Agenda

- Why Research?
- The Search Process
- Hands-On Search
- Feedback
Why Research Industries?

The industry you choose will have major impact on:

• Your career opportunities
  - Promotions
  - Personal and professional development

• Your financial well-being
  - Salary range
  - Opportunities for raises

• Quality of life
  - Work-life balance – working hours, travel for work etc...
  - Chances of retrenchment, downgrading etc...

Adapted from “College, Career and Life Planning” by National Education Endowment Foundation, Inc.
Why research companies?

- Choosing the right company to join will also have strong impact on your career opportunities, financial well-being and quality of life.

- In addition, choosing the right “fit” or corporate culture can make a huge difference in how happy you are with your job. It’s not always about the money!

- Prestige and branding are also important. You do not want to be embarrassed to tell people who you work for after all.
Data: Macro to Micro

- **Country**
  - Statistics: Demographics, GDP, Wages etc...
  - Analyses: Economic, Social, Political, Legal etc...

- **Industry**
  - Statistics: Industry size, Brand & Market Shares etc...
  - Analyses: Trends, Highlights, SWOT etc...

- **Company**
  - Statistics: Financial data, Company size etc...
  - Analyses: SWOT, News, 3rd Party reports etc...
Industry Databases

- **BMI Research** - Provides daily views, reports and strategic content, data and forecasts on various industries. Also includes a small collection of in-house statistical data (BMI Databases).

- **Business Source Premier** - Provides journal articles, magazine articles and case studies. It also has industry reports, country reports and risk reports of various countries.

- **Frost & Sullivan** - Has market research on various technical and technology industries. Also provides market drivers and restraints, as well as possible market opportunities.

- **Gartner** - Unique in that it gives the Hype Cycle of a technology or subject, and pinpoints where each type of technology falls on that cycle. Also has analysis of major IT vendors.

- **Passport** - Provides statistics, analysis, reports, surveys and breaking news on consumer product industries, some services, F&B packaging and ingredients. Also contains data and analysis on consumer lifestyles, population trends, and socioeconomic analysis for several countries.
Industry Research (Cont’d)

A lot to take in?
Don’t panic, you can read about the databases at your leisure with this handout:

bit.ly/biz_db2017

More information on relevant library resources can also be found here:

http://libguides.nus.edu.sg
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Search Process

The information search process is a reiterative one; from initial results, you can find new keywords, broaden or narrow your search, and select new information sources.
Hands-On Search

Go to www.lib.nus.edu.sg to access the NUS Libraries Portal
Questions For Passport

1. Who are the main purchasers of wearable electronics?

2. Why is internet retailing the dominant retail channel in China?
Exercise

Try locating information from the three databases on this topic:

**Smart Nation: Internet of Things (IoT) in Singapore**

IoT is touted as one of the key elements for Singapore’s Smart Nation Platform. Therefore the market has great potential and applications are numerous, such as how IoT can address Smart Living Homes and Aged Care, for example.
Feedback

Your feedback is important! Please take 2 minutes to tell us how we can improve for future sessions:

http://j.mp/RU_Feedback

(Link address is case-sensitive)

Thank you!