



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, competitive and strategic analyses, and 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.

"I would recommend taking iLabs to any student that wants more than just a class. The team building, real life experience and research that this class offers make it a necessary class for all students."

Joe Zaremba – BBA, Marketing and Management '09

STUDENT RESEARCH OPPORTUNITIES

Upper-level undergraduate and graduate students are actively involved in iLabs research projects. Under the guidance of faculty advisors and iLabs staff, 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 on a part-time internship. More than 110 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.

"iLabs is a unique opportunity for students and has opened doors for many of us. It's a challenging course that gives hands-on experience on issues that businesses in our region are facing. iLabs creatively trains students in project management, client negotiations, data analysis, teamwork, and presentation skills."

Kimberly Doherty - BBA, Marketing and BA, Psychology '10

Job Title: Research Assistant

Summary:

The research assistant is an entry-level position within iLabs. It is a position in which you 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 the University of Michigan-Dearborn. You must have the ability to work in teams and independently, and communicate at a professional level. Must have completed DS 300 and Marketing 352 (if you are a College of Business student) and be comfortable with using Microsoft Excel, PowerPoint, and Word.

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, statistical software, and Qualtrics, an online survey tool. Thus, some basic knowledge of these programs is preferred but not required.

Job Title: Research Coordinator

Summary:

The research coordinator offers an opportunity for experienced iLabs researchers to expand their research abilities and enhance their knowledge of research methodologies. The tasks of the research coordinator will encompass those of the research assistant as well as the ability to manage research projects independently.

Essential Duties and Responsibilities:

The research coordinator will use the tasks learned as a research assistant to manage research projects independently. Projects may include: competitive analyses, follow-up analysis from clients, detailed client presentations, implementing research projects, including the development of online surveys, data analysis, interpretation of results, and creation and presentation of results. In addition, as an experienced iLabs researcher, the research coordinators will provide guidance to incoming research assistants.

Required Qualifications:

Must have completed at least one semester as a research assistant in iLabs. Have the proven ability to meet deadlines and multi-task with minimal supervision while being attentive to detail. Must have completed MKT 454 or be familiar with analyzing data through SPSS as well as designing surveys through Qualtrics software. Proficiency in Word, Excel, and PowerPoint. Additionally, our iLabs Research Coordinators must operate at a professional level. Thus, being organized and able to communicate with student researchers and clients is a necessity.

Preferred Qualifications:

Ability to think strategically and creatively to perform data analysis as well as providing summaries of findings to clients through written reports.

Job Title: Project Manager**Summary:**

The project manager is responsible for managing a team of student research assistants on one of our key research studies. This includes coordinating with team members on details of research to initiate, run and conclude major projects. In addition, the project manager will work directly with the Assistant Director of iLabs, and at times the Director of iLabs, on key decision-making concerns and organizing the work flow of others.

Essential Duties and Responsibilities:

The project manager will be responsible for using his/her expertise in research methodologies to provide coaching to team members. This is accomplished by running and organizing weekly meetings and providing mentoring to each team member. The project manager will be responsible for monitoring the quality of the data collection and ensuring the project is being completed on time. The project manager reports directly to the Assistant Director of iLabs, informing him/her of the project status as well as team member performance.

Required Qualifications:

An iLabs Project Manager is someone who can effectively articulate project goals and deadlines to subordinates while providing structure and support to coach them along. Additional qualifications include: completed BBA; communicative and collaborative work ethic; ability to take the initiative; and extensive experience with research methodology.

Preferred Qualifications:

- Previous iLabs experience,
- Confidence to take ownership of a project's successes and failures,
- Have the desire to learn, grow, and be challenged,
- Previous leadership experience, and
- Enrollment in a graduate program.

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Organizational Chart

