Greetings, former and current research assistants and also the members of the Market Research Club!

I hope that you had a magnificent first half of the year. Before I start the summer quarter, I thought that I would update and offer you an opportunity to get connected to other BBRL members. Once a member, you are a life-time member of the lab!

I am pleased to share with you some of the exciting news that has occurred in the first half of the year at the lab regarding some of the members’ career and research activities. You know my involvement with the students evolved over time. Starting winter 2015, I have been able to spend more time with RA’s, two entire days a week. This spring in particular, the lab has always been busy with multiple projects.

I would like to take this opportunity to thank all of you who have been involved in the various stages of various projects while you were here in the lab. I hope what you have learned helps you in your career too. I would also like to thank all the graduating seniors for the tremendous service they have done for the lab and the market research program. You all have made positive impacts on the campus and increased awareness of the market research program on and off campus by serving for Market Research Club. MRC has been instrumental in introducing our students to the market research professional community in Southern California. In the past few years, we attended various conferences including local and national conferences of Marketing Research Association, national conference for Association for Public Opinion Research.

What you do out there makes a lasting impression in the minds of the professionals about Cal Poly Pomona. Early this year, the Pharmaceutical Marketing Research Group contacted me and expressed its interest in establishing relationship with us thanks to the excellent performance Jenny Yeon showed during her market research internship at a pharmaceutical company in Bay Area. When our students participate in MRA meetings, they impress the professionals. You have helped establish our stature as the leading university for the market research program in the state of California. For those of you who served as MRC officers, thank you! Your contribution will not be forgotten.

Let me start with the news about our outstanding graduating seniors, followed by some of the research activities and honors pertaining to the lab members during the first half of the year.
1. **Job Market Dashboard**

Please join me in congratulating all graduating BBRL members. Followed are the students who told me about their future whereabouts.

- Jenny Yeon, Market Research Intern, *Hypothesis Group*. (Jenny is entertaining a few options including a job offer)
- Somi Kang, Research Associate, *Communicus, Inc.*
- Tiffany Tran, Television Research Analyst, *Sony Pictures Entertainment*.
- Leilani Schelstrate, *Jet Propulsion Laboratory*.
- Raphael Ghieuw Sien, Account Services, *Scientific Telephone Samples*.

Here is also a list of companies that hired our RA’s in the past one year.

2. **Peer Reviewed Journal Publication**


3. **Peer Reviewed Research Presentation**

Kyeong Sam Min, Jae Min Jung, and Drew Martin, “Why Did You Take the Road that Leads to Many Different Cities? Cultural Differences in Variety-Seeking,” Accepted for presentation at the 2015 Association for Consumer Research Conference, New Orleans, October 2015.

4. Student Research Competition


5. National Workshop Winners

Continuing the tradition started in 2013, two BBRL members were selected to participate in this highly competitive and prestigious national workshop in marketing and marketing research hosted by Marketing Edge, “the only national nonprofit of its kind solely committed to acquaint professors and college students with - and to engage and involve them in - the thriving business of marketing.” Only 30 students from across the country are selected, and all travel related costs are covered except for registration fee of $300 for the five day workshop! For considerations, students had to submit their transcript and essays for a series of questions. Selected students came from many renowned schools including ivy league schools. Congratulations!

- Ashley Lam, participated I-MIX (Interactive Marketing Immersion Xperience) Summer Program, May 30 - June 3, 2015, Mountain View, CA, hosted by Google.
- Janna Esguerra, selected to participate I-MAX (Interactive Marketing Analytics Xperience) Summer Program, August 1-5, 2015, Mountain View, CA, hosted by Google.
- Winners of the previous years:
  - Jenny Yeon: I-MAX, 2013
  - Jenny Yeon: I-MIX, 2013
  - Hoang Nguyen: I-MAX, 2013
  - Somi Kang: I-MAX, 2014
  - Tiffany Tran: I-MIX, 2014
6. Invited Research Presentation


Finally, I must share the amazing experiences I had had with my Spring 2015 RA’s. This spring quarter, I have had the pleasure of working with six enthusiastic RA’s who came from various disciplines (Finance, Marketing, IB, Psychology, and CIS). For the first time in the history of the lab, this team of RA’s and I worked for a case study competition for which the winning university will be invited to present at the Pharmaceutical Marketing Research Group’s conference held at Philadelphia, PA. We started and finished the whole project in just one quarter including survey design, data collection, analysis, and an abstract of research manuscript. I cannot believe that we actually pulled it off. We kept working even during the finals week and even burned late night oils for a few days leading up to the submission deadline. It was a nerve-wrecking experience working around the clock against the deadline. Yet, when we crafted a beautiful product forged out of real Type II Diabetes patients (both qualitative and quantitative data), we felt ecstatic. I expect them to share the stories in various local and national venues throughout the next academic year.

Next week, I expect to have new RA’s. My major plan for summer is to learn new software such as R, Smart PLS SEM, Gephi, and Fuzzy logic software. With the help of my new RA’s I may be able to use some techniques for some projects. I may update you at the end of the summer.

I wish you all a happy and restful summer! For the graduating seniors, bon voyage!

Best wishes,

Jae Min

Jae Min Jung, Ph.D.
Professor of Marketing
College of Business Administration
Cal Poly Pomona
3801 West Temple Blvd., Pomona, CA 91768
Tel: 909-869-2449 | Fax: 909-869-3647
jmjung@cpp.edu | Short Bio | LinkedIn