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.

Assignment

Capital Group: recommend methods, combined with emerging technologies (machine learning, blockchain, etc.), on how to improve efficiencies in middle and back office operations, in this global investment management firm.

Hologic: conduct competitive landscape analysis in the lab and home testing segments, along with related strategic product portfolio recommendations, with focus in the sexually transmitted disease product space.

Mazda North American Operations: strategize on how to reach and motivate younger Mazda owners to complete repairs related to the Takata Recall of airbags, involving 37 million vehicles across 19 vehicle manufacturers.

MicroVention Terumo: do a comprehensive market analysis on growth opportunities in the Ischemic Stroke market, and in new market segments, such as Intracerebral Hemorrhage, with organic growth strategies and outside investment opportunities.

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!)

Capital Group
Look under the POPULAR UCI BUSINESS TOPICS >> IT/Technology. The Forrester database focuses on Information Technology trending topics. Besides its research reports, it has a series of Playbooks that offer strategic plans for executing a wide variety of technology-related initiatives.

Hologic
Look under the POPULAR UCI BUSINESS TOPICS >> Healthcare. Databases like Frost & Sullivan address the market for infectious disease testing. Because STDs are a specific niche under general infectious diseases, the team may get more results searching on the broader topic first.

Mazda North American Operations
There are many eBooks on topics like customer engagement, in which business practitioners and scholars address best practices. Citing experts gives credibility to a team’s conclusions. Also under the POPULAR UCI BUSINESS TOPICS >> IT/Technology the eMarketer database can give insights on young people’s digital behavior.

MicroVention Terumo
Look under ENTREPRENEURS >> Venture Capital (VC), Private Equity (PE), and Grant Funding where the Preqin database can identify both investment firms and portfolio companies operating by industry (e.g. healthcare) and location.

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.