

WIRe, ESOMAR Foundation, Unilever Launch MSRA Kenyan Scholarship Fund

Groups come together to create \$10,000 scholarship program for female student in Kenya to study market research

LOS ANGELES , CA, USA, September 22, 2016 /EINPresswire.com/ -- Leaders in the market research industry have partnered to create a new scholarship fund for an African female student to pursue an education in market research. Women in Research ([WIRe](#)), a nonprofit organization focused on the advancement of the contribution of women in the market research industry, has partnered with the ESOMAR Foundation, and the MSRA, Kenya's Marketing and Social Research Association, to create the scholarship. For every one dollar that individuals and companies donate to the scholarship fund, Unilever will match up to \$5,000, bringing the total scholarship amount to \$10,000.



“The ESOMAR Foundation is very excited to work alongside WIRe and the MSRA in Kenya to provide a scholarship to a young Kenyan woman. This will be a life-changing event for the recipient and will show, once again, how the research profession can change lives collectively,” said Gunilla Broadbent, ESOMAR Foundation President.

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Gunilla Broadbent, ESOMAR Foundation President

The application period for the scholarship will be open from January through March 2017 and the recipient will be selected by committee in July. The recipient of the scholarship will be selected through a series of criteria, such as need, academic performance, pursuit of a discipline related to market research and a commitment to post-graduate

employment at a market research firm.

Kenya was selected as the location for the scholarship due to the strong presence of both local and international research, an economy that supports a growing market research industry and the presence of the MSRA to provide infrastructure and support.

Kristin Luck, founder of WIRe, said, “This scholarship fund aligns with our goal of promoting more programs for women in our industry – particularly in economically challenged or conflict markets. Not

only will the scholarship fund the education of an exceptional African female student to give her the chance at a rewarding career in market research, but it will also help to advance the voice of women in research as well as the voice of African women in the practice. This program would not have been possible without the collaboration of ESOMAR Foundation, the MSRA, and the generous matching commitment from Unilever.”

About Women in Research

Women in Research (WIRe) is a global non-profit that arms women in the marketing research industry with the tools to develop professionally, build connections and stay inspired. WIRe’s mission is to advance the contributions and voice of women in research, both for themselves and the greater good of the market research industry. www.womeninresearch.org

About ESOMAR Foundation

ESOMAR Foundation believes that a fair, just and peaceful society is deserved by all and recognises the immense promise that the research community offers to those striving to achieve these goals on a global level. We bring volunteers and resources together to execute projects and provide financial support to help and support charities and NGO’s to achieve their aims.

About The Marketing and Social Research Association (MSRA)

MSRA was established in 1998 and is Kenya’s professional association for individuals engaged in marketing and social research. The association provides a forum through which members can exchange views on research and encourages collective activities between members designed to improve the standards of research activities in the region. MSRA’s vision is to provide a platform to bring together professionals interested in building a world-class research industry in Africa.

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