The Business Research Guide (BRG)

guides.lib.uci.edu/business

Connect to business resources from off campus by following the directions in the Students link, available in the Connect Boxes listed throughout the Guide.

Assignments

Blizzard Entertainment
Research the China market in gaming. This would include market size and trends in gaming, as well as culture shifts, and consumer behaviors in China, and related effects on gaming.

Cisco
Research lessons from other companies that have made transition in the direction of a subscription model for goods and services (IBM, Microsoft, etc.), and develop a Digital Transformation strategy for Cisco to significantly increase the share of revenue derived from subscription services over current levels.

Experian
Research Artificial Intelligence and Machine Learning (ML), a subset of AI, trends in Financial Services, the competitive landscape, and implications for Experian and its customers. Develop recommendations on specific technology solutions, including internal development investments and M&A opportunities.

UPS
Investigate consumer behavior trends, as ecommerce keeps growing, the impact of these trends in peak season shipments, and the related marketing strategies for UPS to manage these trends.

Starting Research

Start with Business Source Complete. This giant database is like Google for business research!

Databases interpret more literally than Google, so do this:

- Start with 1-2 keywords, and add more words to refine a large list of results.
- Use “quotes” for “an exact phrase”.
- Use * for every ending to a word, e.g. market* returns marketers, marketing, marketed, etc.

Use this button in databases like Business Source Complete and Google Scholar. It links out to full-text in other licensed databases, OR it directs you to a form to request an article via Inter Library Loan.
Group Tips

(Each group should consider how to leverage the tips given to others groups!)

Blizzard Entertainment
The GLOBAL menu features both a Country Information page and a Consumers In Other Countries page, that can both help for gathering information. Start with the top database on each page and explore subsequent databases with relevant descriptions.

Cisco
Also the COMPANY >> Strategy page lists resources for searching SEC Filings and Earnings Conference Call transcripts, in which publicly traded companies will discuss the outcomes of their past endeavors (which may indicate lessons learned), and their general strategies for the future.

Experian
Under the POPULAR UCI BUSINESS TOPICS menu, there’s a page dedicated to the topic of IT and Technology, with several databases addressing IT trends in a competitive context, e.g. Frost & Sullivan.

UPS
There are many helpful eBooks scholarly Journals, covering topics like marketing strategies, in which business practitioners and scholars cover business growth and best practices. Citing experts’ recommendations and scholars' research findings gives credibility to a team's conclusions.

Managing Client Expectations:

1. Companies (both public and private) will not go through the expense and effort to disclose restricted, i.e. “secret sauce,” information about themselves, e.g. business models, organizational charts, very granular financials, sales by product category etc. Companies typically only disclose information about themselves to the extent that the SEC mandates it, or to the extent that they want to cultivate their public image.

2. UCI’s resources are for scholarly use. Reports can be cited and excerpted in final deliverables, but not given wholly and directly to clients.