MIBS6001
Research tips

Presented by
Emma Gerts
Academic Liaison Librarian - Business
Today’s session will cover

1. Why you need research skills
2. Key resources for your assignment
3. Referencing tips (APA 6th)
Why should you develop awesome research skills?
Why should you learn about this stuff?

To find good quality information for your assignments.

Give your arguments more credibility.

Achieve higher marks.
Why should you develop awesome research skills?

More importantly…

To prepare for your career & ongoing professional development.
Job ad - Trade Development Officer

Essential qualifications, skills and experience

The successful candidate will demonstrate experience with high level research and analysis with the capacity to collate and synthesise information from a wide variety of sources and tailor information to diverse audiences. The candidate will also demonstrate strong oral and written communication skills and the capacity to build and maintain productive working relationships with range of internal and external stakeholders. The candidate will have the capacity to work collaboratively within a team but also demonstrate the ability to produce work autonomously. A high level of organisational skills with ability to work at pace and under pressure to achieve results is essential. Previous exposure to the infrastructure sector with experience with research intelligence tools, such as IBISWorld and customer relations management systems.

Source: Job advertised by the British Consulate General (Sydney) in June 2018.
What does KPMG look for in new employees?

Exercises Professional Judgement

Do you ask questions? Do you enjoy researching? Are ethics important to you? Are you a big picture thinker? Do you substantiate your claims? Think about experiences where you have demonstrated integrity and objectivity.

Seizes Business Opportunities

Do you have a knack for spotting an opportunity? Do you understand the commercial world? Are you working on your network? Does going the extra mile for the customer give you a thrill?

Source: kpmg.com/au/grads
Can you just use Google for your report?
Google doesn't search everything

Source:
http://money.cnn.com/infographic/technology/what-is-the-deep-web/?iid=EL
How would you feel if your Doctor only used Google?
How would your client feel if you only used Google for your report?
Are you a snob?

**snob**

**NOUN**

1. A person with an exaggerated respect for high social position or wealth who seeks to associate with social superiors and looks down on those regarded as socially inferior. *‘her mother was a snob and wanted a lawyer as a son-in-law’*

   **[as modifier]** ‘extra snob appeal’

   + More example sentences

1.1. **[with adjective or noun modifier]** A person who believes that their tastes in a particular area are superior to those of other people. *‘a musical snob’*

   + More example sentences

Source: Oxford Living Dictionaries
Coffee

International Roast

Nescafé Classic

vs

Latte Art
Wine

Yellowglen NV Yellow 750mL
$7.00 ea  LOW PRICE  Limit of 24 Per Cart

Set your store for Click & Collect
Delivery available.
Please choose your store

Everyone's favourite

Product Details

Dom Perignon Vintage Champagne 750mL
$250.00 ea  Limit of 24 Per Cart

Set your store for Click & Collect
Delivery available.
Please choose your store

If there was ever a must taste Champagne, it’s Dom Pérignon. Arguably the best, and certainly the most popular Champagne in the world, Dom’s distinctive dark green shield inspires respect and reverence. The very essence of luxury.

Richard Geoffroy was born in the heart of Champagne country. He has now been Dom Pérignon’s Chef de Cave for over 25 years, arguably the highest position in Champagne, and he alone is responsible for deciding whether or not to declare a Dom Pérignon vintage. The new 2006 is the fifth straight vintage from Dom Pérignon. His vision is to express the nuances of the vintage while creating a Champagne that is vibrant, intense and complex. Dom still provides one of the greatest Champagne experiences.
Cars
Be an information snob

- Wikipedia: South African wine
- Passport: Wine in South Africa
- US$990
Library databases
Go beyond Google with research databases

The Library provides **free access** to **credible** company and industry research that **isn’t freely available via Google**.
Technical tips
Use Chrome as your web browser

install chrome
Access databases with your UniKey/password

Eresources provided by the University of Sydney Library

UniKey

By proceeding to use this resource, you are agreeing to comply with the terms and conditions of use.

Accept

Enter your UniKey and Password

Don’t have a UniKey?

By proceeding to use this resource, you are agreeing to comply with the terms and conditions of use.

Accept

If you’re asked to sign in, please use your Community ID.
How to search for a word within a web page / report

- Wine records 3% total volume growth to reach 432 million litres in 2017
- Value packaging continues to drive sales in still wine
- Still red wine shows the strongest growth with a 10% volume increase
- Distell Group leads wine with a 43% volume share
- Wine is expected to post a 3% total volume CAGR during the forecast period

PROSPECTS

Wine production to be affected by challenging climate conditions

Extended drought effects experienced in South Africa will have detrimental effects on harvests across vineyards. During the review period, farmers were already challenged by a decline in irrigation dam levels, with Western Cape’s municipality putting additional pressure on producers by requesting a rationing of their water resources. Furthermore, the industry could also be hurt by frost damage affecting farms in Bredekloof, Worcester and Robertson, which together represented 46% of wine grape production areas. Such conditions might lead to a shortage is supply, with still wine losing its competitiveness as manufacturers increase overall unit prices.
How to search for a word within a web page / report

Mac

command F

PC

Ctrl F
File management

Create a new folder to store your MIBS6001 assignment resources in a central place.

Desktop > Right click > New > Folder
Give each file a meaningful name

not
Create a Word document to record your notes

Compile your reference list as you go (not the night before it’s due).

References


Retrieved from ProQuest Central database.


Retrieved from Business Source Ultimate database.
How to access the Library’s databases
Databases - find journal articles, news, industry reports etc.

Subject guides - access research and referencing guides
Access key resources for your MIBS6001 assignment
Business Source Ultimate
Country Reports - Malaysia

22 Jan 2019 - Country Risk | Profile

Overview

- In May 2018, Malaysia's government changed the first time in 61 years. Its 93-year-old prime minister, Mahathir Mohamad, is leading a four-party governing coalition, Hope's Pact (Pekatan Harapan: PH). The coalition will probably remain stable through its first year in government.
- PH will maintain Malaysia's broadly liberal economic policy framework after implementing a relatively populist 100-day programme that replaced the Goods and Services Tax (GST) levied on consumers with a Sales and Services Tax (SST) on manufacturers. A revised fuel subsidy scheme and standardisation of minimum wages are probable. In addition, major infrastructure projects led by Chinese state-owned entities have been aggressively reviewed, of which three have been suspended.
- Real GDP growth will slow from 4.7% in 2018 to 4.5% in 2019, as the China-US trade conflict reduces exports. Although the removal of the GST will support consumer spending, it will also deprive the government of a substantial portion of its fiscal revenues. The SST carries nearly 10 times the number of exempt items as the GST did and thus the government has revised up its fiscal deficit for 2018 to 3.7% of GDP. Although the government plans a 10% increase in expenditure for 2019, the additional spending primarily is allocated to delayed tax refunds and will be funded by a larger dividend payment from Petronas. The government is restraining other operational and development expenditures allowing the fiscal deficit to narrow to 3.4% of GDP.
- In July 2018, the Malaysian police arrested seven suspected Islamic State-linked militants, the first such major arrest since a grenade attack on a Puchong nightclub near Kuala Lumpur in June 2016. This indicates Malaysian Islamic State fighters continue to intensify efforts to urge their compatriots to carry out domestic, low-capability attacks. However, such risks are mitigated by a highly effective counter-terrorism police capacity.
MarketLine - in-depth PESTLE insights

PESTLE insights

P - Political landscape
E - Economic landscape
S - Social landscape
T - Technological landscape
L - Legal landscape
E - Environmental landscape
Referencing with APA

Your reference list should contain 4 key elements:

- **WHO** created the source? (author)
- **WHEN** was it created? (date)
- **WHAT** is it called? (title)
- **WHERE** can it be accessed? (source e.g. URL, database, etc.)

Source: APA Style Blog.
Wine in Chile
COUNTRY REPORT 1 JUL 2018

Industry analysis

Market Sizes

Sales of Wine
Total Volume - million litres - 2003-2022
308

Sales Performance of Wine
% Y-O-Y Total Volume Growth 2003-2022
9.5%
Analysis

Economy, Finance and Trade: Malaysia
Country Report 16 Apr 2018

Malaysia’s ambitions of becoming an upper-income economy are being realised through strong economic development. Although in deficit, its budget is undergoing further fiscal restraint. However, trading with Asia Pacific is substantial, exposing Malaysia to demand shocks arising regionally. Its status as a net energy exporter also raises risks associated with global commodity price changes. Nevertheless, its population is quite young, which should increase competitiveness in the medium term.

PROSPECTS

Chart 1 SWOT Analysis: Malaysia

- **Strengths**
  - Solid economic progression propelling Malaysia to its goal of attaining upper-income status
  - As a member of the Trans-Pacific Partnership (TPP), Malaysia will benefit from increased trade flows

- **Weaknesses**
  - Interest rates could rise further in 2018, causing businesses to proceed with investments more cautiously
  - Its status as a major oil and gas producer makes the country susceptible to global commodity price variations

- **Opportunities**
  - Continued strength in global demand for electronics could support the external sector
  - Its youthful population could raise competitiveness in the medium term

- **Threats**
  - Significant exposure to Asia Pacific for trade raises demand shock risks
  - Skills shortages in the labour market could hamper business development

Source: Euromonitor International

Country analysis

Consumer Lifestyles in the Netherlands
Country Report 16 Apr 2018

LIFESTYLES IN THE NETHERLANDS

- **Disposable Income**
  - 

- **Savings**
  - 7.9%

- **Households**
  - 7.8

- **Home Comforts**
  - 80.3

- **Mobile and Online**
  - 83.4

Source: Euromonitor International

Consumer research
Europe

Germany spreads the love

“IT’S IMPORTANT to understand the ‘minds of pigs and chickens,’” says Bernard Meespoel, as he shows off his company’s wares. Big Dutchman, the firm he runs, designs sophisticated machinery, housing units and software tools, with names like EggFlowMaster and EggPer-Net, to help farmers get more from their hens. These innovations have lifted sales 27-fold in real terms since 1995, to €600m (26,000) last year. Such success means ambitious locals from Vechta, the small town in north-west Germany in which Big Dutchman is based, can often find professional satisfaction without having to leave home. In nearby Lolthe, Tanja Sührer, digital sales manager at Pippelmann, a high-end plastics manufacturer, thought she’d never return to the area after building a career in Hamburg. But the demands of fam- ily brought her back. Now, having secured a good job and living in the pleasures of small-town life, she only thing she misses about her former home is good sushi.

As democracies across the West fret about decaying, degenerating regions and the radical politics they can foster, Vechta, population 33,000, offers a different less. “Our problem”, says Helmut Gehls, the mayor, “is that we have no problems.” The birth rate is extraordinarily high by Ger- man standards, and the town has been growing for decades. Successful family firms like Big Dutchman and Pippelmann employ generations of locals, take on hund- reds of apprentices and support thou- sands more jobs via their suppliers. Vechta’s employers even spend a silver lining in Germany’s economic slowdown (see Fi- nancial section). A better labour market could help them find the skilled workers they crave—local unemployment is just 3.7%—and help moderate wages, which Mr Meespoel says are “muzzing out of control”. If Vechta is not typical, it is far from un- usual. Pippelmann’s dual workforce of 2,000 and Big Dutchman’s (900) are two of Ger- many’s “hidden champions”, a term coined in the 1990s by Irmtraud Simon, an aca- demic-turned-consultant, for Germany’s innumerable obscure, smallish and world- beating firms. Unlike high-end services companies, which benefit from the net- work effects and talent pools in big cities, specialist manufacturers are often found in places you’ve never heard of—at least two-thirds of the hidden champions are in settlements below 50,000 people, and they are dotted throughout Germany (see map on next page). Their success helps explain the relatively high share of manufacturing in Germany’s workforce and the slow pace of its decline (see chart on next page). Ger- many is also politically decentralised, which Philip McCann at the University of Yard- ings keeps regional inequality in check. And while creative arts flourish in sci- entists and engineers keep small towns in 9% areas alive. “I can stay here all my life,” chirps Michael Fabich, a young produc- tion worker for a local grocery firm.

Decentralisation means a source of dis- content that has plagued some of Ger- many’s neighbours. In France the revolts by gilets jaunes at first seemed to be about small-town grievances against the big cit- ies in which economic opportunity has be- en concentrated. According to Anbari—

The Americas

The jungle closes in

On February 4th Canada was among friends. It hosted a meeting of the Lima group of a dozen countries, most of them Latin American, that are trying to find a solu- tion to the crisis in Venezuela (see below). Just in Trudeau, Canada’s prime minister, pledged Chum (Kiamari) to human rights. This is how Canada likes to conduct diplomacy, as an enthusiastic member of a loose coalition of countries that can accomplish more together than they would separately. It is a philosophy the approach we are taking around the world, says Chrystia Freeland, Canada’s foreign minister.

That approach is out of fashion. Under Donald Trump the United States bedecked allies and undermined international institu- tions it had helped build. Underdemocratic China and Russiaıyor their weight around, Canada is unhappy. The United States, its biggest trading partner by far, has slapped tariffs on Canadian steel and alu- minium exports, propensity citing “national security”. China, which ought to be a promising economic partner, is pun- ishing Canada for arresting a Chinese execu- tive at the behest of American prosecu-
Gartner
Market Overview

Trends in the Market That Are Driving SCP Technology

The global SCP market is crowded with many different providers, ranging from large ERP vendors, best-of-breed providers, smaller niche providers, and module providers. Companies face a difficult set of decisions when looking to acquire or standardize on an SCP solution. They have a broad range of providers and their functional capabilities from which to choose. To select the best fit, organizations often prioritize functionality during the evaluation process. However, they still face many challenges when standardizing on regional or global SCP solution deployments. Supply chain leaders can use Gartner's Supply Chain Planning Maturity Model (see the Five-Stage Supply Chain Planning Maturity Model section) to evaluate their planning requirements. They can then select an SCP solution that can support their functional and nonfunctional requirements of a good SCP solution.

The goals to attain Stage 3 planning maturity and its associated business benefits, and to be prepared for the future when the business will want to target Stage 4 and Stage 5 planning maturity.

Supply chain leaders that are targeting Stage 4 and Stage 5 planning maturity are looking to standardize on regional or even global SCP solution deployments. Our clients are raising the following topics for discussion:

- [Interactive Hype Cycle]
- Plateau will be reached:
  - less than 2 years
  - 2 to 5 years
  - 5 to 10 years
  - more than 10 years
  - obsolete before plateau
What’s next?
What’s next?

Week 3

- Developing your search strategy (alternative keywords, how to filter your search results)
- How to supercharge your Google searches
- How to evaluate your search results
- Finding journal articles
- Finding news articles via Factiva
Ask for help
Can’t find the information you need?

Be persistent

Country and industry research is like putting together the different pieces of a jigsaw puzzle to build a complete picture.
Can’t find the information you need?

Ask for help!

Contact me for advice & further training.
Ask for help

The University of Sydney

Search Library site

Home Study Research Collections Our libraries Help Contact us

Book a study space Book equipment My account Chat Now Meet with a librarian Feedback

Search for "Emma Gerts"

Emma Gerts
Academic Liaison Librarian: Marketing, International Business and Business Analytics

Contact details

Email: emma.gerts@sydney.edu.au
Phone: +61 2 9351 2080
Schedule an appointment with Emma Gerts

Location

F03 - Fisher Library
The University of Sydney
NSW 2006 Australia

Click here to get information on what Academic Liaison Librarians duties are and how they can help you.
Drop-in sessions for Business students

Ask for advice on how to find and reference good quality information for your assignments.

When:
- Every Wednesday.
  *Visit any time between 1-3 pm.*
- Starts from week 2 onwards.

Where:
- Careers Lounge (ABS - Basement level)
Thanks