International Journal of Creative and Open Research in Engineering and Management
ISSN: 3108-1754 (Online)
Volume 02 Issue 11 November-2026 | Impact Factor: 3.5



A Study on the Research Description Development at Grand View Research

Pratap Gadilkar

School of Business, Indira University, Pune, India

pratap.gadilkar@indirauniversity.edu.in

Abstract—

Research Description (RD) development requires the conversion of extensive market information into a concise, accurate and client-facing overview. This case study examines the role of secondary market research in RD creation and updating at Grand View Research (GVR), based on the author's on-the-job training in the Product Development Team. The study follows a descriptive case-study design using internship observations and publicly available secondary information; no primary survey was conducted. During the training, more than 450 RDs were updated, and more than 50 were created from scratch across multiple industry verticals. The observed workflow included assignment understanding, market and report review, information synthesis, RD drafting, self-quality control, mentor review, revision, and progression to editing and publication. A focused case of artificial intelligence (AI) in marketing within the Consumer Goods segment illustrates how global, segment-level and country-level market information can be synthesized while preserving differences in scope. The study finds that RD quality depends on source relevance and authority, consistency of definitions and numbers, selective synthesis, and human quality control. It recommends a standardized RD checklist, a structured knowledge repository and carefully governed AI-assisted checks with human validation.

How to Cite this Article:
Gadilkar, P. (2026). A Study on the Research Description Development at Grand View Research. International Journal of Creative and Open Research in Engineering and Management, 02(11), 1-9. https://doi.org/10.55041/ijcope.v2i11.032

License:
This article is published under the terms of the Creative Commons Attribution 4.0 International License (CC BY 4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author(s) and the source are credited.
© The Author(s). Published by International Journal of Creative and Open Research in Engineering and Management.







https://doi.org/10.55041/ijcope.v2i11.032

Keywords— Secondary market research, Research Description, information synthesis, market intelligence, quality control, Grand View Research.

I. INTRODUCTION

Market research organizations convert information from diverse sources into structured intelligence for business and managerial use. Secondary market research is important because it draws on information already collected or published, including market reports, company disclosures, government publications, industry associations, academic literature and credible business media. Its value depends not simply on the volume of information collected, but on the researcher's ability to assess relevance, reliability, recency and consistency.

At Grand View Research (GVR), Research Descriptions are concise overviews of comprehensive market research reports. They communicate report scope, market definition, segmentation, trends, regional highlights and selected market indicators to prospective readers. The RD acts as an information bridge between a detailed research report and a potential buyer. The practical question addressed is: how is secondary market information transformed into a concise, structured and quality-checked RD?

A. Objectives

1. To examine the role of secondary market research in RD development.
2. To describe the stages involved in RD creation, updating, and quality control.
3. To identify the practical requirements of synthesizing information across industry verticals.
4. To illustrate the conversion of market information into a research narrative through the AI-in-marketing case.



II. LITERATURE REVIEW

Secondary data can reduce the time and cost required to understand a market, but it must be evaluated in relation to the research question. Castleberry [1] discusses using web-based and off-web sources in marketing research, while Mulhern [2] emphasises assessing the suitability of secondary data. For RD development, practical evaluation criteria include relevance, recency, authority, methodology, consistency, completeness and comparability. Do not use a published figure without checking its market definition, geography, year, unit, and estimation basis.

The AI-in-marketing literature identifies applications in customer analysis, personalization, prediction, advertising, automation and decision support. Davenport et al. [3] examine how AI may change marketing activities, and Huang and Rust [4] present a strategic framework for AI in marketing. Mustak et al. [5] map research themes and future directions, while subsequent reviews discuss AI-enabled consumer engagement, personalization and consumer behaviour [6]–[9]. These studies also highlight issues such as privacy, transparency, data quality and algorithmic bias.

The present paper does not test AI adoption or consumer responses. AI in marketing is used as an illustrative market case drawn from the OJT report. The paper's principal contribution is a practice-based description of how secondary information is reviewed, synthesized, structured and quality-checked during RD production.

III. RESEARCH METHODOLOGY

A. Research Design

The study adopts a descriptive and exploratory case-study design. The case is the Product Development Team at Grand View Research, where the author completed on-the-job training from 18 May to 28 August 2026 as a Research Intern. The descriptive component documents RD work and its workflow; the exploratory component interprets the role of secondary research, cross-industry exposure and quality control.

B. Data Sources and Analysis

The practical evidence is based on the author's internship observations and the work volumes recorded in the OJT report. Secondary information includes publicly available GVR market pages, company information, industry publications and academic literature. The analysis uses descriptive summaries, workflow mapping, comparison of RD creation and updation, and thematic interpretation of recurring research tasks. No questionnaire, interview sample or primary consumer dataset was used. The reported work volumes are internship-record figures and are not independently audited company performance measures.

C. Reliability and Ethics

Market figures are presented with their reported year, geography and segment to avoid mixing unlike measures. Public information is used for the illustrative market case; confidential internal systems, unpublished research and client information are not disclosed. Market forecasts are attributed to their publishers and are not represented as estimates independently calculated by the author.

IV. RESULTS AND DISCUSSION

A. Internship Work Profile

The main responsibility involved creating and updating Research Descriptions in the Product Development Team. The OJT report records more than 450 RD updates and more than 50 RDs created from scratch, giving a combined reported volume of more than 500 assignments. The author worked across Consumer Goods, Automotive, Healthcare, IT/ICT, Technology, Fashion, Biotechnology and other market categories. Four mentors were involved in providing guidance and quality-control feedback.

Table 1. Internship Work Categories

Work category	Reported volume	Nature of work
RD Updated	450+	Reviewing and improving existing descriptions
RD Created	50+	Developing descriptions from underlying research
Combined assignments	500+	Creation and updation work
Mentorship	4 mentors	Review, feedback and QC

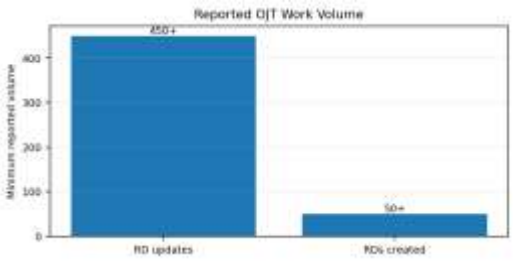


Fig. 1. Reported RD Work Volume

The work profile indicates exposure to both maintenance and development of research content. Updation typically starts with an existing RD and emphasizes accuracy, relevance, currency and consistency. Creation begins with a new requirement and requires the researcher to understand the report scope, select relevant information and build a coherent structure.

B. RD Development Workflow

The observed process begins with understanding the assignment and the underlying market/report. Relevant research is then reviewed and synthesized before the RD is drafted or updated. A self-QC stage checks accuracy, consistency, completeness and language. The draft is submitted for mentor QC; feedback is addressed through revision before the refined content proceeds to the Editing and Publication Team.



Fig. 2. Research Description Development and Quality-Control Workflow

Table 2. RD Development Stages

Stage	Activity	Expected output
1–2	Assignment and market/report understanding	Clear scope and market context
3	Review secondary research	Relevant information identified
4–5	Synthesis and RD drafting/updating	Structured RD draft
6–8	Self-QC, mentor QC and revision	Corrected and reviewed RD
9	Editing and publication workflow	Content ready for editorial processing

This sequence demonstrates that RD development is not simply a writing exercise. A clear understanding of the market definition and report scope is required before drafting. Mentor review adds another verification layer and provides a feedback mechanism to improve the consistency of research content.

C. Creation versus Updating

Table 3. Comparison of RD Creation and Updating

Dimension	RD Updating	RD Creation
Starting point	Existing RD	New RD requirement
Main task	Review and improve	Build structured content
Focus	Accuracy, currency and consistency	Scope, selection and structure
Output	Updated RD	New RD
Quality control	Mentor review	Mentor review

D. Secondary Data Evaluation

Table 4. Secondary Research Evaluation Criteria

Criterion	Question applied during review
Relevance	Does the information address the assigned market and report scope?
Recency	Is the information current enough for the market being described?
Authority	Is the publisher credible and suitable for this data point?
Methodology	Is the basis of the statistic or estimate understood?
Consistency	Do definitions, years, units and segment names align?
Completeness	Is enough context included to avoid a misleading statement?

After source evaluation, synthesis involves selecting the information that best communicates the report. Market definition and segmentation establish scope; market size and CAGR indicate scale and expected growth; applications, technologies and end-user categories explain market structure; and drivers, restraints and regional patterns add context. An



effective RD retains essential information without attempting to reproduce the full report.

E. Illustrative Case: AI in Marketing—Consumer Goods

The OJT report uses AI in marketing as a focused case to show how market information can be interpreted at the global, segment, and country levels. GVR reports that the global AI-in-marketing market was valued at US$20.4 billion in 2024, estimated at US$35.0 billion in 2026 and projected to reach US$82.2 billion by 2030, with a 25.0% CAGR for 2025–2030 [10].

Table 5. Global AI-in-Marketing Market Snapshot

Global market indicator	Reported value
2024 revenue	US$20.4 billion
2026 estimate	US$35.0 billion
2030 projection	US$82.2 billion
CAGR (2025–2030)	25.0%

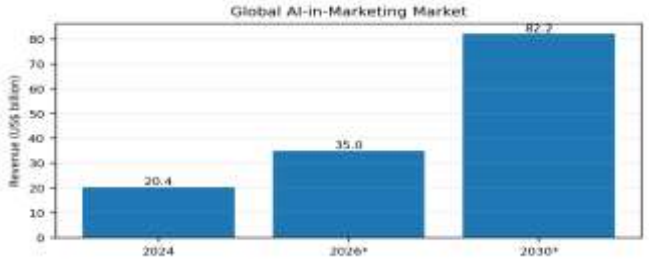


Fig. 3. Global AI-in-Marketing Market (2024–2030)

For the Consumer Goods end-user segment, GVR reports revenue of US$2,657.1 million in 2023 and projects US$14,239.9 million by 2030, representing a 26.6% CAGR from 2024 to 2030. North America was the largest revenue-generating region in 2023, while India is expected to record the highest country-level CAGR for this segment [11].

Table 6. Consumer Goods Segment Snapshot

Consumer Goods segment indicator	Value
2023 revenue	US$2,657.1 million
2030 projection	US$14,239.9 million
CAGR (2024–2030)	26.6%
Largest region in 2023	North America
Highest country-level CAGR expected	India

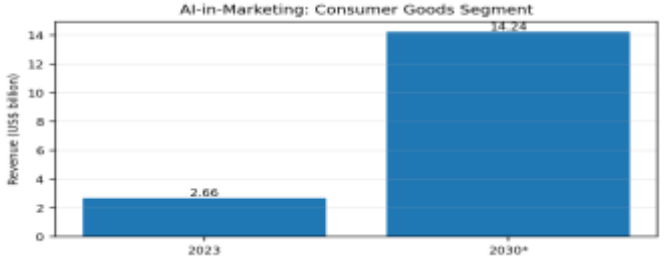


Fig. 4. Consumer Goods AI-in-Marketing Segment

At the country level, GVR reports that the overall Indian AI-in-marketing market generated US$756.4 million in 2023 and is expected to reach US$4,378.6 million by 2030, at a 28.5% CAGR for 2024–2030. Services were the largest revenue-generating and fastest-growing data-source segment in 2023 [12]. These India figures refer to the overall national AI-in-marketing market, not exclusively to the Consumer Goods end-user segment.

Table 7. India AI-in-Marketing Market Snapshot

India market indicator	Value
2023 revenue	US$756.4 million
2030 projection	US$4,378.6 million
CAGR (2024–2030)	28.5%
Largest data-source segment	Services
Fastest-growing data-source segment	Services

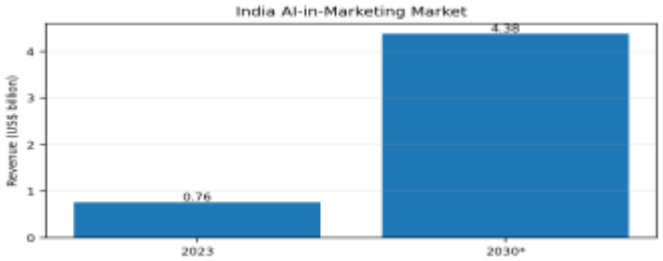


Fig. 5. India AI-in-Marketing Market

F. Market Structure and Marketing Applications

Table 8. AI-in-Marketing Market Segmentation

Dimension	Illustrative categories from OJT
Components	Software; Services
Applications	Social media advertising; search engine marketing; virtual assistants; content curation; sales and marketing automation; analytics
Technologies	Machine learning; natural language processing; computer vision; others
End users	BFSI; Retail; Consumer Goods; Media and Entertainment; IT and Telecom; others
Regions	North America; Europe; Asia Pacific; Latin America; Middle East and



	Africa

For consumer-goods brands, potential applications include personalized product recommendations, behavioural customer segmentation, predictive analysis of purchase propensity and churn, automated customer interactions, social media advertising optimization, search marketing, content curation and campaign analytics. Machine learning can support prediction and recommendations; natural language processing can support text analysis and conversational interfaces; and computer vision can support image recognition and visual search.

These applications create opportunities for more relevant customer engagement and campaign optimization. However, their effectiveness depends on data quality and responsible data use. Privacy, cybersecurity, algorithmic bias, transparency and consumer trust remain important risks. A balanced RD should communicate both market opportunity and the limitations or risks relevant to the segment.

G. Key Findings and Recommendations

- Secondary research is a core operational input to RD development, rather than background reading alone.
- RD creation and updating are related but distinct activities and require different quality checks.
- The workflow combines market understanding, information synthesis, drafting, self-QC, mentor QC and revision.
- Cross-industry assignments require adaptable understanding of terminology, market structure and commercial context.
- Global, end-user-segment and country-level statistics must be clearly distinguished to avoid misleading comparisons.
- Quality can be strengthened through a standardized RD checklist, a knowledge repository and AI-assisted checks subject to human validation.

A practical recommendation is to maintain a standardized RD quality framework covering report scope, market definition, segmentation, numbers, years, units, trends, language, formatting and consistency. Recurring QC observations can be recorded in a structured knowledge repository to support onboarding and reduce avoidable rework. AI tools may help flag duplicate phrases, inconsistent units or possible numerical discrepancies, but human review should remain essential for contextual interpretation and final approval.

H. Cross-Industry Exposure and Transferable Research Skills

The internship involved assignments across Consumer Goods, Automotive, Healthcare, IT/ICT, Technology, Fashion and Biotechnology. These markets differ in terminology, value-chain structure, customer types, regulatory context and growth drivers. For example, a consumer-goods RD may emphasize product categories, retail channels, purchasing behaviour and brand-related trends, whereas a healthcare RD may require attention to therapeutic categories, clinical applications, regulatory approvals and patient-related demand. An automotive market description may need to distinguish vehicle types, components, powertrain technologies and regional production patterns. This variety makes it important to understand the market before selecting information for an RD. A template can support consistency, but it cannot replace sector-specific understanding.

I. Quality Control as a Research Reliability Mechanism

The quality-control process observed during the OJT can be understood as a sequence of preventive and corrective checks. Self-QC provides the first opportunity to identify incomplete sections, inconsistent terminology, incorrect units, grammatical issues and unsupported statements. Mentor QC provides an additional review perspective and helps determine whether the draft reflects the report scope and expected content standard. Revisions are not merely corrections; they also help the researcher recognize recurring quality issues and improve future work. A practical checklist should therefore include the market definition, report coverage, segmentation hierarchy, figures and forecast periods, source alignment, language, structure and consistency. The checklist should be applied flexibly because the relevant information differs by industry and report.

J. Implications for Research-Content Operations

The reported work volume of more than 500 RD assignments shows why repeatable processes are important in research-content operations. At higher volumes, small inconsistencies can recur across multiple descriptions if there is no shared understanding of terminology and quality expectations. A structured knowledge repository could preserve examples of approved descriptions, frequently used



market definitions, common segment hierarchies and recurring mentor feedback. This would support onboarding and reduce the time spent resolving repeated questions. Process improvement should not be measured only through output volume. Useful indicators for future evaluation could include turnaround time, number and type of QC revisions, first-pass acceptance rate, completeness of mandatory RD fields and the frequency of numerical or terminology corrections. Such indicators would require appropriate internal records and authorization before analysis.

K. Limitations and Scope for Further Research

This study has several limitations. First, it is based on one internship experience within one team and therefore does not represent every workflow, role or quality standard used across the market research industry. Second, the work-volume figures are taken from the author's OJT record and have not been independently audited. Third, the study does not use confidential production data, client feedback, internal performance dashboards or a controlled comparison of RD quality before and after process changes. Fourth, the AI-in-marketing figures are published estimates and forecasts from GVR; the author has not independently replicated the market-sizing methodology. Finally, the descriptive case-study design does not establish causal relationships between the workflow and commercial outcomes. Future research could compare RD quality scores across industry verticals, quantify recurring QC issues, examine the effect of checklists on rework, or assess whether RD engagement is associated with report enquiries or conversions, subject to data access and organizational approval.

V. CONCLUSION

This case study examined the role of secondary market research in Research Description development at Grand View Research. The OJT experience shows that an RD is a structured communication product derived from a larger body of market research. Its development requires the researcher to understand the report, evaluate sources, select relevant information, synthesize a concise narrative and verify the result through quality control. The reported completion of more than 450 RD updates and more than 50 new RDs provided practical exposure to both content maintenance and development across multiple industry verticals.

The AI-in-marketing example demonstrates why scope discipline is important when using market statistics. Global market estimates, Consumer Goods segment figures and India-level market values describe different analytical units and should not be combined as if they were directly comparable. The study recommends a consistent quality checklist, a structured knowledge repository and carefully governed AI assistance with human validation. As the study is limited to one internship setting and secondary sources, its findings are descriptive and are not statistically generalizable to all market research organizations.

ACKNOWLEDGMENT

The author acknowledges Grand View Research for the opportunity to undertake on-the-job training and gain practical exposure to research-content development. The author thanks the industry mentors, including Mr. Tejas Deshmukh, and Prof. Chanakya Kumar, OJT faculty mentor, for their guidance and support. The author also acknowledges the School of Business, Indira University.

REFERENCES

[1] S. B. Castleberry, "Using secondary data in marketing research: A project that melds web and off-web sources," Journal of Marketing Education, vol. 23, no. 3, 2001, doi: 10.1177/0273475301233005.

[2] F. J. Mulhern, "Criteria for evaluating secondary data," Wiley Online Library, 2010, doi: 10.1002/9781444316568.wiem02034.

[3] T. Davenport, A. Guha, D. Grewal, and T. Bressgott, "How artificial intelligence will change the future of marketing," Journal of the Academy of Marketing Science, vol. 48, pp. 24–42, 2020, doi: 10.1007/s11747-019-00696-0.

[4] M.-H. Huang and R. T. Rust, "A strategic framework for artificial intelligence in marketing," Journal of the Academy of Marketing Science, vol. 49, pp. 30–50, 2021, doi: 10.1007/s11747-020-00749-9.

[5] M. Mustak, J. Salminen, L. Plé, and J. Wirtz, "Artificial intelligence in marketing: Topic modelling, scientometric analysis, and research agenda," Journal of Business Research, vol. 124, pp. 389–404, 2021, doi: 10.1016/j.jbusres.2020.10.044.

[6] R. Jain and A. Kumar, "Artificial intelligence in marketing: Two decades review," South Asian Journal of Business and Management Cases, 2024, doi: 10.1177/09711023241272308.



[7] J. Thakur and B. P. Kushwaha, "Artificial intelligence in marketing research and future research directions," Global Business and Organizational Excellence, vol. 43, no. 3, pp. 139–155, 2023, doi: 10.1002/joe.22233.

[8] L. D. Hollebeek et al., "Engaging consumers through artificially intelligent technologies: Systematic review, conceptual model, and further research," Psychology & Marketing, vol. 41, no. 4, pp. 880–898, 2024, doi: 10.1002/mar.21957.

[9] V. Jain, K. Wadhwani, and J. K. Eastman, "Artificial intelligence consumer behavior: A hybrid review and research agenda," Journal of Consumer Behaviour, vol. 23, no. 2, pp. 676–697, 2024, doi: 10.1002/cb.2233.

[10] Grand View Research, "Artificial Intelligence in Marketing Market (2025–2030)," 2026. [Online]. Available: https://www.grandviewresearch.com/industry-analysis/artificial-intelligence-marketing-market-report

[11] Grand View Research, "Consumer Goods—Artificial Intelligence in Marketing Market Statistics," 2026. [Online]. Available: https://www.grandviewresearch.com/horizon/statistics/artificial-intelligence-ai-in-marketing-market/end-use/consumer-goods/global

[12] Grand View Research, "India Artificial Intelligence in Marketing Market Outlook, 2030," 2026. [Online]. Available: https://www.grandviewresearch.com/horizon/outlook/artificial-intelligence-ai-in-marketing-market/india