Welcome
This guide is intended to help navigate the research process within the field of business.

Starting Business and Economics Research
(links will open in a new tab)

Where to search
K-State Libraries subscribes to dozens of business databases. The benefit of using these resources is that the information has been vetted AND you won't have to pay for the reports (your access to these databases is covered by your tuition).

There is rarely just one database or report that will give you all of the information you need. Instead, you will be piecing together evidence from data, reports, news articles, and other sources of information to create your own market analysis.

How to access the databases and reports
You can access all of these from off campus with current eID and password, as long as you go through the K-State Libraries website and our links to databases.

How much time should I spend?
Be prepared to read multiple reports; you may need to figure out why there may be discrepancies between a press release and an investment report. Be prepared to search in multiple databases, try different search terms, and ask lots of questions.

Remember, it takes time to locate information, and then you'll have to read it. Start searching for the information as soon as possible so you will have it on hand when you have time to read it.

The awesome librarians at Baruch College, City University of New York developed the Baruch College Beginner’s Guide to Business Information. Take about 15 minutes to learn more about basic business research. With this foundation, you will be primed for your business research.

K-State Libraries subscribes to Business Insights Essentials (formerly known as Business & Company Resource Center) and the database ABI Inform/Complete. You will search ABI/Inform Complete the same way the tutorial demonstrates searching ABI Inform/Global. We do not subscribe to Hoover's Online, but you will come across some of their reports when searching for company information in LexisNexis Academic.

Find Articles and Books
(links open in a new tab)
This page provides links to useful information resources.

**Business Databases**

**ABI/INFORM Collection**

Publication Dates Covered: 1971 - present; for Dateline 1985 - present
Paid for by K-State Libraries
Covers scholarly, trade, and general publications as well as regional and national newspapers on topics such as management, business trends, theory and practices, corporate strategy in industries from telecommunications to construction. More than half of the titles indexed in this database provide access to the full text of the articles.

**EconLit**

Publication Dates Covered: 1969 - present
Paid for by K-State Libraries
Produced by the American Economic Association, EconLit provides comprehensive indexed coverage of a wide range of economics-related literature. Topics include economic development, forecasting, and history; fiscal and monetary theory; business and public finance; international, health care, regional and urban economics, agricultural economics and more.

**Business Source Premier**

Publication Dates Covered: 1965 - present
Paid for by K-State Libraries
Business Source Premier is a basic resource for researching business topics providing full text for more than 2,100 journals, as well as market research reports, industry reports, country reports, company profiles and SWOT analyses. All disciplines of business are covered, including marketing, management, MIS, POM, accounting, banking, and finance.

**Business Insights: Essentials**

Paid for by K-State Libraries
Find company histories, brand information and investment reports and industry news. Formerly known as Business and Company Resource Center, the user can search for articles, case studies and market reports by company name, Standard Industrial Classification (SIC) code or industry. Some full text available.

**LexisNexis Academic**

Publication Dates Covered: 1990 - present; some titles have more
Paid for by K-State Libraries
Access the full-text of documents from over 5,600 news, business, legal, medical, and reference publications. Sources include national and regional newspapers, wire services, and broadcast transcripts from around the world. Legal materials include federal and state case law, codes, regulations, legal news, law reviews, and international legal information.
Regional Business News

Publication Dates Covered: 1969 - present
Paid for by K-State Libraries
Full text access to approximately 100 important regional business publications from the United States and Canada, including those from Crain Communications.

Interdisciplinary Business and Econ Databases

ICPSR: Inter-University Consortium for Political and Social Research

Paid for by K-State Libraries
ICPSR includes more than 500,000 digital files with social science research data. Subject coverage includes political science, sociology, economics, substance abuse, history, gerontology, public health, foreign policy, terrorism, education and more. Each user must create an individual account.

ProQuest Research Library

Publication Dates Covered: 1971 – present
Paid for by K-State Libraries
This is a good starting point for finding journal articles on almost any topic. Over 150 academic subject areas are covered, and most articles are full-text. Searches can be limited to scholarly, peer-reviewed journals.

Industry/Company Research

Current Company Information -

Business Insights: Essentials

Company Histories
Brand Information
Investment Reports

Mostly U.S. companies, some international

Marketline

Company Profiles
SWOT analyses (for individual companies)
Porter's analyses (search for the industry that the company operates in)
International, includes companies from around the world, including the U.S.
LexisNexis Academic

Company profiles (current)
News and press releases

Mergent Online

Company histories (Under Company Details tab)
Company financial statements (Conveniently located under the Company Financials tab)
You can change the financial data you see on the screen, play with the drop down menus to view the following:
balance sheet
income statement
all sections
Company annual reports (Under Reports tab)
Competitors

ReferenceUSA

Basic company information

Yahoo! Finance

Company profiles

Industry Reports -

Business Source Premier

Publication Dates Covered: 1965 - present Paid for by K-State Libraries
Business Source Premier is a basic resource for researching business topics providing full text for more than 2,100 journals, as well as market research reports, industry reports, country reports, company profiles and SWOT analyses. All disciplines of business are covered, including marketing, management, MIS, POM, accounting, banking, and finance.

IBISWorld
IBISWorld provides information and analysis on more than 700 American and global industries. Choose from a variety of reports, including Industry Research, Industry Risk Rating, Business Environment, and Global Industry Research. This resource is useful for researchers in economics, business, and other social sciences ranging from sociology to journalism.

**Mergent WebReports**

Publication Dates Covered: 1909 - present  
Simultaneous users: 50

Mergent WebReports is an archive of corporations and industries, containing more than 180,000 documents from over 100 countries. It also includes corporate manuals dating back to the early 1900’s.

**Historical Company Information —**

**LexisNexis Academic**

- SEC Filings (Securities and Exchange Commission) provide company information, including basic biographic and sometimes compensation information about directors and executives
  
  1. Go to Companies (on the left side of the screen)
  2. Select SEC Filings
  3. Enter the company name in the first search box, change Everywhere to Company
  4. Specify date (they file a lot of these, so you may want to focus on only certain years)
  5. Select Sources, click on the blue “I” for more information, including dates available and descriptions of the different forms. Ones I use a lot
    - 10-K — Annual Report
    - Proxy Statement — for shareholders to vote. Usually includes information about directors, particularly if their term is up for renewal

**Mergent Online**

1. Search by company name, not product. For example, Johnson & Johnson, not Tylenol
2. Company histories (Under Company Details tab)
3. Annual Reports (Under Reports tab) will provide annual reports to the Securities and Exchange Commission (SEC) known as 10-Ks, or annual reports to shareholders. Provides the companies perspective of incidents.
   - Look at the years following your incident—Annual reports usually come out in March/April of the following year. So the 2011 annual reports for companies will be released sometime in the next month. Track for several years as these incidents could affect your company for years after.
   - Annual reports and 10-Ks usually list the names of directors and executives

4. Mergent Reports (also under Reports)
   - Look to see if Executives Report is available. Only last three years of information is available.

**Mergent WebReports**

1. Search by company name, not product. For example, Johnson & Johnson, not Tylenol
2. Will see reports for different years, choose the appropriate year (dates back to 1909, although not for all companies)
3. Names of directors and executives provided

**Books and Internet Sources**

This page is intended to help you find books and web sources to supplement your business and economics research.

**Start with a Keyword search**

Try different search terms
- company name
- product name
- product type
- disaster/incident type (e.g. oil spill or recall or accountants, whistleblowers, etc...)

Polytechnic Students: If you want books that are already on campus perform your keyword search in an advanced search and change the location to "K-State Polytechnic Library" or "eBook" for items we have located at the Polytechnic campus.

**Citing Business Sources**
Sometimes a database will give you the option to cite an article. Other times, you will need to create the citation yourself. Even if you don't know how to cite a source the minute you look at it, email it to yourself (or write down everything related to author, title, publication date, whether you found it in print, or online) so that you can work through citing it later. Here are some extremely helpful sites that show you how to cite many of the reports and other information you'll find when researching:

- [How to cite electronic information](from the University of Minnesota)
- [Citing your sources for business students](from Boston University)
- [Resources On the Web]

Here are some sources available on the internet:

- [CNN Money]
- [Yahoo! Finance]
- [New York Times: Business]
- [Map of the Market]
- [Seeking Alpha]
- [RSS Feeds]

**What is a RSS Feed?**

RSS (Really Simple Syndication) is an XML-based Web-content syndication format used to deliver constantly updated headline feeds to readers. RSS feeds deliver headlines, descriptions, and links back to today's stories. It's an easy way for you to be alerted when content that interests you appears.

**How do I Use an RSS Feed?**

To use RSS, you will need to first download a special RSS news reader that will allow you to collect and display RSS feeds. Many readers are available, and most are free.

For example, anyone with a Google, Safari, or MyYahoo account can subscribe to RSS feeds. For example, a MyYahoo user could subscribe by clicking on a MyYahoo button. This will automatically add the particular feed to your MyYahoo page. If you don't have a MyYahoo
Public or Private?

Links open in a new tab.

Public Companies

- Their stock is owned by the public and is traded on the stock market
- They are required to file financial statements and other reports with the SEC

Public companies are typically easier to find information on for your research. Public companies are not to be confused with government-owned corporations – also known as publicly owned companies – which are also sometimes called public companies.

What are some large public companies?

Find out!

Private Companies

- Their stock not sold to the general public and does not trade on an exchange
- They not required to share financial information or other company news

Private companies may be more challenging when you perform research on them.

What are some large private companies?

Find out!
Company Affiliations

Another thing to consider is whether the company you are researching is affiliated with another company through stock ownership.

Parent Company: In general, a parent company owns a significant amount of stock (often over 50%) of another company ("subsidiary").

Subsidiary: In general, a subsidiary is a company for which over 50% of the voting stock is controlled by another company, usually called the "parent company."

Subsidiary stock is not available for sale to the general public, so the company does not have to file financial statements or other disclosures with the SEC. This means it may be more difficult to find information on this company.

Market Research

Consumer Data

Mintel Report

A market research database that covers U.S. and UK consumer markets. Users can search for industry news items and company snapshots. Users must create a personal profile.

Reference USA

ReferenceUSA can be a useful resource for business and consumer research, creating business plans, and job hunting. The database includes in excess of 20 million businesses and 200 million consumers located in the United States.

Other Market Data

MarketLine

Formerly known as Datamonitor 360, the MarketLine database has been updated and revamped. Use this resource to locate industry and company profiles, including SWOT and Porter’s five forces analyses. Country reports, based on the PESTLE framework, provide analysis of the country’s political, economic, social, technological, and environmental structure.

Global Market Information Database

This resource provides access to more than a million demographic, economic, and marketing statistics for 205 countries. Users can download data pertaining to consumer behavior and
national economic conditions, then create customized reports. Search by topic for analyst’s reports, country profiles, and more. A K-State eID and password are required to use this resource.

**American FactFinder**

American FactFinder (AFF) is the U.S. Census Bureau interface for distributing the Decennial Census of Population and Housing, the Economic Census, the American Community Survey, annual economic surveys, and other upcoming major related statistical files. This site is the primary source for the Census and the current economic census reports. The site is updated regularly with new data as it becomes available to the public.

**Consumer Expenditure Survey**

Demographic information on the buying habits of American consumers for 300 broad product categories; data collected in U.S. Bureau of Labor Statistics surveys.

**ESRI Zip Code Lookup Tool**

Snapshots of socioeconomic & demographic characteristics as well as lifestyles by zip code.

**Claritas: My Best Segments**

Snapshots of demographic traits, lifestyles & behaviors by zip code.

**Right Site/EASI Demographics Reports**

Primarily a fee-based site, however, some reports, ring studies, maps, etc. based on 2010 US Census data are available for free [registration is required].

**Marketing Charts**

Collection of 2,500 charts and data files related to marketing, with a special focus on marketing in the media industry.

**NPD Group: Press Releases**
Browse press releases from the NPD Group, a global provider of consumer and retail market research information; press releases often contain statistical data and can be browsed by date and by industry.

**Nielsenwire**

News and reports by Nielsen about consumers and their interaction with a wide range of media, including mobile, digital, and social media. Note: Some reports require free registration.

**United Nations: UNData**

Search multiple UN statistical databases through a single interface. Topics covered include: agriculture, crime, education, energy, industry, labor, national accounts, population and tourism.

**UNESCO Data Centre**

Over 1,000 indicators for more than 200 countries regarding education, literacy, science and technology, culture and communication topics.

**EuroStat**

Statistics on the European Union for economics and finance, population and social conditions, trade and industry, agriculture and fisheries, transportation, and more.

**Consumer Information**

Demographics = statistics about an audience or population, such as age, income, education, race, marital status or other personal characteristics.

Lifestyles = people's attitudes, hobbies, activities, and opinions that may affect buying trends and habits.

Consumer Expenditures/Consumer Demand = the amount consumers spend on specific goods and services.

**International Business**
International Business Databases

**EIU Country Data**

An analytical database of worldwide economic indicators and forecasts, providing more than 300 series for 150 countries and 45 regional aggregates, dating from 1980 and. Data can be manipulated, displayed, graphed, analyzed and downloaded in various formats. Select series include GDP, demographics and income, foreign payments, and commodities.

**EIU Country Reports**

EIU Country Reports provide comprehensive updates on the latest economic, political, and market conditions for nearly 200 countries. Each report highlights major business events, analyzes recent political and economic developments.

**Global Market Information Passport**

This resource provides access to more than a million demographic, economic, and marketing statistics for 205 countries. Users can download data pertaining to consumer behavior and national economic conditions, then create customized reports. Search by topic for analyst’s reports, country profiles, and more. A K-State eID and password are required to use this resource.

**IBISWorld**

IBISWorld provides information and analysis on more than 700 American and global industries. Users can choose from a variety of reports, including Industry Research, Industry Risk Rating, Business Environment, and Global Industry Research. The information provided can be useful to researchers in economics, business, and other social sciences ranging from sociology to journalism.

**International Financial Statistics**

IFS is a standard source for international financial statistics. It reports, for most countries, current and historical data needed in the analysis of international payments, exchange rates, banking, interest rates, and more.

**CIAO**

CIAO is a comprehensive source for theory and research in international affairs. It includes working papers from university research institutes, occasional papers series from NGOs, foundation-funded research projects, proceedings from conferences, books, journals and policy briefs.

**GDI**
Global Development Finance provides external debt and financial flow data for 135 countries. Time series for 216 indicators are available from 1970. GDF also includes topical country data and regional aggregates. Data sets can be customized and downloaded.

**ICPSR: Inter-University Consortium for Political and Social Research**

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**Statistics**

**Open Access Statistics Resources**

**Statistical Abstract of the United States**

Statistics on a wide range of topics. Note: latest print version located at the Information Desk (REF) HA202.

**Econometric**

Access to more than 100,000 economic time series data.

**Marketing Charts**

Collection of 2,500 charts and data files related to marketing, with a special focus on marketing in the media industry.

**U.S. Census: American FactFinder**

Demographic profiles of various geographic areas; data collected in U.S. Census Bureau surveys.

**Data and Statistics**

**Reference USA**

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International Financial Statistics

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Balance of Payments Statistics

BOPS reports total goods, services, and factor income. Users can browse the data sets and download to a flash drive for later importation into a spreadsheet software.

Other Useful Data

American Factfinder

American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys.


Census and other demographic statistics from Colonial times to 1970 and 1970 to modern day, respectively.

National Center for Education Statistics: Fast Facts

The primary purpose of the Fast Facts website is to provide users with concise information on a range of educational issues, from early childhood to adult learning. Fast Facts draw from various published sources and are updated as new data become available.