

Gathering business information for your _____ research

for Waterbury Business Society (WBS)
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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

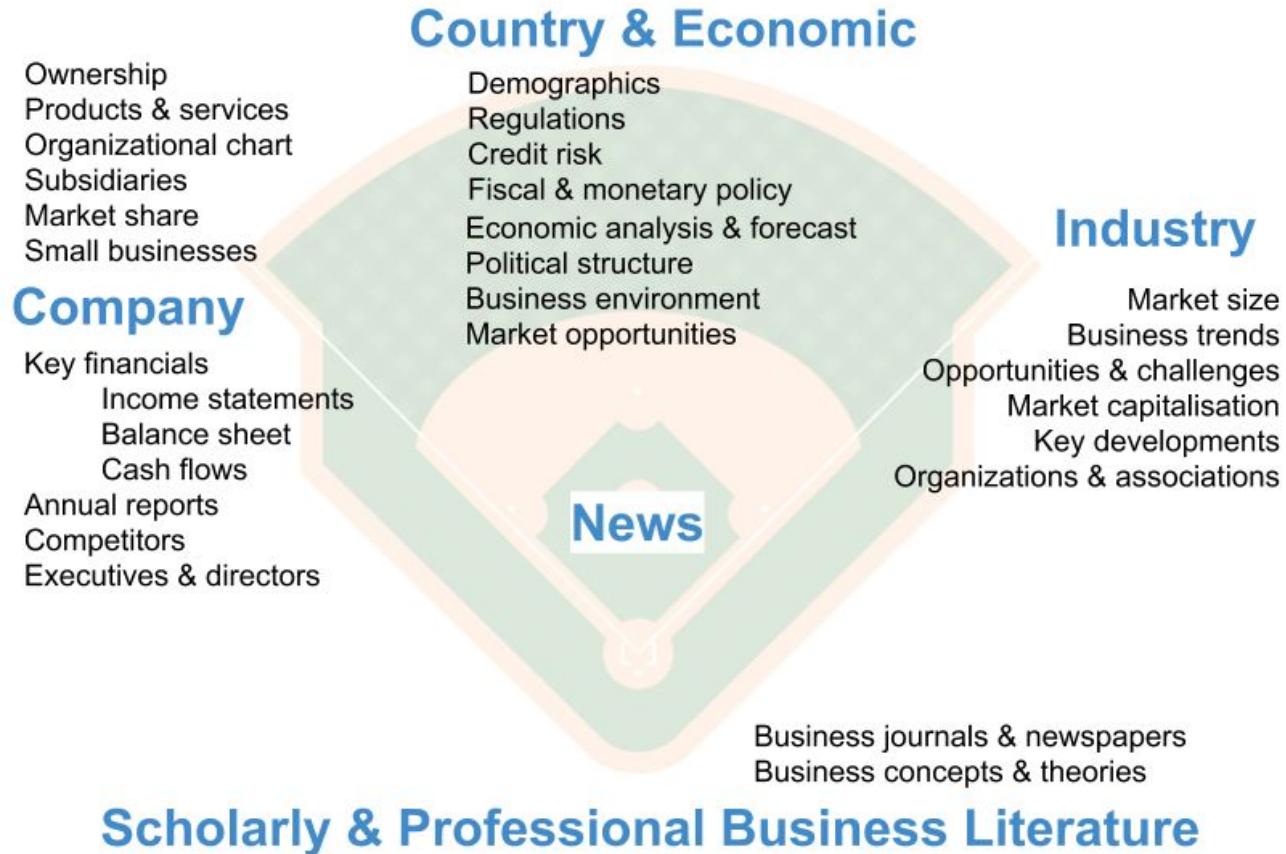
Business Subject Guide — Databases

This guide identifies key resources for doing business research.

- Getting Started
- eBooks
- Cases
- Databases
- Datasets
- Datasets via WRDS
- Data from US Census Bureau
- Journals
- Newspapers & Magazines
- Open Educational Resources (OER)
- Reports / How-To

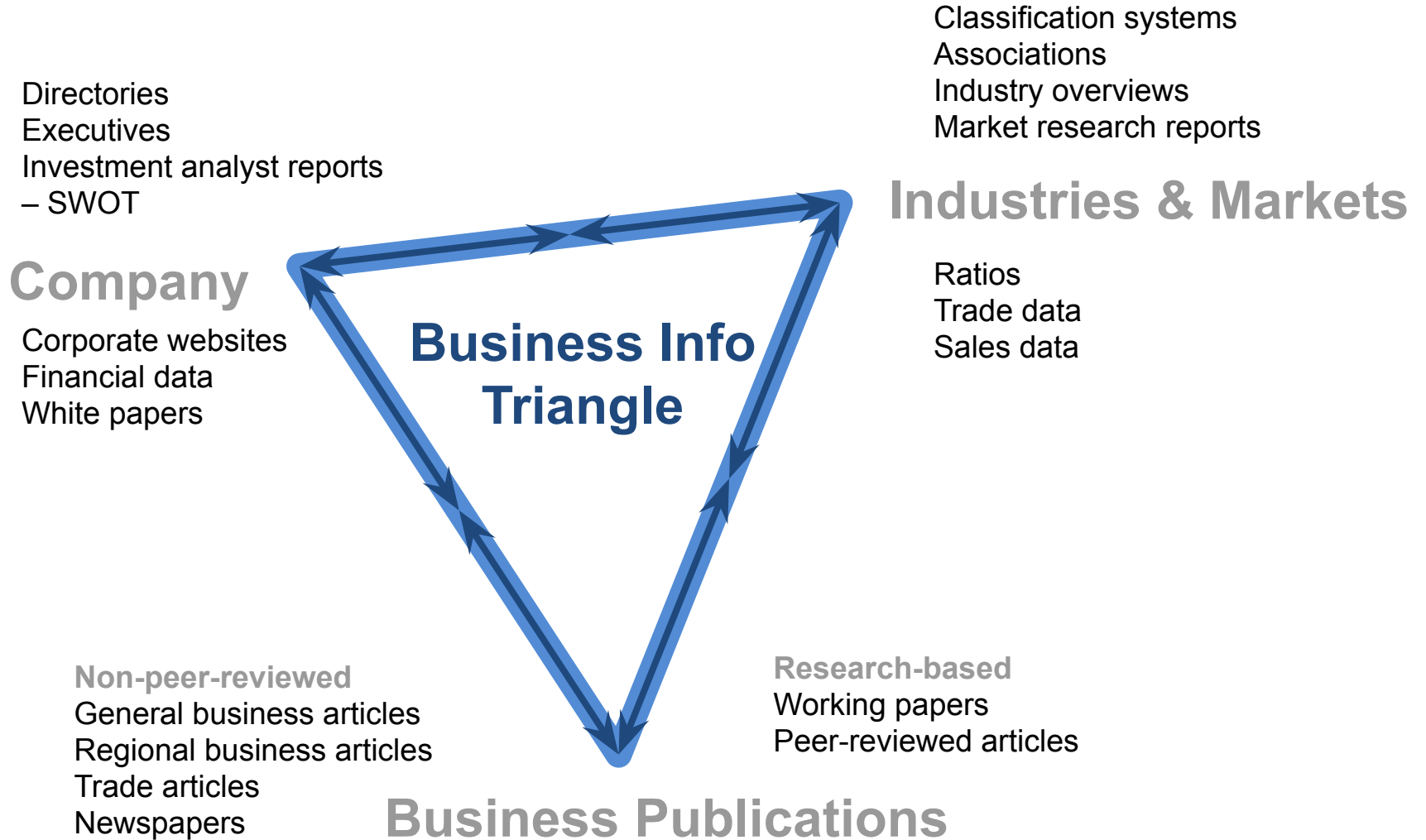
The Business Information Playing Field





“The Business Information Playing Field”

Business information triangle



S&P Net Advantage, PrivCo,
Mergent Online / Intellect,
Mergent Investext

Company

WRDS

NAICS, SIC

Statista

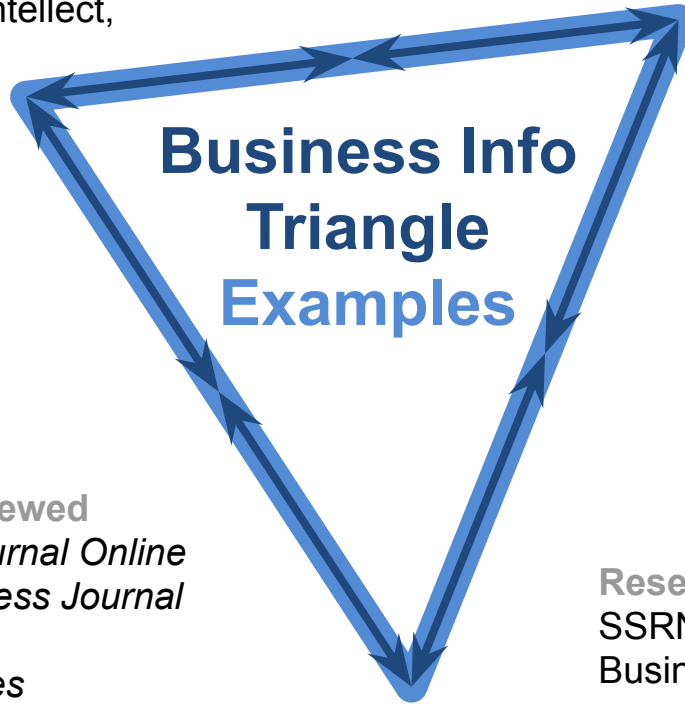
IBISWorld, First Research

BCC Research, Gartner, Mintel

Industries & Markets

Key Business Ratios (KBR)

SRDS



Factiva

Non-peer-reviewed

Wall Street Journal Online

Hartford Business Journal

Adweek

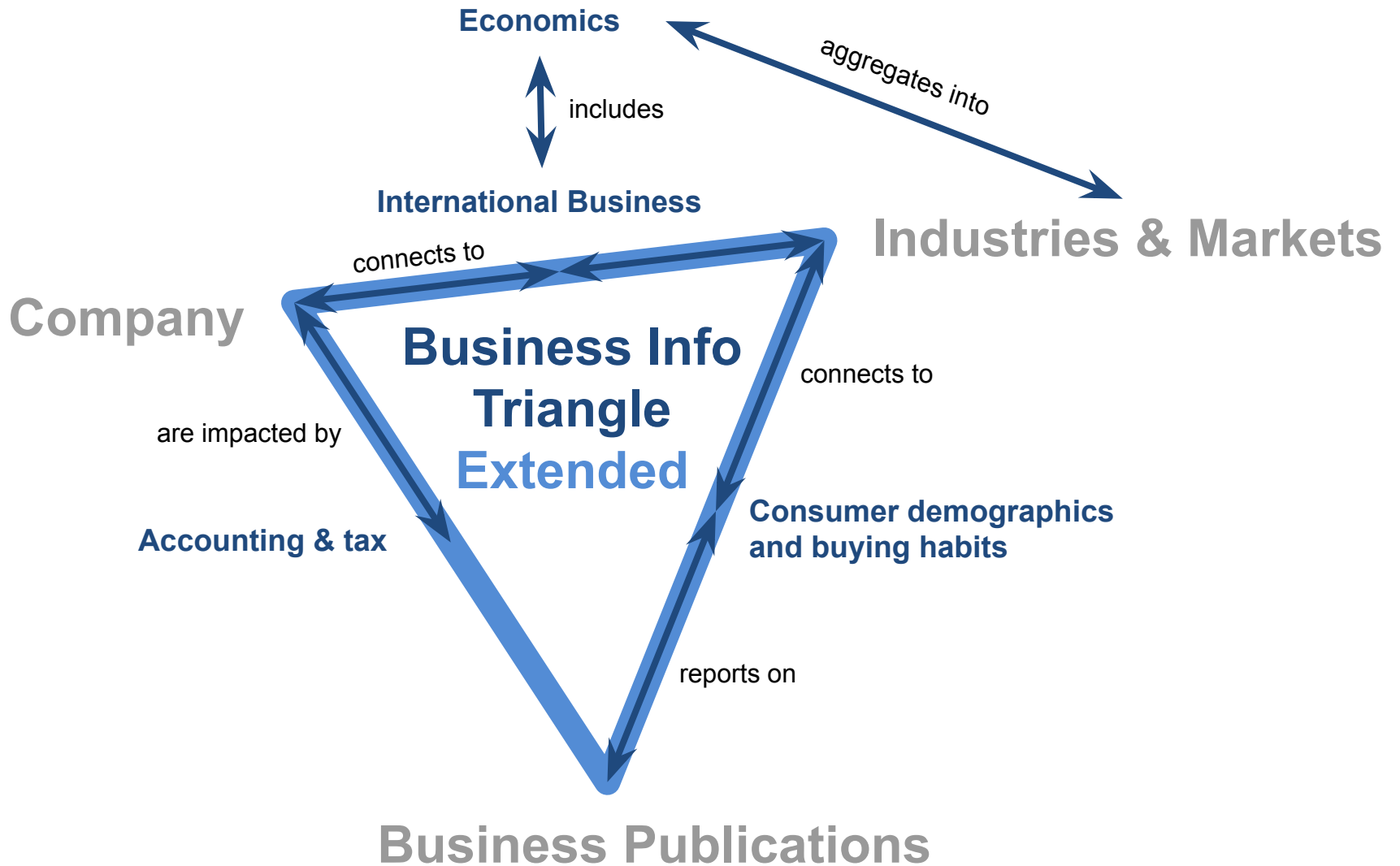
New York Times

Research-based

SSRN, NBER Working Papers

Business Source Complete, ABI/Inform

Business Publications



Market research

Many sources of market research...

Month	Database
January	BCC Research
February	Gartner Market Analysis
March	Passport GMID
April	Mintel Reports
May	IBISWorld
June	Statista

Month	Database
July	BizMiner
August	Value Line
September	PrivCo
October	Sports Market Analytics
November	Business Source Complete
December	S&P NetAdvantage

Giving credit & citing in your writing

In-text citations in business

Source: [HBR](#)

**Harvard
Business
Review**

Managing People | Reward Your Employees – Without Breaking the Bank

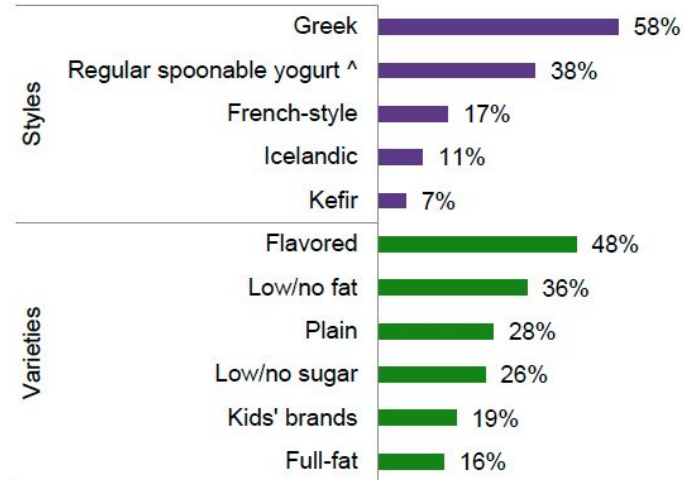
A spot bonus is typically paid “on the spot” to individuals or a group of employees (and sometimes an organization’s entire workforce) for a specific behavior, action, or result. Because of their targeted nature, they tend to be a smaller amount of money than the annual incentive reward. In my experience, 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

Source: [Mintel](#)

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



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: Lightspeed/Mintel

Bibliography & list of references

Sources: [Gartner](#), [Safari Books Online](#)

Evidence

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

² "Forecast Augmented (AR) and Virtual Reality (VR) Market Size Worldwide From 2016 to 2020," Statista.

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

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Gartner

[Higher Education Ecosystem 2030: Your Own U
Technology and Trends in Distance Learning](#)

Recommended For You

[Video: Reflect, Aim and Act to Enhance COVID-19 Online Learning Practices in Higher Education](#)

[5 Best Practices for Artificial Intelligence in Higher Education](#)

[Higher Education Ecosystem 2030: Classic U](#)

[Higher Education Ecosystem 2030: Jobs U](#)

[Scaling Higher Education – Scale Is Different in the Digital Dimension](#)

References

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Blade, V.H. 2015a. *FuelForward Mentoring Guide: Getting the Most from Your Mentor*.

Post-class activity

Explain the benefits of using one of the citation tools listed at  guides.lib.uconn.edu/citationguides:

- Zotero
- RefWorks

Citing Business Sources

 guides.lib.uconn.edu/business/citingbizsources

Summary: Referencing

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.

Need help? Ask us.



 **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?