

Strategic Management Research



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Web of Science



- 1. How many times has the following article been cited?
 - Becerra-Fernandez, I., & Sabherwal, R. (2001). Organization knowledge management: A contingency perspective. *Journal of Management Information Systems*, 18(1), 23-55
- Click on the citation # link.

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- 2. How does knowing the number of times an article has been cited help you in your literature review? (give at least 2 reasons)
- Go back one screen.

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- 3. How many TCU databases have the full text of this article?
- 4. Where could you physically find this article in the TCU library? (location, please)
- (Note to self: show citation map)

Web of Science: Journal Impact Factor



- Click on the yellow “additional resources” tab at the top of the page.
- Click on the “Journal Citation Reports” link on the top left.
- Click the button next to “JCR Social Sciences Edition”

Web of Science: Journal Impact Factor



- 6. Is it better to have a high number or low number for an impact factor?
- Go back 2 screens

Web of Science: Journal Impact Factor



- View a group of journals by subject category.
- 7. Where does the *Journal of Management Information Systems* rank compared to other **management** journals based on impact factor?
- Answer needs to be in form: ____ out of a total ____

Literature Review: Business Source Complete



- One of your possible issues is to identify growth opportunities through diversifying existing products and services into new geographic and product markets.
- 8. Develop an initial search to find literature on this topic that you can share with the class. For this question, write down the **number of hits/articles** you got back from this initial search.

Literature Review: Business Source Complete



- One of your possible issues is to identify growth opportunities through diversifying existing products and services into new geographic and product markets.
- 9. Once you have done your initial search, name 3 things you could do to either Refine your search OR make it easier for you to sort through the results.

Company Information: 3 main sources



- The company reports info about themselves
 - Website, annual reports to shareholders, PR, etc.
- The company reports info to the SEC (Securities Exchange Commission)
 - 10K, 8K, proxy statements
- Third party analysts
 - Hoovers, Datamonitor, Morningstar, Valueline

Practical Advice for Company Research



- It is easier to find information on Public companies.
- Some companies may be a subsidiary, so some information (such as a 10K report) will be under the parent company's name.
- If possible, search by ticker symbol.
- Know the corporate address to ensure you have the correct company.
- Be sure you SPELL the name correctly:
 - Bed Bath and Beyond
 - Bed, Bath, & Beyond
 - Bed Bath & Beyond

Industry Research



- Define the Industry
 - How big is it? (bigger = more information)
 - Is there another way to describe it? E.g. apparel vs. clothing, grocery vs. supermarkets, footwear vs. shoes
 - Can you i.d. any (public) companies that are in this industry? (reverse engineer)
- Determine SIC/NAICS codes

NAICS hierarchy

2 digit =
sector

3 digits =
subsector

4 digits =
Industry
Group

5 digits =
NAICS
Industry

6 digits =
US
Industry

72
Accommodation &
Food Services

721
Accommodation

722 Food Service
and Drinking
Places

7211 Traveler
Accommodation

7212 RV Parks &
Rec. Camps

7221 Full-Service
Restaurants

7222 Limited-
Service Eating
Places

7223 Special Food
Services

72221 Limited-
Service Eating
Places

722211 Limited-
Service
Restaurants

722212 Cafeterias,
Grill Buffets, and
Buffets

722213 Snack &
Nonalcoholic
Beverage Bars

Data Collection or Statistics



- Look at the articles from your literature review again for actual data or clues to groups/organizations that may be collecting data.
- The U.S. government may be a good source, especially for labor data
- Your company or industry sources may have useful data
- Trade associations often collect data on industries