Agenda

1. Your Assignment
2. Company Research
3. Industry Research
4. Article Research
5. Citation Resources
Your Assignment
Choose a company and answer questions in:

- **Section A:** Corporate strategy & business strategy
- **Section B:** HR strategies
- **Section C:** Strategic actions company should take
Your Assignment

Choose a company and answer questions in:

- Section A: Corporate strategy & business strategy q.
- Section B: HR strategies
- Section C: Strategic actions company should take

Today’s focus:
Part A & Part B

Learning Objectives:
- Use effective search techniques when using library resources
- Locate & retrieve relevant secondary resources for assignment
Company Research
2

Why Company Research?

Includes SWOT analysis; Corporate Strategy & More
Company Research

Relevant Sections Include:

- Public Company Reports
- SWOT Analyses
- Filings (for publicly traded companies)

Ex Company: Lululemon
Find SWOTs with Marketline

Video on using Marketline to Find SWOT
Find SWOTs with Lexis Nexis Academic

1. Enter Search Terms
2. Advanced Options
3. Search

PDF on Finding Company SWOTs with Lexis Nexis Academic
Activity 1

In groups of 2 or 3:

• Find a SWOT analysis for the assigned company
• Review the SWOT analysis and answer the questions on your sheet
Go to Lululemon’s website. See what you can find on topics like their hiring practices, organizational culture, and anything else that might be useful.
Company Websites

- Look for sections like “Working for Us”, “Job seekers”, “Employment”, or “Careers”
- Typically include info on company culture, diversity initiatives, job ads, & more
Find Publicly Traded Company Filings with Lexis Securities Mosaic

Tip: Annual Reports, Management Discussion & Analysis useful filings for corporate strategy info

Video on using Lexis Securities Mosaic
Find competitors, understand external conditions better, find industry SWOT analysis & more
Industry Research Guide

Good starting points

- MarketLine Advantage (good for large-to-medium industries)
- IBISWorld (good for niche industries, i.e. snack shops in Canada)
MarketLine’s Industry Reports

Video on using Marketline to find industry reports
IBISworld’s Industry Reports

1. Start your search here:
   - Search by keyword, company or code: clothing
   - Browse report listings:

2. Industry Reports (US) (1 to 5) of 213 matches
   - Clothing Alteration Services - OD5004
   - Clothing Boutiques - OD5616
   - Men’s Clothing Stores in the US - 44811
   - Women’s Clothing Stores in the US - 44812
   - Children’s & Infants’ Clothing Stores in the US - 44813

Industry Reports (Canada) (1 to 5) of 56 matches
   - Clothing & Clothing Accessories Wholesaling in Canada - 41411CA
   - Men’s Clothing Stores in Canada - 44811CA
   - Family Clothing Stores in Canada - 44814CA
   - Women’s Clothing Stores in Canada - 44812CA
   - Children’s & Infants’ Clothing Stores in Canada - 44813CA

Video on using IBISworld to find industry reports
# Different Article Types

<table>
<thead>
<tr>
<th>Scholarly Articles</th>
<th>Trade Articles</th>
<th>Newspaper Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usually peer-reviewed</td>
<td>Cover current industry issues</td>
<td>Articles cover current issues</td>
</tr>
<tr>
<td>Inform/share scholarly research</td>
<td>Written by industry practitioners</td>
<td>Written for general public by journalists</td>
</tr>
<tr>
<td>Written by scholars/researchers</td>
<td>Published by professional organizations</td>
<td>Meant to entertain, inform, or influence</td>
</tr>
<tr>
<td>Long bibliographies</td>
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**Video & PDFs on Finding Business Articles**
Keyword Strategies

Lululemon AND “executive compensation”

Phrase searching “double quotation marks” for exact phrases

- Combines DISTINCT terms
- Fewer results
- Makes search focused and specific

manag* management, manager, manages, managing, etc.

- Combines SIMILAR terms
- GREATER results
- Makes search broader

compensation

OR

salary

OR

benefits
**Tip:** To find scholarly articles, be prepared to broaden your focus beyond the specific organization you are looking at.
Factiva searches over 36,000 international and national news sources
Activity 2

In groups of 2 or 3:

• Recreate the search on your sheet
• Select an article
• Answer the questions and post them on your group’s Padlet: http://bit.ly/hrm3430
Citation Resources
Citation Resources

- Bronfman Library’s Business Citation Guide
- SPARK’s Creating Bibliographies Guide
- Humber Libraries’ APA in Minutes Videos
- The OWL at Purdue’s Citation Guides
Today we’ve covered...

1. Your Assignment
2. Company Research
3. Industry Research
4. Article Research
5. Citation Resources
Questions?

Complete Post-Test: bit.ly/HRM3430-post

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