

EMPOWER INTERNATIONAL BUSINESS ANALYSIS WITH RESEARCH

Research Guide for
BUA343 Course Project

STEP 2 UNDERSTAND ECONOMY & COUNTRY RISKS

USING COUNTRY RISK REPORT

Focuses on macro economic analysis; country's economic, political and operational risks.

Tools: Business Source Complete (Business Forecast Report; Country Monitor; Political Risk Yearbook), OECD Economic Surveys, Country Risk from AM. Best Rating Services.

STEP 4 GET DOWN TO INDUSTRIES/MARKET

USING INDUSTRY/MARKET INTELLIGENCE

Industry reports may cover industry size, competitiveness, five forces analysis, operating conditions, barriers to entry, etc. Market reports may include market size, consumers trends, competitors, distribution channel, pricing, etc.

Tools: IBISWorld (UK, China, Global Industry), Business Source Complete (MarketLine Industry Report), Country Commercial Guides, Canadian Trade Commissioner Market Report, Google (find reports from consulting firms or government).

STEP 6 FIND QUALITY ONLINE SOURCES

USING TARGETED GOOGLE SEARCH

Quality sources are often buried in overwhelmingly large amounts of outdated, misleading information online; pay attention to the following:

Tools: Investment Climate Statements-U.S. Department of State, reports from international organizations, specific country's statistical agencies, regulatory agencies for your industry, reports from leading international consulting firms (KPMG; PWC, E&Y, etc.). Google Advanced Search.

DON'T FORGET TO CITE YOUR SOURCE

AND AVOID PLAGIARISM

SEARCHING IS A STRATEGIC EXPLORATION

STEP 1 GET AN OVERVIEW

USING COUNTRY PROFILE

Country profile covers background topics such as history, culture, politics, economy, and investment environment; PESTLE Analysis.

Tools: Europa World Plus, A-Z World Business, Business Source Complete (Country profile; Country Review), the Statesman's Yearbook.

STEP 3 OBTAIN REGULATORY, DETAILED HOW-TO

USING "DOING BUSINESS IN" REPORT

It covers detailed legal and business procedures, including establishment, permit, labor, tax and investment laws.

Tools: World Bank Doing Business In..., LexMundi Guide to Do Business, HIBI Accounting Doing Business in Report, etc. Google (Doing business/Investment in [country]) filetype:pdf

STEP 5 EVALUATE & UPDATE FACTS AND DETAILS

WITH CURRENT & AUTHORITATIVE DATA

Evaluate information based on CRAAP Test (Currency, Relevance, Authority, Accuracy and Purpose), and ask "who would provide the most authoritative data to this particular fact?" and try to find the most up-to-date data.

Tools: Statista, World Bank Data Catalog, Statistical Abstract/Year Book of your Country and related foreign government websites.

STEP 7 SYNTHESIZE & RECONCILE DIFFERENCES

YOU ARE ALMOST THERE!

Synthesizing information and reconciling differences - that's often how new questions arise and from where we deepen our research, fill in the gap, make our argument more coherent and convincing!

EMPOWER INTERNATIONAL BUSINESS ANALYSIS WITH RESEARCH

Research Guide for
BUA343 Course Project

STEP 2 UNDERSTAND ECONOMY & COUNTRY RISKS

USING COUNTRY RISK REPORT

Focuses on macro economic analysis; country's economic, political and operational risks.

Tools: Business Source Complete (Business Forecast Report; Country Monitor; Political Risk Yearbook), OECD Economic Surveys, Country Risk from AM. Best Rating Services.

STEP 4 GET DOWN TO INDUSTRIES/MARKET

USING INDUSTRY/MARKET INTELLIGENCE

Industry reports may cover industry size, competitiveness, five forces analysis, operating conditions, barriers to entry, etc. Market reports may include market size, consumers trends, competitors, distribution channel, pricing, etc.

Tools: IBISWorld (UK, China, Global Industry), Business Source Complete (MarketLine Industry Report), Country Commercial Guides, Canadian Trade Commissioner Market Report, Google (find reports from consulting firms or government).

STEP 6 FIND QUALITY ONLINE SOURCES

USING TARGETED GOOGLE SEARCH

Quality sources are often buried in overwhelmingly large amounts of outdated, misleading information online; pay attention to the following:

Tools: Investment Climate Statements-U.S. Department of State, reports from international organizations, specific country's statistical agencies, regulatory agencies for your industry, reports from leading international consulting firms (KPMG; PWC, E&Y, etc.). Google Advanced Search.

DON'T FORGET TO CITE YOUR SOURCE

AND AVOID PLAGIARISM

SEARCHING IS A STRATEGIC EXPLORATION

STEP 1 GET AN OVERVIEW

USING COUNTRY PROFILE

Country profile covers background topics such as history, culture, politics, economy, and investment environment; PESTLE Analysis.

Tools: Europa World Plus, A-Z World Business, Business Source Complete (Country profile; Country Review), the Statesman's Yearbook.

STEP 3 OBTAIN REGULATORY, DETAILED HOW-TO

USING "DOING BUSINESS IN" REPORT

It covers detailed legal and business procedures, including establishment, permit, labor, tax and investment laws.

Tools: World Bank Doing Business In..., LexMundi Guide to Do Business, HIBI Accounting Doing Business in Report, etc. Google (Doing business/Investment in [country]) filetype:pdf

STEP 5 EVALUATE & UPDATE FACTS AND DETAILS

WITH CURRENT & AUTHORITATIVE DATA

Evaluate information based on CRAAP Test (Currency, Relevance, Authority, Accuracy and Purpose), and ask "who would provide the most authoritative data to this particular fact?" and try to find the most up-to-date data.

Tools: Statista, World Bank Data Catalog, Statistical Abstract/Year Book of your Country and related foreign government websites.

STEP 7 SYNTHESIZE & RECONCILE DIFFERENCES

YOU ARE ALMOST THERE!

Synthesizing information and reconciling differences - that's often how new questions arise and from where we deepen our research, fill in the gap, make our argument more coherent and convincing!



We are what we repeatedly do.
Excellence, then, is not an act but a habit.

- Aristotle

TEAM RESEARCH TIPS



FORM AN EFFICIENT RESEARCH TEAM

Understand the goals and expectations. Brainstorm a list of questions to investigate. Create a shared knowledge portal for your project. Split the work by different research steps, gather and share the information/reports via the portal.



CONDUCT AN EXTENSIVE RESEARCH

Find available information using this guide. Go through CRAAP Test to check information quality. A persuasive report would reveal both strength and weakness, pros and cons of investment or trade opportunities. Research case studies or visuals for your trade show displays.



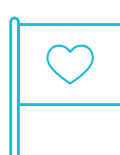
WRITE A COMPELLING REPORT

Be aware of the argument/justification you make and provide enough evidences/data to make it persuasive; Have one person read through the report and make sure your facts are consistent; your arguments are valid/coherent; your sentences have a logical flow.



SAVE SOME TIME FROM CITATIONS

Citation will help you keep track of the sources and easily verify facts. Try to find citation function in library databases (most of them have) and create a citation based on required format.



OVERCOME EMOTIONAL CHALLENGES

It is common to feel overwhelmed, confused or frustrated. We should be proud of our persistence and determination to find answers and believe that our information has value.

YOUR LIBRARIAN IS HERE TO HELP!
Grace Liu (yan.liu1@maine.edu; 207-581-3610)

Visit the Library Guide to find more:
<http://libguides.library.umaine.edu/BUA343>



We are what we repeatedly do.
Excellence, then, is not an act but a habit.

- Aristotle

TEAM RESEARCH TIPS



FORM AN EFFICIENT RESEARCH TEAM

Understand the goals and expectations. Brainstorm a list of questions to investigate. Create a shared knowledge portal for your project. Split the work by different research steps, gather and share the information/reports via the portal.



CONDUCT AN EXTENSIVE RESEARCH

Find available information using this guide. Go through CRAAP Test to check information quality. A persuasive report would reveal both strength and weakness, pros and cons of investment or trade opportunities. Research case studies or visuals for your trade show displays.



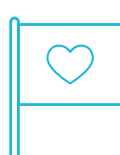
WRITE A COMPELLING REPORT

Be aware of the argument/justification you make and provide enough evidences/data to make it persuasive; Have one person read through the report and make sure your facts are consistent; your arguments are valid/coherent; your sentences have a logical flow.



SAVE SOME TIME FROM CITATIONS

Citation will help you keep track of the sources and easily verify facts. Try to find citation function in library databases (most of them have) and create a citation based on required format.



OVERCOME EMOTIONAL CHALLENGES

It is common to feel overwhelmed, confused or frustrated. We should be proud of our persistence and determination to find answers and believe that our information has value.

YOUR LIBRARIAN IS HERE TO HELP!
Grace Liu (yan.liu1@maine.edu; 207-581-3610)

Visit the Library Guide to find more:
<http://libguides.library.umaine.edu/BUA343>