

Current Literature

Being able to articulate your knowledge of an industry or an organization at an interview or at a networking event with a hiring manager or a recruiter scores points!

Employers participating in the *NACE* Job Outlook 2005 survey cited research as a key ingredient in a successful job search and share that a candidate's lack of research can quickly become evident.

Candidates who have done their research can engage in more meaningful conversations, can communicate in the industry vernacular and can identify where and how their skills and abilities can be a fit for the right organization.

Aside from knowing the industry fundamentals, such as products/services offered or income statement information, knowledge of the following may be even more impressive.

- Recent accomplishments - Was the company acknowledged in a "Best of" list?
- Trends or breakthroughs - Is the company involved in innovative research or provide innovative products or services?
- Strategic Plan - What has the company identified as areas for growth or downsizing?
- Competitors - Who are the major players and what is the company's competitive advantage?

- Typical hiring practices in the industry - Site visits? What are the major target universities?
- What pending or new government regulations might have impact on the industry/company?
- Are there recent articles from professional journals featuring the company/industry?
- What products and services does the company offer?
- What is the company disclosing about their philanthropic or civic activities?

EMPLOYERS SAY...

- Better prepared candidates will definitely have the edge in the interview.
- It's important to do your homework. Being knowledgeable about the company is a sure sign that you have taken the initiative to explore the company/industry where you want to contribute.
- Candidates should look for industry buzz words while doing research. Become comfortable using industry appropriate buzz words.
- Asking questions about information readily available on the company website is usually a strong indication of lack of research.
- Even though your knowledge of the organization is impressive, if you aren't making the connection between company information and what you have to offer, you won't be invited to the next round.

- They don't mind if you refer to your written notes about something you might have researched and need clarification.

HELPFUL RESOURCES

Hoover's Online—Enhanced version available for all undergraduate Fox School students via the CSPD Blackboard Organization.

Vault Career Library—Enhanced version available for all undergraduate Fox School students via the CSPD Blackboard Organization.

Business & Company Resource Center—Temple University Library database for company profiles, histories, brand information, rankings, investment reports, and periodicals. Accessible via the CSPD Blackboard Organization.

www.businessweek.com—Great resource for current company news.

www.forbes.com—This is a good source of "harder-to-find" data on private companies.

www.guidestar.org—Find information on the Non-Profit sector.

www.opm.gov—Resource for those interested in government careers.

Visit the CSPD website for more professional development tips at www.sbm.temple.edu/cspd

Add the Fox Center for Student Professional Development to your Blackboard Organizations.

Quick Tips

DO...

- Take advantage of all on-line research resources available to all Fox Students through CSPD.
- Bookmark sites you have found helpful with company research. It will save you time.
- Ask questions and seek help if you cannot locate the kind of information you are trying to find.
- Look for company accolades in the research. Did the organization make it to a "Best of" list? (e.g., "Best Companies For Women" or "Best Employee Owned")
- Research information that speaks to corporate culture in addition to financials. Look for information on career paths, diversity initiatives or community involvement.
- Find ways to work your company research and knowledge into the interview. The employer quite likely will not ask you directly.
- Read material from the local media in the company's hometown to get inside information, not necessarily found in national press.

DON'T...

- Share data and information if it does not fit into the flow of the conversation.
- Share all your researched data with the same person. What might be appropriate for a meeting with a VP might be different for the initial meeting with HR.
- Skimp on the time you put into company/industry research. It will show in the interview.

CSPD Overview

The Center for Student Professional Development (CSPD) is a comprehensive Fox School of Business resource focused on preparing you for entry into the professional business environment.

Besides academic preparation, "professional development" is an important component of your university experience. Because of that, the Fox School of Business has integrated professional development into the multi-year curriculum.

As an undergraduate business major at the Fox School, you have access to the services and resources of CSPD. Your utilization of CSPD is an investment in your professional development that will ensure you develop the requisite skills to locate meaningful internships, co-ops and permanent jobs.



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Center for Student Professional Development

On-the-Go Series

COMPANY & INDUSTRY RESEARCH

