

Birgit Bauer

Birgit Bauer is a veteran information professional in Austria. She systematically searches, analyzes and prepares information on behalf of Austrian and international clients.



She ran the information service with Austria Wirtschaftsservice, the development bank for small and medium-sized enterprises of the Republic of Austria. Then she managed a department with a leading and globally active research & analytics provider in India, with clients from the US and Europe. In 2010 she founded Bauer Business Research with a focus on research and research training.

Birgit holds a master's degree in material engineering from Mining University of Leoben and has work experience in scientific research, sales and product development. She is well connected with international research experts and participates in international conferences of the information industry regularly.

References:

Research projects, workshops, presentations, lectures since 2000 for

AlcaSynn, Agrolinz Melamin, Austrian Research Centers Seibersdorf, bfi, Carinthia Tech Research, CATT Linz, Center for Academic Spin-Offs Tyrol, CupCakes, FH Technikum Wien, i2 Business Angel network, i2b and BOB business plan competitions, INITS, KomMunai, Lotos Norge, RhoBest Coating, SciencePark Graz, Siemens Medizintechnik, tech2b, Tiroler Zukunftsstiftung, tttech, Wifi, Wirtschaftskammer, Women's Career Network, University of Klagenfurt, University of Vienna, TU Vienna, TU Graz, multinational IT companies, consultants, law firms, Frankfurt Book Fair, Online Information London, Offshoring Conference of SDA Bocconi Milan, and many more

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Please feel free to contact us for questions or additional information.



Business Research

For informed decisions.

What Is Business Research?

Business research is a process of acquiring detailed information in all areas of business, critical to making wise and informed decisions. Typical topics are market size, trends, competitors, products, prices, distribution channels and more.

BBR Offers

- Market and industry analysis
- Research for the creation or review of business plans
- Content for portals and newsletters
- Competitive Intelligence (lists and profiles of competitors, product comparisons, regular updates, etc.)
- Patent invalidation research
- ... and more

Why BBR-Business Research?

You ...

- ... prefer to make decisions not just 'from the gut'.
- ... seek professionally prepared information, so that you can concentrate on your core business.
- ... as an entrepreneur, plan to convince investors of your business plan through in-depth analysis and market assessments.
- ... as an investor, want to know if a new product idea is really new, in an effective and confidential way.
- ... value independent, respected sources and advice.

This Is How Research Becomes a Success

Business Plan - CupCakes

For the business plan of the pastry shop 'CupCakes' in the heart of Vienna Bauer explored the market for this new business idea and analyzed potential competitors. With this information the entrepreneur now knew her market and was sure of her decisions and strategies.



In the meantime CupCakes has become well known and even opened several branch stores.

Market Info for Funding - Quantum Encryption



The Austrian Research Centers Seibersdorf applied for EU funding for their quantum encryption project. Bauer was asked to find information supporting the application. She discovered and shared with the client the report of a renowned, international market research institute, in which quantum encryption had been mentioned as a potential competing technology. Interviews with international experts about possible commercial applications completed the research.

Also because of these forecasts, more than 11 million Euros were raised in EU funds.

Business Decision/Innovation - Medical Devices

For Siemens Medical Technology, Bauer analyzed the market potential for a new development the client was considering. She provided an overview of manufacturers, market shares, products, prices, distribution channels, market volumes, clinical trials and scientific studies.



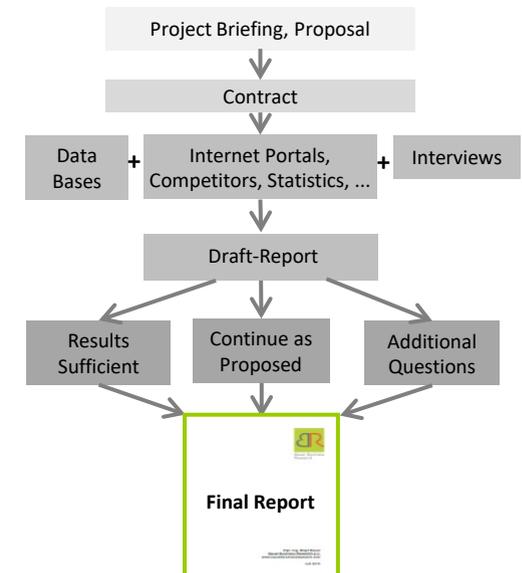
Then, due to the research results, the innovation was not pursued. High development costs were saved and the money was spent on more promising projects.

Pictures: Daniela Klemencic (Bauer), istockphotos (Success Stories), Bauer (Graph BBR-Project work)

Your Benefits at a Glance

- As research specialists we know our business and search quickly and efficiently.
- We collect the information by searching and comparing various sources, for example professional databases, the world wide web or scientific publications. The information is quoted correctly and stays comprehensible.
- We provide you with access to business information - whenever you really need it, without annual fees or long term commitments.
- The scope of the assignment, time frame and budget will be estimated and coordinated with you before the project starts. The research will then be charged according to actual effort. Costs remain under control.
- We are independent and discrete. Confidentiality is key.

How Does a BBR-Project Work?



...More Examples

Research Book: How to Find a Job on the Web



Published
November 2021
English version in progress

Today, looking for a new job, you can use numerous job portals and search engines. However, it is not easy to keep track of new developments and to search as efficiently as possible. The portals differ according to size, industry focus and functions. Even experienced internet users and motivated applicants sometimes don't know how to start. This book will help everyone who wants to search for a new position quickly and successfully.

- What is a job search engine, what is a career portal?
- Which job portals are the best?
- How to use social media such as LinkedIn for job search?
- Where do I find useful information about industries, positions, salaries or potential employers?
- How do I search systematically, quickly and with success?

The book answers these questions, with 700+ verified and annotated links, tips, examples, check lists and more.

For Austria, Germany, Switzerland and internationally.

Technology Transfer

A technology transfer center wanted to know who really benefits from technology transfer and how. Their goal was to develop new ideas and to improve the support of their clients.

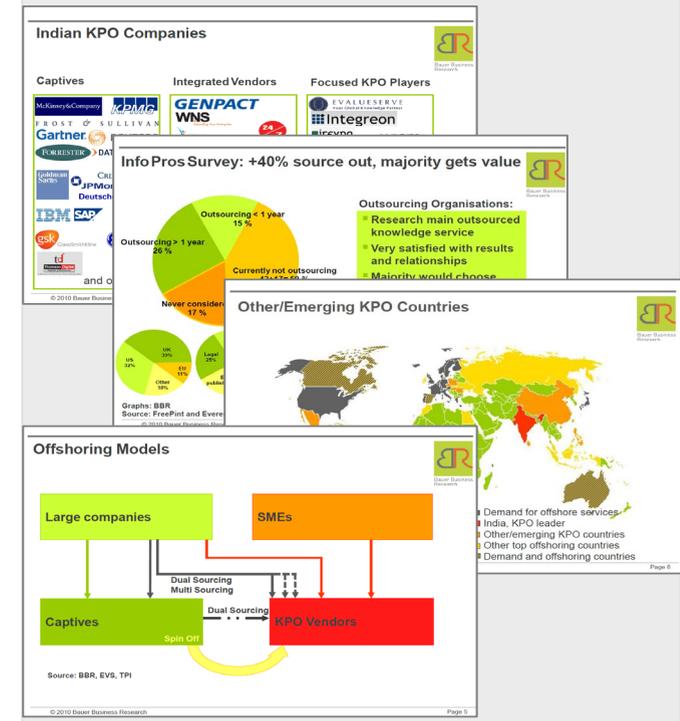
Bauer was asked to identify and analyze success stories of technology transfer, like patenting, direct marketing, or long term cooperation, and to cover various technologies, disciplines and universities across the globe. The research was based on literature research (databases, scientific papers, world wide web), supplemented by expert interviews. In addition she summarized insights and trends in technology transfer.

The findings helped in the development of further strategies and some of the examples are mentioned in the center's teaching and PR material.

Presentation: Outsourcing of Information Services to India – Challenges and Chances for Western Information Professionals, by Birgit Bauer

Online Information Conference, London, 2010

In the late 1990s outsourcing of information services to India started. Since then the outsourcing of complex, judgement intensive, information-related work, the Knowledge Process Outsourcing (KPO) industry has seen strong growth, with a variety of models emerging. Which are the most common business models? What are global trends? What are strengths and weaknesses of Indian KPO companies? What are the challenges or threats for western Information Professionals? How could they position themselves in this competitive environment? Birgit summarized the latest research about the Indian KPO industry as well as her personal experiences and insights as a senior manager with an Indian KPO company.



Real Estate Study



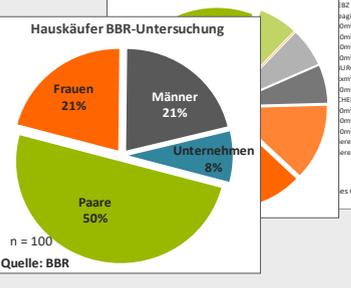
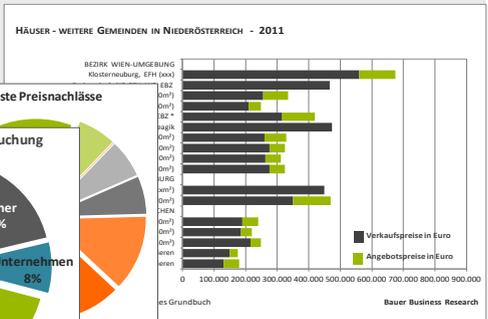
Heavily increased prices and a high demand for residential properties characterize the real estate market in Austria. In view of this market situation, Bauer Business Research investigated the extent to which real estate prices leave scope for discounts.

- How much room is there for negotiation when buying a house? Are there any negotiation options at all, due to the strong demand? Or is real estate currently being offered so expensively that it can only be sold at high discounts?
- Analysis of discounts by property type - for example for single-family, new semi-detached houses, terraced houses, turn-of-the-century villas, garden or attic apartments, by district, year of sale, price, and more. In Lower Austria and in Vienna.
- Is negotiation a man's business? Do foreign buyers pay higher prices?
- Summary of trends in the real estate market.
- Numerous links to property reports and relevant information, tips for price assessment and more.

Some Media

Some Blog Posts & Articles

- “It’s all Digital! Internet Librarian International Conference Recap”, Birgit Bauer, AIIP Association of Independent Information Professionals Connections Blog, 02/11/2020, <https://blog.aiip.org/internet-librarian-conference-recap/>
- Longer version in German: „Bibliotheken digital: Ein Bericht von der Internet Librarian International-Konferenz in London, 15. bis 16. Oktober 2019“, b.i.t. online 22 (2019) Nr. 6, Germany, Dec. 2019, <https://www.b-i-t-online.de/heft/2019-06-reportage-bauer.pdf>
- In German: „Als InformationsspezialistIn in die Selbstständigkeit? Ein Bericht von der AIIP-Konferenz (Philadelphia, 11.–14. April 2019)“, Birgit Bauer, VÖB Vereinigung Österreichischer Bibliothekarinnen und Bibliothekare, <https://journals.univie.ac.at/index.php/voebm/article/view/3295>
- “Internet Librarian International Conference 2018“, Birgit Bauer, AIIP Connections, December 2018
- Longer version in German: „Die Bibliothek – ein lebendiger Ort, an dem spannende Dinge passieren: Ein Bericht von der Internet Librarian International (London, 16.-17. Oktober 2018)“, Birgit Bauer, Mitteilungen der VÖB 71 (2018) Nr. 3/4514, <https://journals.univie.ac.at/index.php/voebm/article/view/2152>
- In German: „Business Research. Was? Warum? Wohin?“, Birgit Bauer, Mitteilungen der VÖB 71 (2018) Nr. 3/4, November 2018, <https://journals.univie.ac.at/index.php/voebm/article/view/2140/1724>
- “The Frankfurt Book Fair, October 2017“, Birgit Bauer, AIIP Connections, March 2018
- “Internet Librarian International Conference London, October 2017“, Birgit Bauer, AIIP Connections, December 2017, <https://www.aiip.org/resources/Documents/Connections/2017ConnectionsV31N4.pdf>



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Quelle: BBR