

# MM UGM and WU-Wien Research on Indonesian Consumer Behavior

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A total of 20 students of economics and business of Wirtschaft Universitat (WU) Wien Vienna University, Austria, and 15 students of UGM Master in Management (MM) researching Indonesian consumer behavior and culture. The event was held from 11 to 29 July 2011 using 4900 questionnaire and by conducting visits to several SMEs and enterprises in Yogyakarta.

MM Director, Prof. Dr. Lincoln Arsyad, said the research activities of International Consumer Behavior and Marketing Research is part of the activities of ASEA Uni-Net Summer University. A cooperation program of WU-Wien and MM provides the opportunity for undergraduate and graduate students from Austria, Europe, America, Asia, Africa, and Indonesia to be able to follow international education. "This activity aims to broaden student knowledge about the business and its environment," said Lincoln when met on Monday (18/7).

Lincoln added that the joint research activities between the two universities are held regularly. This time is the fifth since it began in 2001. In addition to providing international experience and insight for students in social and cultural activities, this activity is also expected to increase the opportunity to interact in the international environment through academic, social, and cultural means. "This forum is to apply theoretical knowledge gained in college in the real cases in the field," he said.

During their stay on campus at UGM, the 20 students will be attending the classes, group discussions, presentations, and also visit companies and SMEs in Yogyakarta. "During the three weeks they learn the culture because marketing is related to culture. In the field, they are accompanied by three lecturers from Austria and two lecturers from UGM," he said.

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