



iLabs is the University of Michigan-Dearborn's Center for Innovation Research. iLabs connects campus resources with businesses, government agencies, and non-profit organizations to tackle their toughest challenges and answer their most difficult questions.

Focusing on innovation and entrepreneurship, iLabs looks for opportunities to assist economic development efforts and partners to assist the State of Michigan's economic diversification and Metro Detroit's

entrepreneurial revival. iLabs research projects give voice to the technology and entrepreneurial communities on policy and business climate issues critical to their success.

Using marketing research techniques, financial and economic impact studies, and competitive and strategic analyses, iLabs combines highly-skilled professors and student researchers with rigorous research techniques to provide solutions for organizations in any industry sector. By partnering with forward-thinking leaders, iLabs continues to provide innovative solutions that position organizations at the forefront of their fields.

## **STUDENT RESEARCH OPPORTUNITIES**

Upper-level undergraduate and graduate students are actively involved in iLabs research projects. Under the guidance of iLabs staff, faculty advisors, and mentors, students expand their research abilities and apply their classroom knowledge to the challenges facing real-world organizations.

Counting as credit towards graduation, participation in iLabs is similar to working a part-time internship. Nearly 200 students have had the chance to build surveys and run focus groups, gather and analyze market data, and present their findings to collegiate, business, and government leaders. These experiences make iLabs students highly sought-after by firms across the state.

## **Job Title: Research Assistant**

### **Summary:**

The Research Assistant will gain an understanding of various industries, including market research and business to business consulting. Additionally, as an iLabs Research Assistant, you will develop analytical, project management, and communication skills to prepare yourself for a career.

### **Essential Duties and Responsibilities:**

The following duties and responsibilities may vary depending on the level and type of research project you will be working on.

- Conduct qualitative and quantitative data gathering
- Design and administer survey instruments, organize focus groups, and conduct interviews
- Carry out secondary research on innovative technologies, industry trends, product offerings, and competitive strategies
- Perform univariate and inferential statistical analysis
- Document research findings, compose written reports, and present results to internal administration and external clients
- Coordinate client-handling and communication with internal and external stakeholders

### **Required Qualifications**

iLabs is open to current students at UM-Dearborn. You must have the ability to work in teams and independently, and communicate at a professional level. You must have completed a quantitative analysis course (such as DS 300) and MKT 352 (preferred) or equivalent. You must be comfortable with using Microsoft Excel, Word, and PowerPoint.

### **Preferred Qualifications**

Completion or enrollment in MKT 454, strong analytical skills, strong verbal/written skills, and critical thinking skills are all preferred qualities in iLabs students. Some projects will require the use of SPSS and Qualtrics, thus, some basic knowledge of these programs is preferred, but not required.