

The Business Research Society strives to make an impact in the Kean University community by giving all students the opportunity to have “hands on” experience with projects related to business. Some of the activities include conducting business research on different companies and present the research at Kean Research Day, regional and national conferences. Also, we provide students with resume and interview development workshops. We participate in contests with our growing team at business plan competitions, case study competitions, Google market research competitions, etc. We also go business field trips to network with professionals. Finally, we also prepare students for graduate school and GMAT preparation workshops.