Using Library Resources for HRD 367 Research

How do you get started in finding information for your HRD 367 assignment?

Take a look at the course page on the library website! Follow these steps:

- Visit library.oakland.edu
- Select Course & Subject Guides in the left menu
- Scroll down to Human Resource Development
- Click HRD 367 – Diversity in the Workplace

The URL for this course page is:
http://research.library.oakland.edu/sp/subjects/guide.php?subject=HRD367

Finding Company Reports

When you’re ready to find information on specific companies, use the Company Reports resources:

- MarketLine (start here!)
- Business Insights: Global
- Company Search via LexisNexis
Start with MarketLine, which is a reliable and clear database. As you get started, make sure you know the company name – for example, Pepsi is really Pepsico.

- Type the company name in the search box
- Change the dropdown to Companies
- Click the blue search magnifying glass

For this search, the first result displays the correct company.

By clicking on it, you can access a wealth of information including:

- A current 52-page report on Pepsico that can be downloaded as a PDF
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- Company history
- Major Products

The other two resources, Business Insights Global and LexisNexis, are also good places to find company information. If you use LexisNexis, click the Get Company Info search option and type in the company name instead of using the main search box.
Finding Information on Diversity Efforts

Once you’re ready to search for information on companies’ diversity efforts, start by using ABI/INFORM from the HRD 367 course page. It will provide information about business practices and current events, but your results will depend on the keywords you use.

**Sample Search:** Try the keywords **Pepsi** and **diversity**.

Using these terms, you retrieve **3,505 results**. Narrow your results by:

- Selecting **Trade Journals** in the right column to limit articles to these sources
- Setting a date range to find more current articles (i.e., 2010-2015)

Using these keywords, you’re finding articles about **positive** initiatives regarding Pepsi and diversity.
It’s important to recognize: different keywords may find articles with a different focus.

For example, a search for Pepsi and discrimination retrieves **1,047 articles** – and the results aren’t as positive!

So, as you search for information, try different search terms to find different results. This might include:

- “affirmative action” (use quote marks to keep the two words together)
- Multicultur* (the asterisk acts as a wildcard feature and searches for words like multicultural and multiculturalism, and multiculture.)
- “African Americans”
- “ethnic groups”
- Women

Need help? Have questions? Don’t hesitate to ask!

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