



COOPERATIVE EDUCATION REPORT

**A Study on Thai Work Culture and Research Process in
Brainjuice Co., Ltd.**

WRITTEN BY

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We have approved this cooperative report as a partial fulfilment of the cooperative education program semester 2/2023

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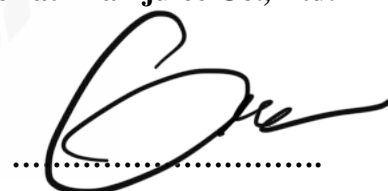
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Project Title : A Study on Thai Work Culture and Research Process in Brainjuice Co., Ltd.

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Abstract

The report “A study on Thai work culture and research process in Brainjuice Co., Ltd.” presented how Brainjuice Co. has been able to successfully carry out their research projects in the Thai work environment. The report primarily focuses on the activities undertaken to fulfill responsibilities assigned by the Managing Director and senior analysts of the company. The objectives of this study were to comprehend the dynamics and work culture in Thailand, expand one's professional network geographically, learn to manage work-life balance, and develop interpersonal and technical skills. These objectives were achieved through a thorough understanding of the company's operations and processes during the completion of a research project.

This study encompasses the detailed documentation of all activities conducted during the cooperative education period. All tasks were completed successfully, and responsibilities were managed effectively with the assistance of senior colleagues. Utilizing knowledge gained from course materials proved instrumental in addressing challenges encountered during the project. Practical experience in the research field facilitated skill enhancement and acquisition of new competencies. Moreover, this educational experience provided valuable insights into real-life consumer psychology, which holds significant implications for future career development.

Keywords: Thai work culture, research projects, research field, cooperative education,

Acknowledgement

I extend my sincere gratitude to Brainjuice Co., Ltd for granting me the opportunity to serve as a consumer insight intern. I am profoundly thankful for their unwavering support and guidance throughout my tenure, which fostered an enriching learning experience with a comprehensive approach to real-life research projects.

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CHAPTER 1: INTRODUCTION

1.1 Company profile

Brainjuice Co., Ltd. founded in 2009, is a prominent full-service research agency headquartered in Bangkok, Thailand. Specializing in market research solutions, Brainjuice operates throughout Thailand with a robust fieldwork infrastructure covering urban, rural, and even southern provinces near Malaysia. This extensive reach enables them to gather insights from diverse demographics and geographic locations.

Understanding the significance of cultural differences in market research, Brainjuice excels in communicating with individuals in their local dialects, ensuring clarity and accuracy in data collection. Their expertise extends beyond Thailand, as they conduct research projects in other Southeast Asian countries like Vietnam, Indonesia, and even Pakistan. This regional experience positions Brainjuice as a trusted partner for businesses seeking to expand into Southeast Asia.

Key expertise (Brainjuice Co., Ltd., 2018) :

- Attitude & Usage Study
- Tracking Study
- Product sensory evaluation
- Price Sensitivity



Figure 1: Logo of Brainjuice Co., Ltd

1.1.1 Mission of the company :

“To empower clients in Asia by providing deep consumer and product understanding at every development stage through various research techniques.

1.1.2 Vision of the company :

“To be the leading consumer and product insights agency in Asia, driving innovation and profitability for clients.”

1.1.3 Strategies of the company :

Brainjuice leverages its product and consumer knowledge to offer full-service assistance across all stages of product development. They employ diverse research methods to comprehend customer experiences and focus on creating and improving products while leveraging their extensive local knowledge and networks.

1.2 Organizational structure

Because Brainjuice outsources few of its tasks, it is less complex and hierarchical and has fewer divisions and employees. Because of Brainjuice's organizational structure, they are able to communicate effectively and prevent misunderstandings.

Although the data processing unit and field operations are outsourced, employee communication remains unaffected. There is no set hierarchy and an extremely fluid communication flow. There are no rules which means an informal communication flow. Everyone is able to communicate with everyone else.

1.2.1 Diagram of the organizational structure:

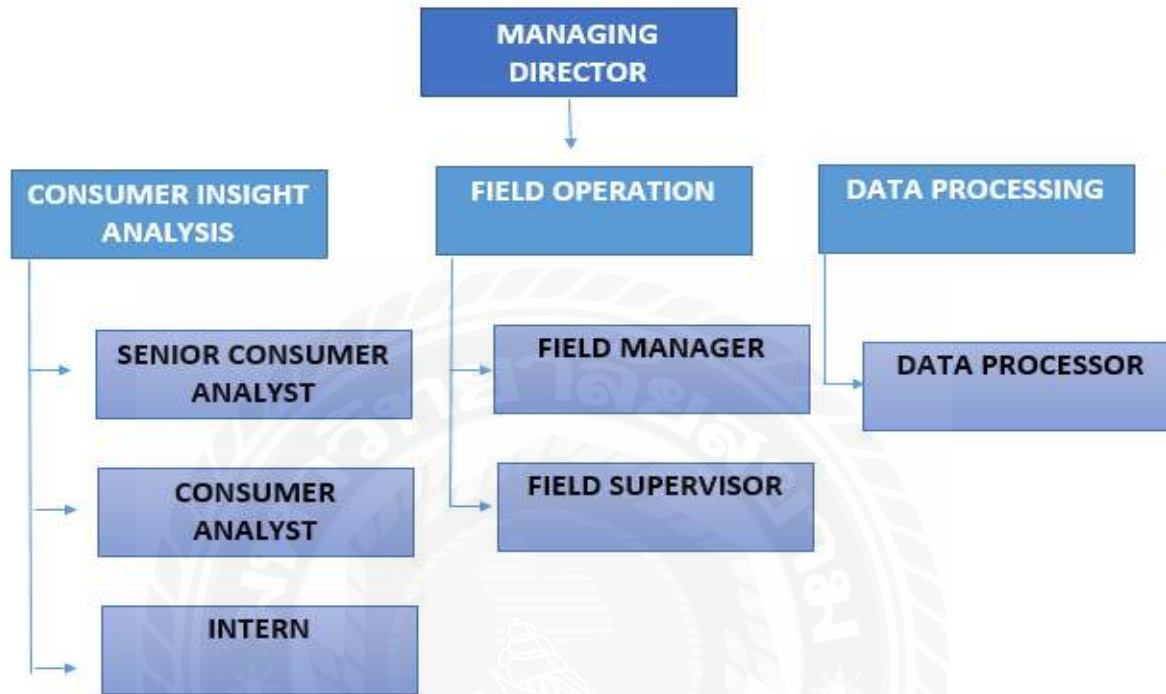


Figure 2: Organizational structure

1.2.2 My Job Position

As an intern consumer insight analyst, I reported to Mr. Abhirak Rojvithee, the Managing Director, and worked closely with senior consumer analysts Ms. Radarut Supasri and Ms. Kancharee Noichan. My responsibilities included analyzing comprehensive study findings, attending internal and client meetings, and contributing to research projects.

1.2.3 My Job Position in the Organizational Structure

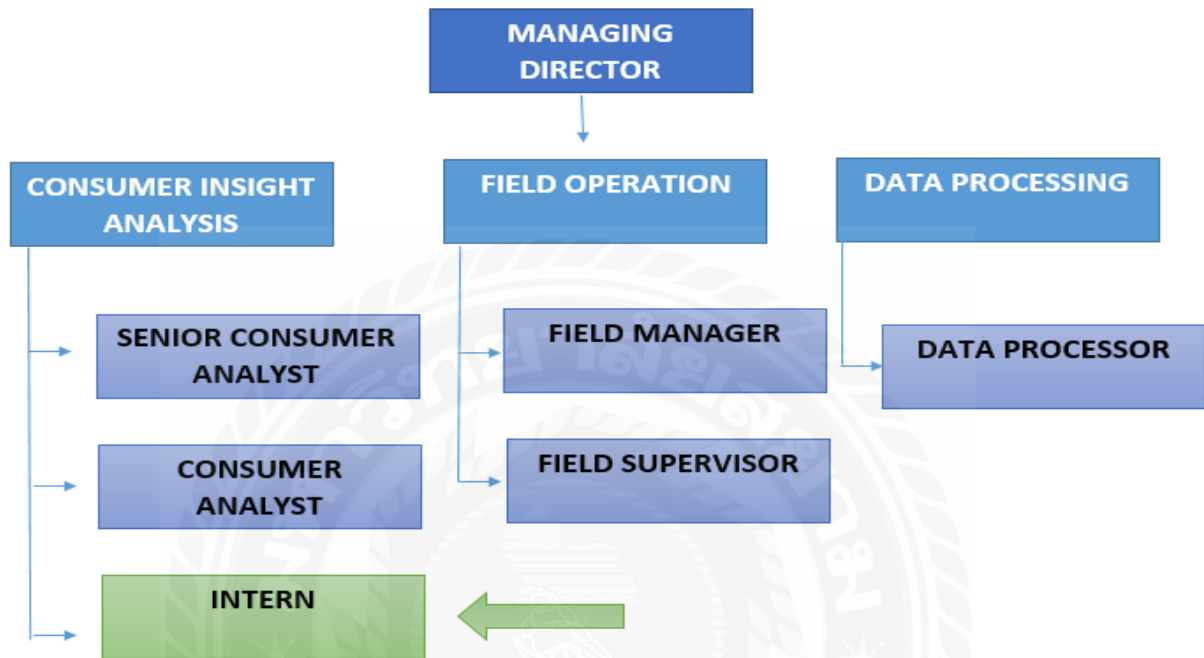


Figure 3: My job position in the organizational structure

1.3. My intention and motivation to choose Brainjuice Co., Ltd as my Co-op studies workplace

Opting for Brainjuice as my co-op studies workplace stemmed from my desire to work in a smaller firm for enhanced learning opportunities and personal attention. Brainjuice aligned with my aspirations, offering a dynamic environment where I could contribute meaningfully and learn from experienced analysts on a daily basis. The internship presented an ideal platform to combine my passion for research with the growth potential of a burgeoning company.

1.4 SWOT Analysis of Brainjuice -

<p><u>Opportunity :</u></p> <ul style="list-style-type: none"> ➤ Growing research demand ➤ Partnership/collaboration with other companies ➤ Technology advancement 	<p><u>Threat :</u></p> <ul style="list-style-type: none"> ➤ Large & established competitors ➤ Mishandling of sensitive data ➤ Economic instability
<p><u>Strength :</u></p> <ul style="list-style-type: none"> ➤ tech-savvy, knowledgeable, and skilled employees ➤ Nationwide fieldwork capabilities (rural and urban areas; both) ➤ Local network ➤ Variety in research services ➤ Potential for specialization 	<p><u>Weakness :</u></p> <ul style="list-style-type: none"> ➤ Limited resources compared to larger competitors ➤ Limited brand recognition/awareness ➤ Limited personnel

Table 1 SWOT Analysis

- **Strengths:** Tech-savvy workforce, nationwide fieldwork capabilities, extensive local network, diverse research services.

- **Weaknesses:** Limited resources and brand recognition, constrained personnel.

- **Opportunities:** Growing research demand, collaboration opportunities, technological advancements.

- **Threats:** Established competitors, data mishandling risks, economic instability.

1.5. Objectives of this Cooperative Studies

The primary objectives included understanding Thailand's work culture dynamics, expanding my geographical network, mastering work-life balance, and honing interpersonal and technical skills. Additionally, the aim was to grasp the company's operational workings and project processes thoroughly.

Conclusion

This introduction sets the stage for a comprehensive exploration of my cooperative studies experience at Brainjuice Co., Ltd., providing insights into the company's operations, culture, and my learning journey.



CHAPTER 2: CO-OP STUDY ACTIVITIES

2.1 My Job Descriptions

As a consumer analyst intern at Brainjuice, my primary responsibility was to support senior analysts by ensuring accurate data entry into specialized research software. This involved meticulously organizing data to facilitate further analysis. Additionally, I actively participated in the initial stages of data analysis, assisting in assessing its significance and potential impact on research outcomes.

Through guidance from experienced analysts, I gained insights into various research project stages, from planning to report generation. To deepen my understanding of research methodologies, I independently reviewed past research papers conducted by Brainjuice.

2.2 Job Responsibilities and Work Duties

My daily tasks revolved around assisting senior analysts, learning the research process, and ensuring timely completion of tasks. These tasks included data entry, verifying data significance, aiding in report preparation, studying research methodologies, and incorporating client feedback into reports.

2.3 Activities in Coordinating with Co-workers

Collaboration with colleagues, including senior analysts and the Managing Director, was integral to my role. Clear communication channels were maintained through discussions about tasks, double-checking data integrity, and attending team meetings to ensure project success.

2.4 My Job Process Diagram

My workflow involved receiving tasks from senior analysts, entering raw data, verifying results' significance, and seeking further assignments. Regular updates to the Managing Director ensured progress tracking and guidance throughout the process.

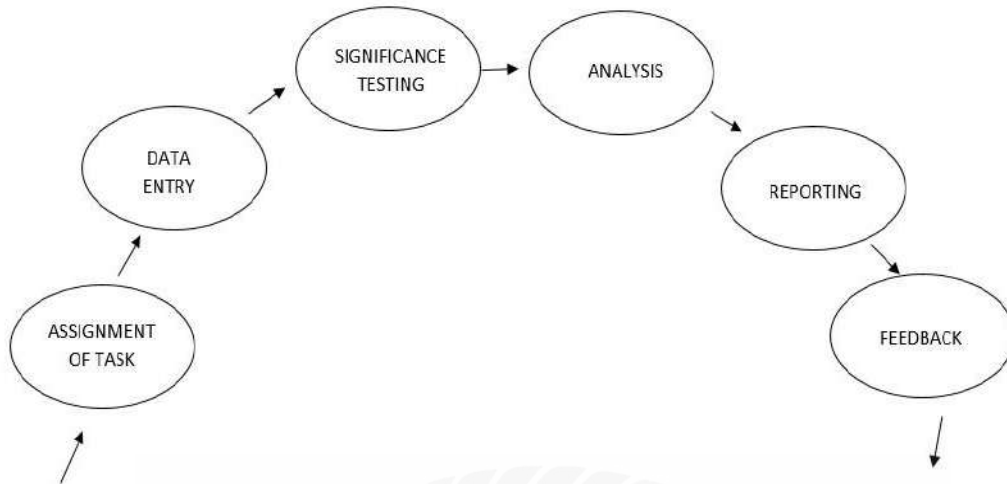


Figure 4 : My Job process diagram

2.5 Contribution as a Co-op Student in Brainjuice

With a team of only two employees, Brainjuice is a research company that provides an unmatched learning opportunity. I was able to :

- Support seniors by understanding and assisting with different stages of research process
- Ensure accurate and organized data entry
- I also may have potentially provided some valuable learnings through knowledge sharing related to present trends with my colleagues.
- I incorporated with seniors and tried my best to provide valuable context for current projects leading to improved efficiency.

Despite Brainjuice's small team size, my role had a significant impact on daily operations. Collaborating with senior analysts, I reduced their workload, allowing them to focus on strategic project issues. Through knowledge sharing and efficient collaboration, I contributed to project efficiency and gained valuable insights into the research process.

Conclusion

This chapter outlines my key activities and contributions during my cooperative studies at Brainjuice, highlighting the practical learning experiences gained and the value added to the organization.

CHAPTER 3: LEARNING PROCESS

During my internship at Brainjuice, I encountered various challenges typical of a foreign intern working in a new environment. However, with the support of my superiors, I overcame these challenges and grew professionally. Solutions to some of the key problems included proactive learning to overcome limited knowledge, effective communication with colleagues to bridge language barriers, and embracing cultural differences. Time management, limited opportunities, and the small company size were also addressed through careful planning, adaptability, and making the most of available resources.

3.1 Problems and Solutions for Brainjuice

For a foreign intern, problems and difficulties were always present, but with the unwavering support and assistance of my superiors, each problem had its own special answer. The difficulties I faced improved my ability to solve problems. Thus, a few of the problems I encountered and the fixes I found were:

- Limited knowledge :

Working in a research company, I was unfamiliar with the technicalities and work process of the company. I also lacked the experience which may have led to a steep learning curve.

Solution :

I was intact with the learning process throughout the journey. I was able to stay proactive in learning the skills and whatsoever came my way.

- Limited opportunities:

Being a foreign intern, I was limited to few opportunities like experiencing field work because of language barriers. I was also unable to attend client brief meetings because of the lack of understanding as they used Thai language.

Solution:

My seniors always helped me understand what the situation was and my Managing Director explained about the field work process as much as possible.

- Communication :

Being a Nepalese working in Bangkok, language barrier was one of the major problems which could lead to misunderstandings and other difficulties along with the seniors and other colleagues. It was also difficult to understand their conversation during work meetings.

Solution:

However, I have successfully been able to communicate with seniors as they were extremely cooperative and understanding. Their ability to observe well and being an active listener, made things way more smoother. They picked some words from me and vice versa. By the end of my period, I had successfully picked up some basic and essential Thai words.

- Cultural differences :

Working in a new country with different cultures may lead to discomfort and difficulty at the initial period of time. Being totally new to few of the norms, sometimes, led to confusion and curiosity at the same time.

Solution:

Being good at communication, I had always been able to explore and connect well with seniors. I am grateful for the opportunity to embrace Thai culture and its local customs.

- Time management :

The internship responsibilities and unfamiliar surroundings created few management challenges. Initially, I also faced difficulties balancing work-life which naturally comes with living alone in a new country.

Solution:

I planned my schedule and stayed adamant with the same. My seniors were also very flexible with the working hours which made it easier for me to balance my work life. Utilizing the resources and prioritizing the tasks helped me enhance my time management skills promptly.

- Small company:

Brainjuice is a small company consisting of only 2 employees at the workplace which may limit the exposure and vast learning opportunities. This also led to sometimes with less to nearly no work.

Solution:

However, working in a small firm comes with both pros, and cons. You have more access to the experts of the company which provides learning opportunities (DeVore, 2022). I always focused on positive sides and my seniors were always helpful and guided me through my free time as well. Being an eager learner, I always asked questions and was able to learn as much as possible even in my free time.

3.2 Recommendations for Brainjuice

Followings were recommendations I would like to give to the company:

- Along with the existing clients, they should also focus on attracting new ones.
- Brainjuice Co. should also be investing into their marketing efforts and activities.

This will keep the company forefront amongst the competitors.

- As an intern, I also suggest the company to regularly give some feedback to us which would be helpful for us to determine our strengths and weaknesses.
- Technology is rapidly changing in today's world. Focusing on just one software tool for years may stop the company from staying at the top amongst the competitors. So staying updated with the latest technology would both help with the task minimization as well as help with time management.
- The interns should also be given opportunities to put in their insights and chance to develop. However, I understand that the period of internship was short and barriers like language culture also played role.

Brainjuice provided valuable learning experiences. My recommendations were focused on enhancing its operations. Suggestions include diversifying the client base, investing in marketing efforts, providing regular feedback to interns, staying updated with technology, and offering interns more opportunities for development and contribution.

3.3 Learnings During the Internship

Having an opportunity to work in Bangkok was in itself a big opportunity and learning for me. All things I learned while working at Brainjuice Co. were :

- It was the very first time I had an opportunity to work with people from a whole different background. This gave me immense opportunities to know about their work culture and way of living.
- This internship helped me enhance my research skills and apply my pre gained research knowledge at college. I gained a comprehensive understanding of research methodology and project planning.

- Working over the spss software made me a skilled data analyst which would help me through my future career.
- I developed my adaptability skills and was able to be open to new culture and technology. This helped me to be open to new ideas and learn from the same.
- As an intern, I gained valuable experience working with senior analysts which also developed my teamwork skills.
- This internship opportunity in Bangkok allowed me to explore foreign markets and their companies.
- Lastly, the most important thing I learned would be gaining valuable insights into consumer research and understanding consumer behavior in this field.

My internship at Brainjuice was a transformative learning experience. I gained insights into Thai work culture, enhanced my research skills, developed adaptability, and learned to apply theoretical knowledge in practical settings. Exposure to diverse backgrounds, hands-on experience with research methodologies, and working with senior analysts were particularly enriching.

3.4 Application of Coursework Knowledge

Working at Brainjuice Co, I was exposed to new learnings more than applying previous knowledge due to the totally new environment and culture. However, there were a few times I referred to my coursebook for guidance as follows:

- Applying the concept of hypothesis testing and statistical significance to understand the data and report.
- Knowledge of different research types like quantitative and qualitative study and ways like surveys, focus groups, etc when reviewing past research projects and understanding the methodologies used.
- Consumer decision making process and psychological factors that influence the

behavior and segmentation of consumers in order to finding relevance in the report making.

As the job position held was in marketing research sector, the concepts I applied from coursework were mostly in marketing research area including hypothesis testing, statistical analysis, understanding research methodologies, consumer behavior principles, and segmentation techniques.

3.5 Special Skills and New Knowledge Gained

The internship offered valuable opportunities that would help extensively in my future career plan. The skills and knowledge consists of:

- Using the specialized software for data entry and analysis helped me efficiently handle data which will be very helpful for my future projects.
- I gained a holistic approach into the research process from initially planning to final completion of the report.
- Access into past research papers helped me understand various research methodologies and techniques.
- I was closely involved in all the challenges faced by Brainjuice Co. as a small firm which helped me learn and enhance my problem solving skills.

Through my co-op studies, I acquired specialized software skills, gained a comprehensive understanding of the research process, accessed valuable research papers, and honed problem-solving abilities. These skills and knowledge will greatly benefit my future career endeavors.

Conclusion

This chapter reflects on the challenges faced, the solutions devised, and the invaluable learning experiences gained during my cooperative studies at Brainjuice.

CHAPTER 4: CONCLUSION

My cooperative study at Brainjuice Co. provided invaluable practical experience and insights into the world of research. From enhancing research skills to understanding Bangkok's work culture, the internship offered a comprehensive learning journey. Working as a consumer insight analyst allowed me to explore various aspects of research and refine my skills in data analysis, communication, and teamwork.

4.1 Summary of Co-op Study Highlights

Co-op study has provided me with the opportunity to discover, review and apply all of my learnings into practical work life. Real world work experience is far more different than what we studied and as we go through the experience it teaches us numerous things along the way.

This fourteen-week internship program gave me opportunities in every step and helped me gain better insight into various aspects of work life. The opportunity to work overseas has enhanced my skills in various sectors. Working in a research company was the best way to learn about the trends, consumers and the changing environment. Research can change every dynamics of the world and will remain the most authentic career path with no intervention of constantly changing technology dynamics such as AI programs like Chatgpt. Therefore, having an opportunity to work in this field was a good learning experience. I worked as a consumer insight analyst at Brainjuice Co., one of the prestigious research organizations with skilled personnel to learn so much from. From excel sheet to data entry skills; from communication skills to soft skills, I have had the chance to explore all. Getting to know about Bangkok work culture was exceptionally well-experienced.

4.2 Evaluation of Work Experience

The internship at Brainjuice Co. significantly contributed to my professional growth by enabling me to assess my strengths and weaknesses. It broadened my understanding of global business practices and fueled my interest in market research and consumer psychology. Despite the short duration of the internship, the experience was fulfilling and motivating, providing a solid foundation for my future career endeavors.

4.3 Limitations of Co-op Studies

While the internship provided valuable insights, there were limitations such as the short duration, potential bias in the report towards the company, and the constraints of working in a small firm. However, these limitations were outweighed by the rich learning experiences gained during the internship.

4.4 Recommendations for Brainjuice Co.

Working at Brainjuice for 14 weeks provided me with excellent experience and the firm is doing exceptionally well for themselves. However, if I had to suggest few recommendations, it would be:

- Brainjuice Co. should possibly try and spend more time and money into marketing efforts and building their website. Social media and digital marketing is the new world reality and keeping up with the same would be beneficial for the company to grow more.
- They can also heavily benefit from the new technological trends and make their database handling easier.
- Despite the mentioned recommendations, one thing that I take away from Brainjuice Co. is to fully utilize the available resources and delivering the best out of it to clients.

While Brainjuice Co. is performing well, there are areas where it could further improve. Investing in marketing efforts and embracing new technological trends could enhance the company's growth and competitiveness. The Brainjuice Co. participation in cooperative education emphasized the importance of utilizing available resources effectively to deliver the best outcomes for society.

Conclusion

In conclusion, my cooperative study at Brainjuice Co. was a transformative experience that equipped me with practical skills, insights, and a deeper understanding of the research industry. I am grateful for the opportunity and look forward to applying these learnings in my future career endeavors.



Figure 5 : My Workplace gallery

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