

Scholarship Programme

Eligibility Criteria for Under-graduate students

In this document you will find information about the eligibility criteria for the ESOMAR Foundation Scholarship Programme.

| Eligibility Criteria | | Definition |
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| A candidate applying for an ESOMAR Foundation scholarship must: | Have been accepted or have a valid offer to attend a University | The student must have either received an admission letter from the institution or a letter from a Professor or admissions office that she/he intends to be accepted from a University that has been accredited by a nationally, regionally and/or internationally recognized accreditation agency. |
| | Come from a socio- economically disadvantaged background in their country of origin. | By socio-economically disadvantaged we mean someone who has been marginalized, segregated and discriminated against due to her/his ethnical, cultural, economic or political belonging. |
| | Be a national of a low- or middle-income economy. | We use the World Bank's definition of Developing country and Emerging Market Economy https://blogs.worldbank.org/opendata/new-world-bank-country-classifications-income-level-2022-2023 |
| | Not be older than 30 years of age at the time of application. | The date of birth is required |
| | Be nominated by their university or academic institution. | A Professor from the student's faculty or institution must make a written recommendation for the student. |
| | Offer evidence of proficiency in speaking and writing in English. | Preferably, a candidate should provide evidence in the form of an official and verifiable score in an internationally recognized test, such as IELTS or TOEFL. (Or having a degree from an English speaking programme or University) |
| | Enrolling in a under-graduate degree that is relevant to market research. | Market Research is not necessarily taught as an academic discipline, but can be found under several different programmes and courses. For a list of suggested topics, please see below. |

What is a low vs. middle-income country?

A low income country (less-developed country) is a country that is considered lacking in terms of its economy, infrastructure and industrial base. The population of a lesser-developed country often has a relatively low standard of living, due to low incomes and abundant poverty. Such a country is usually poor, as measured by per capita gross domestic product, and unmodernized. Low income countries rely primarily on agriculture as a source of income and industrial practices usually contribute to less than 10% of the nation's GDP. Many African and Arab nations are considered to be lesser-developed countries

Middle-income countries are a very diverse group of countries and the challenges facing many of them are quite different. Common challenges can be summarized as challenges providing its citizens with essential services such as basic infrastructure, education, healthcare and social protection.

Why accepting students from middle-income economies?

It may seem strange that we consider students from a middle-income economy given the overall objectives of the scholarship programme of offering scholarships to students from a socio-economically disadvantaged background. Despite prosperity, positive development and less chronic poverty compared to a low-income country, it is still in middle-income countries that the majority of the world's poor live. (e.g. There are over 200 million people living on less than US\$0.75 per day in middle-income countries).

Will the ESOMAR Foundation support students in conflict zones?

ESOMAR Foundation does support students in conflict zones. We do not categorize countries based on political stability or instability, but instead based on economic development (see link to WB index above). Most political instable countries where armed conflicts occur are usually low-income/less developed countries, whose students are eligible for support. However, it shall be noted here that given our other eligibility criteria (e.g. accredited university) as well as other basic infrastructure that needs to be in place to support a student (bank transfer, reliability on basic infrastructure technology etc.) it may be challenging to support students in these regions.

What we mean by Socio-economically disadvantaged individuals?

Socio-economic disadvantaged individuals are those who have been subjected to racial or ethnic prejudice or cultural bias because of their identity as a member of a group without regard to their individual qualities. Economically disadvantaged individuals are those socially disadvantaged individuals whose ability to compete for higher education has been impaired due to less economic opportunities as compared to other peers.

Examples of academic disciplines ESOMAR Foundation will support.

Market research is not academic discipline in itself, but rather falls under different academic studies. Below is a list of examples of disciplines that ESOMAR Foundation can support. Please note that the list is not exhaustive and we will make an individual assessment of each application and applicant's motivation to decide whether the proposed study program falls within the category of programmes we sponsor.

- Marketing,
- Business Studies
- Economics
- Behavioral Economics
- Psychology
- Statistics
- Data Analytics
- Marketing Sciences