Gathering business information for your _____ research

for Waterbury Business Society (WBS)
(October 29, 2020; 11 AM)

Edward Junhao Lim (he/him/his)
Business & Entrepreneurship Librarian
edward.lim@uconn.edu
My brief

• A short introduction of yourself
• What UConn Library has to offer all students but
  – specifically geared towards business research
  – resources for research papers (MLA, APA formatting)
  – further exploration into starting their own business and future companies
The Business Information Playing Field

Country & Economic
- Ownership
- Products & services
- Organizational chart
- Subsidiaries
- Market share
- Small businesses
- Demographics
- Regulations
- Credit risk
- Fiscal & monetary policy
- Economic analysis & forecast
- Political structure
- Business environment
- Market opportunities

Industry
- Market size
- Business trends
- Opportunities & challenges
- Market capitalisation
- Key developments
- Organizations & associations

Company
- Key financials
  - Income statements
  - Balance sheet
  - Cash flows
- Annual reports
- Competitors
- Executives & directors

Scholarly & Professional Business Literature
- Business journals & newspapers
- Business concepts & theories

“The Business Information Playing Field”
Business information triangle
Market research
Many sources of market research...

<table>
<thead>
<tr>
<th>Month</th>
<th>Database</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>BCC Research</td>
</tr>
<tr>
<td>February</td>
<td>Gartner Market Analysis</td>
</tr>
<tr>
<td>March</td>
<td>Passport GMID</td>
</tr>
<tr>
<td>April</td>
<td>Mintel Reports</td>
</tr>
<tr>
<td>May</td>
<td>IBISWorld</td>
</tr>
<tr>
<td>June</td>
<td>Statista</td>
</tr>
<tr>
<td>July</td>
<td>BizMiner</td>
</tr>
<tr>
<td>August</td>
<td>Value Line</td>
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<tr>
<td>September</td>
<td>PrivCo</td>
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<tr>
<td>October</td>
<td>Sports Market Analytics</td>
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<tr>
<td>November</td>
<td>Business Source Complete</td>
</tr>
<tr>
<td>December</td>
<td>S&amp;P NetAdvantage</td>
</tr>
</tbody>
</table>
Giving credit & citing in your writing
<table>
<thead>
<tr>
<th>Harvard Business Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing People</td>
</tr>
</tbody>
</table>

A spot bonus is typically paid “on the spot” to individuals or a group of employees (and sometimes an organization’s entire workforce) for a specific behavior, action, or result. Because of their targeted nature, they tend to be a smaller amount of money than the annual incentive reward. In my experience, they typically range from a couple hundred dollars to a few thousand. According to research done by PayScale in 2018, these are the second most commonly used form of variable pay, tied with employee referral bonuses, after annual individual bonuses.
In-text citations in business

FIGURE 20: DAIRY YOGURT PURCHASES, SEPTEMBER 2019

“What types of dairy yogurt have you purchased in the past three months? Please select all that apply.”

<table>
<thead>
<tr>
<th>Styles</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greek</td>
<td>58%</td>
</tr>
<tr>
<td>Regular spoonable yogurt ^</td>
<td>38%</td>
</tr>
<tr>
<td>French-style</td>
<td>17%</td>
</tr>
<tr>
<td>Icelandic</td>
<td>11%</td>
</tr>
<tr>
<td>Kefir</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Varieties</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flavored</td>
<td>48%</td>
</tr>
<tr>
<td>Low/no fat</td>
<td>36%</td>
</tr>
<tr>
<td>Plain</td>
<td>28%</td>
</tr>
<tr>
<td>Low/no sugar</td>
<td>26%</td>
</tr>
<tr>
<td>Kids' brands</td>
<td>19%</td>
</tr>
<tr>
<td>Full-fat</td>
<td>16%</td>
</tr>
</tbody>
</table>

Base: 1,505 internet users aged 18+ who have purchased any dairy yogurt/yogurt drinks in the past three months
Note: ^ 1,429 internet users aged 18+ who have purchased spoonable dairy yogurt in the past three months

Source: Mintel
Bibliography & list of references

Sources: Gartner, Safari Books Online

Evidence

1. "Purdue Online Students Can Now Graduate in VR." The Verge.

Document Revision History

Best Practices for Virtual Reality in Higher Education - 3 August 2017

Recommended by the Authors

Cool Vendors in Augmenting Human Experiences
Top 5 Trends Impacting K-12 Education in 2020

Gartner, Inc. | 732173

References


Post-class activity

Explain the benefits of using one of the citation tools listed at [guides.lib.uconn.edu/citationguides:](https://guides.lib.uconn.edu/citationguides):

- Zotero
- RefWorks

Citing Business Sources
[guides.lib.uconn.edu/business/citingbizsources](https://guides.lib.uconn.edu/business/citingbizsources)
Learn the appropriate referencing style used within your course:

- Ask your instructors
- Consult Citing Business Sources section in the Business Guide

Provides readers with information to determine

- where you have taken your ideas from,
- how widely you have read about the topic, and
- to decide how well you have understood the material and incorporated ideas into your own understanding.
Business Research Guide

Ask a Librarian: lib.uconn.edu

Schedule an appointment with me

Email me: edward.lim@uconn.edu
Workshop Feedback (5 mins)

• What was the most useful thing you learnt in today’s workshop?

• What topics are still unclear to you, or would you like to learn more about?