



CHINA MARKET RESEARCH GROUP – SHANGHAI, CHINA

JENNY ZHANG '18

My Responsibilities

- Perform research on company market entry and expansion, brand positioning, marketing and sales
- Conduct interviews and cold calls in Mandarin
- Write / edit project proposals and PowerPoints
- Correct grammar



Me at Work

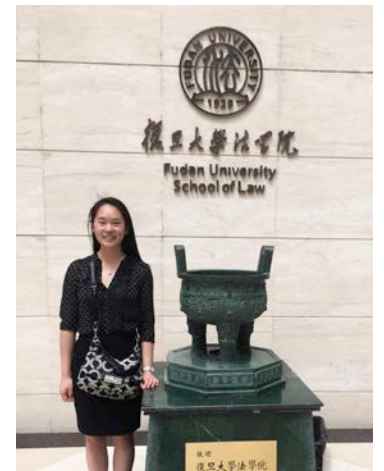
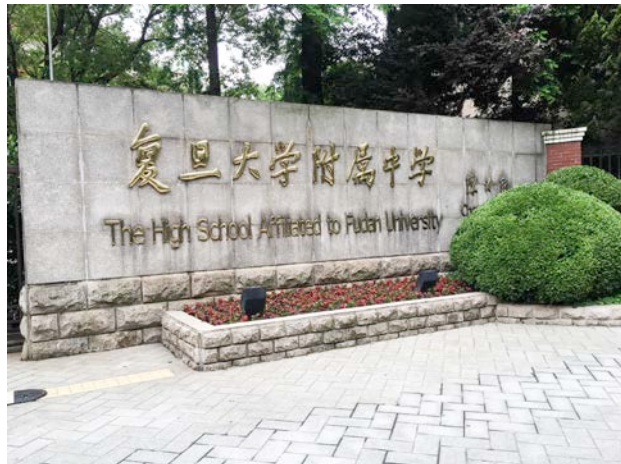


Most Rewarding Part

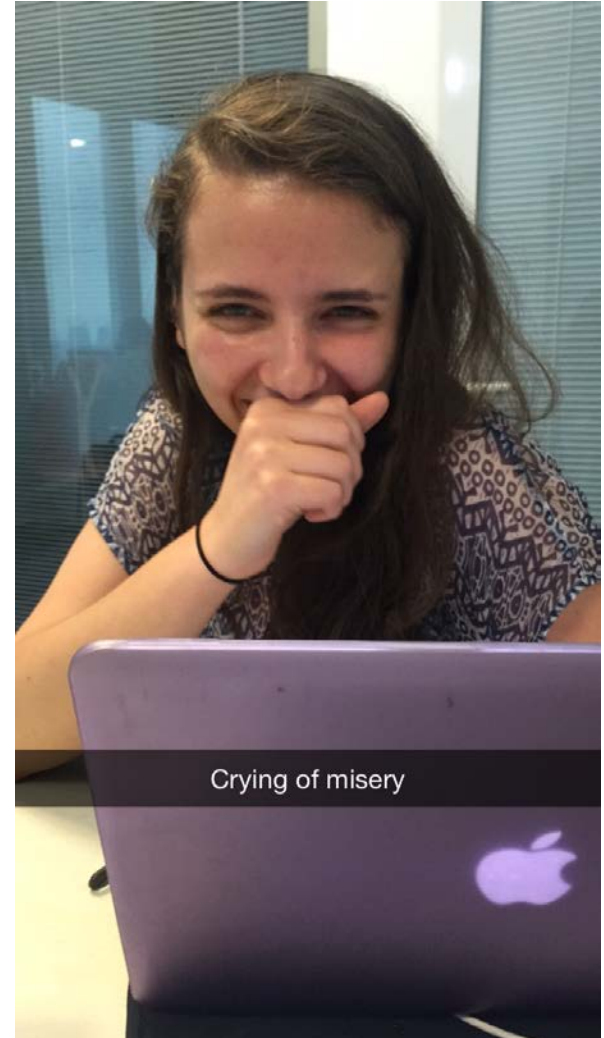
Conducting interviews at different schools and universities in Shanghai for the Duke Kunshan Project.

Schools visited include: Fudan, JiaoTong, Tongji, Fudan Affiliated HighSchool





My Coworkers



Impact on Career / Academic Plans

- Prefer working in the U.S. for long term
- Interested in working in different countries for short term to see how work cultures differ
- Reevaluating career options: do not think I will be inclined to pursue consulting
- Will continue to study economics

View From Work



Cultural Awareness

- Became more interested in Chinese history
 - Visited Xi'an, Beijing, Suzhou, Anhui, and Nanjing
- Read more Chinese novels / watched more Chinese TV shows
- Saw the differences between Tier 1 and Tier 2 cities – sanitation, public transportation, mannerisms, bargaining, prices, pollution

A big thank you to Luisa, LLP,
and Princeton for giving me
this opportunity

CULTURAL EXPERIENCES



