

Resources for Oberlin Business Scholars
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* Oberlin subscription-based resource

Top 3 Business Research Databases at Oberlin

[Business Source Complete](#)*

Comprehensive research database for all types of business research;

Trade journals	Market research
Industry reports	Company profiles / SWOT Analyses
Country reports	Entrepreneurship
Financial Data	Business Analysis

[Lexis-Nexis Academic – Company Dossier](#)*

Company Dossier is a large directory of companies , organized by industry and sub-industry;

Identify competitors, affiliates, etc;

Find executives (some profiles connect to LinkedIn)

Create customized list of companies by criteria (geography, industry or sub-industry, by NAICS / SIC code, sales, revenue, number of employees)

[Factiva](#)*

News search engine of thousands of news sources around the world includes filters for company, industry, country, state, city, region, subject, news source, subject

Company and industry info - in the top menu, choose Companies/Markets; search by choose an industry snapshot, stock quotes and custom stock price charts.

**NOTE: Factiva subscription allows only 3 simultaneous users from Oberlin

Researching People

Lexis-Nexis Company Dossier*

Directory of executives / company leaders

LinkedIn

Research people and companies

Grow your network

See who has viewed your profile

Direct messaging

Twitter/Facebook

Increasingly used by public figures for personal branding

Use good judgement, avoid private and personal information

Factiva*

Search thousands of news sources for mentions of a person

Company websites

Look for profiles of executives, annual reports; often under Investor Information

Researching Companies and Industries

Lexis-Nexis Company Profiles*

Factiva*

Company snapshot, stock prices and averages for past 5 years, search thousands of news feeds

Business Source Complete*

Company Profiles, SWOT Analysis, Business and Industry Analysis, Trade Journals

SEC Filings -- Edgar <http://www.sec.gov/edgar.shtml>

Securities and Exchange Commission of the US: collects, validates, indexes and publishes submissions by companies who are required by law to file forms (all public companies, foreign companies operating in the US)

Researching Markets and Consumers

Business Source Complete *

Industry Analysis and Profiles

Small Business Administration - SizeUp tool

<https://www.sba.gov/tools/sizeup>

Consumer Expenditure Survey (Bureau of Labor Statistics)

Access through BLS

<http://www.bls.gov/cex/>

Access through Data Planet*, for additional time-series comparison

<http://statisticaldatasets.data-planet.com/dataplanet>

Social Explorer*

<http://www.socialexplorer.com/>

Economic Census

<http://www.census.gov/econ/census/>

Conducted every 5 years; parts of 2012 Economic Census have released, 2007 data is available.

This data can be used to compare businesses, find economic and industry data for communities, and identify potential markets. (Further info on [how to use economic census](#))

Other Research Tools

Small Business Administration

<https://www.sba.gov/>

Government information portal for starting and managing a business, finding loans and grants, and self-paced courses on many topics from writing a business plan, to securing loans, marketing, trademarks, cybersecurity, and more.

DataPlanet*

<http://statisticaldatasets.data-planet.com/dataplanet>

World's largest compilation of harmonized time-series data from US and Int'l sources

Google Trends

<https://www.google.com/trends>