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Name Surname

Umesh Kumar

Job title

SVP & Head - International Business

Company

Hansa Research Group Pvt Ltd

Country

India

Applying for



President



Vice President



Council Member

Supported by

Supporting member 1
Steven Jagger

Supporting member 2
Barbara Rosenberg

Supporting member 3
Pravin Shekar

Supporting member 4
Priscilla Sze

Supporting member 5
Himanshu Narang

Education & professional activities

- Masters in Business Administration, with specialization in Marketing.
- I have been in the Market Research industry and into International Research Practice since last 17 years.

Activities on behalf of ESOMAR

- ESOMAR Council member 2017-18
- Programme Committee member in APAC 2017, Shanghai.
- An active member for ESOMAR since 2011
- A regular participant for ESOMAR Congress, ESOMAR APAC Conference and Local Conferences.
- I was an active member from India for ESOMAR to take the initiative against Speak Asia Survey Fraud in 2011.
- I am actively associated in promoting ESOMAR amongst associates, clients and local agencies, for referring them to be a member, to understand and follow The ICC/ESOMAR Code on Market and Social Research.

Other activities

Personal statement

It is indeed a pleasure running again for ESOMAR council, I have had a great experience working as a part of the ESOMAR council, and contributing in area of membership growth, promoting young researchers, and engagement with representatives and local associations. I would like to serve another term as a part of the council to accomplish my activities and plans on behalf of ESOMAR. Over the last decade, we have noticed many changes taking place in the research industry. With these changes come the challenges in research methodologies, social and cultural issues in adopting new methods etc, the biggest challenge is to stay relevant. With the onset of the digital medium occupying central stage, recognising, embracing and adopting digital will inevitably be the way to go for the insights industry and I believe ESOMAR can contribute significantly in this regard to stay relevant. I have a vision that - ESOMAR conducts more activities for sharing and learning about changes in research practices, methodology, and use of technology. Facilitating buyer (MR Players) and seller (Digital/ technology providers) meets, both locally and globally, could be a good starting point. - Investing in future by promoting young researchers at local level in each country. - Promoting membership services for research buyers, invite and attract more research buyers to be part of our community, this will help to understand the future insights landscape that could be shared as learnings for research providers. Importantly, in this age of data privacy, ESOMAR could play a vital role in influencing policy decisions in the best interest of everyone. - Working with research buyers (clients) to understand the future insights landscape that could be shared as learnings for research providers would be an important work area - ESOMAR works more closely with local associations in each country for promoting the ICC/ESOMAR Code on Market and Social Research and ESOMAR Professional Standards.