Business Research 2.0
Typical types of business assignments

- Argumentative Essay or Position Paper
- Plan (Business plan, marketing plan, strategic plan)
- Case Study
- Company Analysis
- Industry Analysis
- Presentation (Sales or Marketing)
- Presentation (Company/product plan or analysis)
- Professional Correspondence

Analysis
The problems in this case are two-fold... Possible solutions are...

Argumentative
Free trade has hurt the US manufacturing sector. The evidence does/does not support this statement...

Expository
What would the impact of a US default be on the world economy? ...

Professional Correspondence
Dear Client,

The Small Business Jobs Act of 2010 was signed by President Obama on ....
Here are some of the impacts of this legislation on tax planning...
Analyzing case studies
• Is it fictional or real?
• Consider the time period of case
• Read background articles on the company, industry, issue(s) in the business press
• Review the textbook chapter associated with the case study
• Ask questions, what if…Identify the key issues in the case
• Use your prior knowledge and experience to propose solutions
Who is your audience?
What is the experience/knowledge level of your audience?
What is your relationship to that audience?
What are your objectives for this presentation or writing?
Imagine a real business setting…

• Colleagues
• Decision makers/Supervisors
• Fellow Students
• Target market/clients/customers
• Venture capital firms/banks

Most business assignments, whether focused on writing, communicating, planning or analyzing, attempt to incorporate real life skills, knowledge and practice.
Is this a Group Project?

Figure 5: Competencies Employers Say they Need—But College Hires Rarely Demonstrate

<table>
<thead>
<tr>
<th>Optimal Information Competencies for College Hires (according to employers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Engaging team members during the research process</td>
</tr>
<tr>
<td>2. Retrieving information using a variety of formats</td>
</tr>
<tr>
<td>3. Finding patterns and making connections</td>
</tr>
<tr>
<td>4. Taking a deep dive into the “information reservoir”</td>
</tr>
</tbody>
</table>

*Ordered from most discussed to least discussed competencies; n = 23 interview participants.*

Source: How College Graduates Solve Information Problems Once They Join the Workforce, October 2012
Getting Started on Your Project

Do some background reading. Understanding the issues helps you formulate your research questions.

Clearly state your topic or problem in a sentence or two.

Do you need to revise your topic? Is it too broad or too narrow?

Asking questions is key. What kind of evidence could support your arguments? Other studies, government data, corporate data, surveys…

What are some logical sources for information on your topic?
Identify some logical sources for information on your topic

- Institute of Supply Management

- Census Bureau Data

- Council on Competitiveness

- Articles in the Business Press
Using Library Sources to Locate Articles in Key Business Databases and the business press
Look for a specific journal, magazine or newspaper...

Journals and Periodicals at the Cheng Library

This page provides access to a list of journals and periodicals available through the Cheng Library. The Library currently provides access to over 21,000 titles online and over 3,000 titles in print and microform format in the first floor Periodicals Department. Online access to journals from off-campus locations is restricted to currently enrolled students, faculty and staff. Please see the University's instructions for remote access services for details about how to connect to the campus network from home. Also, please note that many online journal articles are available only in Portable Document Format (PDF) and require the Adobe Acrobat Reader software to be installed on your machine; the software is available for free download from Adobe. If you have problems using these resources, contact the Electronic Resources Librarian by email or by telephone at x2165.

3 records retrieved for the search: Title contains all words "wall street journal"

Wall Street journal. Eastern edition (0099-9660)
  from 1950 to 2007 in WPUNJ Film Holdings
  from 1983 to present in WPUNJ Print Holdings
  from 01/02/1984 to present in ABI/INFORM Complete
Browse or search within a journal using Business Source Premier or ABI.

1. Why U.S. Competitiveness Matters to All of Us.

Subjects: COMPETITION (Economics); UNITED States; UNITED States -- Foreign public opinion
Database: Business Source Premier
• Limit your search terms to fields to improve results.

• Use quotations marks for precision
ABI Tip: Use Classification Codes to Deal with Difficult Terminology

Cc("914?") = statistical data
Different sources and search terms will yield different results.
Market Research & SWOT Reports in Business Source Premier

1. **DATAMONITOR: Acerinox Group.**
   - Acerinox SA SWOT Analysis, Dec2011, p1-8, 8p
   - Subjects: COMMERCIAL products; FINANCIAL performance; SWOT analysis; MADRID (Spain); SPAIN; ACERINOX Group (Company); Commodity Contracts Dealing; Commodity Contracts Brokerage; STAINLESS steel
   - Database: Business Source Premier
   - Add to folder
   - PDF Full Text (116KB)

2. **SWOT Analysis.**
   - AK Steel Holding Corporation SWOT Analysis, Dec2011, p1-9, 9p
   - Subjects: SWOT analysis; STEEL industry; PRODUCT mixes; VERTICAL integration; COMPETITION (Economics); AK Steel Holding Corp.; Iron and Steel Mills; Rolled Steel Shape Manufacturing
   - Database: Business Source Premier
   - Add to folder
   - PDF Full Text (105KB)

3. **SWOT Analysis.**
   - CITIC Pacific, Ltd. SWOT Analysis, Dec2011, p1-3, 8p
   - Subjects: SWOT analysis; STEEL industry; MINERAL industries; DIVERSIFICATION in industry; FOREIGN exchange; HONG KONG (China); CITIC Pacific Ltd.; International Trade Expanding; Coal and Other Minerals and Ore Merchant Wholesalers; Rolled
Use LexisNexis Academic for US and international news, legal research, trade sources, company information

Search – United States w/p manufacturing or competitiveness

<table>
<thead>
<tr>
<th>Results</th>
</tr>
</thead>
</table>
| 1. GE's Immelt: A Blueprint for Keeping America Competitive  
   Shopfloor, January 21, 2011 Friday 8:50 AM EST, 536 words, Carter Wood |
| 2. MAPI PUBLISHES 'SCORECARD' ON THE COMPETITIVENESS OF U.S. INDUSTRY  
   PR Newswire, August 28, 1992, Friday, Washington Dateline, 795 words |
| 3. The search for skills  
   Malaysian Business, August 1, 2010 Sunday, INDUSTRY; Pg. 34, 1144 words, Manik Mehta |
| 4. Global Manufacturing Competitiveness Index: Talent Seen as Key to Success; Benchmark report from Deloitte  
   Competitiveness examines rise of newcomer economies  
   PR Newswire, June 23, 2010 Wednesday 9:00 AM EST, 1714 words |
| 5. Wyden to Chu: Clean Tech Competitiveness Is the "Challange of Our Time...Not Clear What the Strategy Is"  
   Watthad - Energy News and Commentary, January 25, 2010 Monday 8:52 PM EST, 953 words, Devon Swez |
| 6. Teetering on the Edge of Innovation  
   Blogging Innovation, July 31, 2010 Saturday 12:04 AM EST, 530 words, Blogging Innovation |
| 7. How to keep America competitive  
   The Washington Post, January 21, 2011 Friday, A-SECTION; Pg. A19, 757 words, Jeffrey R. Immelt |
| 8. MANUFACTURERS RELEASE COMPREHENSIVE STRATEGY FOR GLOBAL COMPETITIVENESS  
   States News Service, June 28, 2010 Monday, 393 words, States News Service |
| 9. BUSINESS: U.S. must boost support for clean-tech manufacturing -- survey  
   Greenwire, June 23, 2010 Wednesday, Clean Tech, 567 words |
<table>
<thead>
<tr>
<th></th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2013 Global Manufacturing Competitiveness Index: CEOs See Emerging Nations Surge as U.S., Germany and Japan Face Changing Game; U.S. manufacturing remains at the tech forefront. PR Newswire, November 16, 2012 Friday 9:00 AM EST, 2158 words</td>
</tr>
<tr>
<td>2</td>
<td>U.S. CHAMBER PRESIDENT HAILS NAFTA'S CONTRIBUTIONS TO U.S. JOBS, GROWTH States News Service, November 16, 2012 Friday, 525 words, States News Service</td>
</tr>
<tr>
<td>3</td>
<td>INAUGURAL NATIONAL COMPETITIVENESS FORUM BRINGS TOGETHER LEADING VOICES ON THE ECONOMY States News Service, November 16, 2012 Friday, 685 words, States News Service</td>
</tr>
<tr>
<td>4</td>
<td>Interview: Manufacturing renaissance key to U.S. competitiveness, prosperity: expert Xinhua General News Service, October 19, 2012 Friday 10:10 PM EST, WORLD NEWS; Economic, 622 words</td>
</tr>
<tr>
<td>5</td>
<td>NATIONAL LEADERS MEET TO DISCUSS MANUFACTURING INNOVATION States News Service, October 5, 2012 Friday, 561 words, States News Service</td>
</tr>
<tr>
<td>6</td>
<td>Harvard Business School to Convene More Than 400 Leaders in Chicago to Discuss Paths Forward for Improving U.S. Competitiveness PR Newswire, October 1, 2012 Monday 6:00 AM EST, 692 words</td>
</tr>
</tbody>
</table>
Other Databases

Hoover’s Academic
IBISWorld
Int’l Directory of Company Histories
NBER Working Papers
Reference USA
Search **Google Scholar** from the Cheng Webpage

**Articles**

Environmental regulation and the competitiveness of US manufacturing: what does the evidence tell us?
- AB Jaffe, SR Potterson, PR Portney... - Journal of Economic... - 1995 - JSTOR
  - Third, if regulation is reducing the attractiveness of the United States as a loc-us for... Such benefits would have positive effects on US trade and investment through the same mechanisms... a substantial share of compliance costs for some federal regulations fall on state and local...
  - Cited by 1654 Related articles All 8 versions Cite More

Competitiveness: a dangerous obsession
- P Krugman - Foreign affairs, 1994 - JSTOR
  - ... of the Rising Sun: The Political Roots of American Economic Decline. University Park: Pennsylvania State University Press... reducing the Japanese trade surplus with the United States. US real wages, he pointed out, had fallen six percent during the Reagan and Bush years, and...
  - Cited by 1930 Related articles All 9 versions Cite More

[Full-Text @ Cheng Library]

Country competitiveness: Technology and the organizing of work
- DM Kogut - 1993 - Oxford University Press
  - Cited by 173 Related articles Cite More

[Full-Text @ Cheng Library]

Restoring the competitive edge in US manufacturing
  - Cited by 91 Related articles Cite

- AB Bernard, JS Jensen, RZ Lawrence - Brookings Papers on Economic... - 1995 - JSTOR
  - ... Do not include products shipped for further manufacture, assembly, or fabrication in the United States. To the... This stability of the share of sales exported leads us to focus on exporting as a... the value of goods exported (column 2), we find that large industrial states dominate the...
  - Cited by 1063 Related articles All 13 versions Cite More

[PDF from ucl.ac.uk]

[PDF from ucl.ac.uk]

[Full-Text @ Cheng Library]

[Full-Text @ Cheng Library]
Blogs, newsletters and other online sources may be useful for some projects – always consider your purpose and evaluate your sources.
Books are excellent background sources for some topics.

The library catalog also includes media and e-books and reports.
Kathy Malanga
malangak@wpunj.edu

Email for appointment