More coverage on academic studies, please

SIR — I was pleasantly surprised by the article “Student data helps Blush tweak offerings” in the August issue of your magazine. It was refreshing to see an article report on the latest academic studies being done in the schools, and even better to know that companies are applying these studies in the real world.

The work that gets done at Asian academic institutions are at the forefront of research and analysis, and what they have to offer to the marketing community has the potential to change mindsets and ingrained ways of practicing marketing. Like any other discipline, marketing is an evolutionary subject, and unless marketers attend courses to upgrade themselves (and this doesn’t happen often), we will gradually get left behind.

This is where your magazine can fill the gap: May I suggest that you continue to provide coverage in this area, especially where you deem an academic work to be of particular value to marketers? In this way, Marketing magazine can be an even more important resource for us in addition to being an enjoyable read!

As more marketers pick up new ideas from articles such as these, a chain reaction can hopefully be put in motion beneficial for students, marketers and consumers.

Lastly, I noticed that the SMU lingerie study only surveyed 12 women, a very small number that is probably not representative of the female lingerie-buying population. The results of this study might thus be skewed. Having said that, this is a good step forward for the students and we can only expect more good work.

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