

Thought Leadership Survey-based Programmes

Since 1996, The Asian Banker has regularly run a variety of surveys to identify trends in the industry.

We are expanding this capability to work with financial institutions and other businesses to create surveys that demonstrate their own thought leadership in the industry. Some of the surveys we are working on currently are in the areas of:

- Technology in Banking
- Small Business Banking
- Wealth Management
- The Financial Institutions Business (Cash, Payments and Trade)
- Annual CEO Compensation Ranking
- and others.

We are looking for financial institutions, technology players and consulting firms to support some of these surveys for the benefit of the industry as well as for corporate and SME business customers. We are able to design surveys that are consistent with the value that your organisation brings to your own client base and publicise them in a manner that demonstrates your thought leadership in the industry. The process of executing the survey also provides your organisation with insights on issues faced by your clients.

For more details on how we could work with you to design and execute a survey-based programme, please contact Charmaine Athaide at cathaide@theasianbanker.com.