall.



The CI Lab Attends the Converge Conference in Los Angeles



Photo credit: Prayitno

On Wednesday, December 11, 2019, three CI Lab members, **Guillermo Marquez** (Senior Vice President of the Market Research Club), **Jarrod Griffin** (UBSS Representative for the Market Research Club), and **Mitchell Pickering**, traveled to Los Angeles to attend the Converge Conference at the Intercontinental Los Angeles Downtown Hotel. Converge is a conference developed by *Insights Association* for those working in business intelligence data and behavioral and third-party data sets. It is a place where those specializing in digital analytics, data science, consumer insights, and market research come together to expand their networks and knowledge.

“It was interesting to see how market research is changing and accepting more data science aspects,” Griffin stated. “It was a great way to make connections with industry leaders in the market research space. I found a panel on hiring especially interesting as it gave great tips for students entering the workplace from the perspective of a hiring manager.”

The three lab members were able to network with hiring companies and learn from those already in the industry.

Restructuring of Student Lab Positions

As further explained in the Letter from the Director on page 7, the lab is in the process of becoming an official center and is shifting in the direction of data science. This change has required lab positions to be restructured to better facilitate this new direction. The twelve restructured positions below were named in reference to actual job announcements found on the web. In the upcoming digital economy, importance of such jobs cannot be emphasized enough. Students will learn the topics of digital marketing and analytics from the twelve positions below, ready to hit the ground running in the industry. If you are interested in one of these positions, you can email the Director, Dr. Jae Min Jung, at jmjung@cpp.edu or the Research Lead, Cailin Kuchenbecker, at kuchenbecker@cpp.edu.

Digital Marketing Implementation Group

Customer Insights & Implementations Lead (1)
 Customer Experience Analyst (1)
 Web Design & Media Analytics Specialist (1)
 Social Media Marketing & Analytics Specialist (1)
 Corporate and External Relations Specialist (1)
 Digital Marketing Specialist (1)

Marketing Science and Analytics Group

Marketing Science & Data Analytics Lead (1)
 Consumer Insights Analyst (1)
 Junior Marketing Scientist (1)
 Business Analytics Specialist (1)
 Web Analytics & Text Mining Specialist (1)
 Customer Relationship Management Specialist (1)

Check out our website:

<https://www.cpp.edu/cba/customer-insights-lab/>

Get the latest CI Lab News:

<https://www.linkedin.com/company/19140850>

Connect with us on LinkedIn:

<https://www.linkedin.com/in/behaviorallab>



If you would like to donate or become a member of the lab, contact Dr. Jae Min Jung at jmjung@cpp.edu



Letter from the Director: Dr. Jae Min Jung

Greetings!

I hope you all have enjoyed reading our articles about what has happened during the summer and fall of 2019. What a great job our students have been doing in this experiential learning environment.

Year 2019 marks its distinctive stroke in the history of the lab as it is transitioning from one man's hobby to a formal center recognized by the university. The College of Business Administration is in the process of getting the lab officially recognized as a university entity with a reporting responsibility and greater and stable support from the university. The lab will now be called, *Center for Customer Insights and Analytics (CCIA)*, whose focus is on the issues related to customers (both consumers and businesses) and on the secondary (big) data as well as the primary data. Including the big data methodology is the lab's new direction, as such new methods, normally referred to as data science/analytics, can contribute uniquely to our understanding of customer behaviors.

The center will be open to new opportunities in the future to be able to fulfill its mission. It should also work interdisciplinarily across the campus, pulling the strengths from disciplines such as behavioral economics, consumer psychology, computer science, computer information systems, operations management, statistics, and econometrics. We need some faculty from the related disciplines to contribute to our curriculum. We also need business professionals in customer insights and data science/analytics to appear on campus as guest speakers and to serve on the advisory board.

Also, as a director of the center, I will now have to communicate to our alumni, business partners, students, and faculty members what we have been up to, and get more people involved to achieve our missions. I will also have to generate student success programs and devise and execute a plan that would ensure the center can sustain itself in the long term. This is a tall order for me, but it is great news for our students as I can support our student workers better.

Previously, no students had been financially supported for their work at the lab. This had

always been an issue. I felt helpless when many students passed by the awesome opportunity to join the program since they couldn't find the luxury of time to invest in themselves. You know why! Our students are first-generation college students from their family and support their own education, often working part-time. It is rare to meet a student who doesn't work at all. In a situation like this, why wouldn't spending the whole day on Fridays at the lab seem like a luxury for most students?

I want to change this. Starting this fall, we were able to support four students, but that is only one-third of the number of student workers we have in the lab. This professional-looking newsletter is the product of our investment to the students. I want to be able to support every single student worker for his or her time so that they don't have to go to a second job at night after working a full day at the lab. As a first step to improve student experience, accountability, and support, I have restructured student workers' jobs as you read on the previous page.

If you are interested in supporting the center, designate your donation to "Customer Insights Educational Fund" when you write a check for the university. You can also contribute non-monetarily as a guest speaker or as an advisory board member. The infographic on the following page shows all the accomplishments of the lab until now.

I am excited to imagine how much more the center will have accomplished 5 or 10 years later with the help of so many people who join the cause. Would you like to be part of the team? There is nothing we cannot accomplish together.

Best Regards,

Jae Min Jung

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10 Years in Review: Customer Insights Lab

Student Success

- 1 Refereed Peer-Reviewed Journal Publication
- 1 Honorable Mention for the Best Conference Paper Award
- 3 Students accepted into Ph.D. programs
- 8 Refereed Professional Conference Proceedings
- 11 Refereed Professional Conference Presentations
- 2 Recipients of California State University Chancellor’s Doctoral Incentive Program (CDIP)
- 1 “*Research Recognition*” Award
- 1 Winner of Student Research Competition, Marketing Research Association
- 1 Second-place in the Case Study Competition, Pharmaceutical Marketing Research Group
- 1 Second-place winner at CSU Student Research Competition
- 4 Winning teams/projects at Student RSCA Competition
- 2 Project teams accepted into the *Learn Through Discovery* (LTD) Program
- 10 Student Travel Grants, totaling +\$10,000
- 23 Refereed Student Conference Presentations
- 37 Independent Studies

Service to University Community

- 50+ Internships provided
- 16+ Research Talks (research colloquium) hosted/sponsored since 2012
- 5+ Workshops provided since 2012
- 134 Data Collections (200-300 participants per each) since 2014
- 2,000+ New Surveys Created in Qualtrics since 2016
- 47,000+ Responses Collected in Qualtrics since 2016

1000+

Student Passive
Research Participants
per year

600+

Users in Qualtrics
since Nov. 2016

112

Researchers (Faculty
and Student Project
Leaders) Registered
since 2014

Outreach to Business Community

- 7 Business-to-Business Consulting Projects with students
- 3 Business-to-Consumer Consulting Projects with students

50+ Guest speakers since 2014





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