Today

• 29 slides on
  – Databases for market and company information
  – Search strategies
  – Search tools

• All resources are found in the subject guide Business Administration

• Use the library links for access
  – Log in with your student account
  – Access from everywhere
Market and Company Information
Company, Industry and Market Information. Free resources

- Bloomberg: Investing and Stock Research
- EDGAR
- Euromonitor White Papers
- GRI Sustainability Disclosure Database
- Sustainability reports
- Free resource
- HighBeam Business Industry Reports
- Statistics, trends, market analysis, industry news and journal articles
- Partly free resource
- Larose&Coenies - Norden
- 2018-19 Industry Trends/ PwC
- Major trends, challenges, and opportunities for companies to consider in 2018 and beyond.

Company, Industry and Market Information. Licensed resources

- Retriever Business (tidigare Bolagsinfo)
  Information on Swedish companies, derived from annual reports from Bolagsverket
  Licensed resource
- SCB:s Branchnyckell
- Business Source Complete
  With a focus on Business Administration and Management. Some market/industry/company/country reports from MarketLine and other suppliers.
  Licensed resource
- Passport (Euromonitor)
  A market research database providing statistics, analysis, reports, surveys and news on industries, countries and consumers worldwide.
  Licensed resource
- Passport User Guide
- Statista.com
  Quantitative data on media, business, finance, politics, and more.
  Also some forecasts, market analytics, studies, dossiers, industry reports and infographics
  Licensed resource
- Financial Times Companies
  Create an account
  As a registered user from Lund University, School of Economics and Management you can search, retrieve and view published articles
- LexisNexis Academic
  Business, legal and news sources.
  Licensed resource
- Orbis
  Company financials, Financial strength indicators
  Ratings for listed companies
# Databases A-Z

**Business Administration**

- Annual Reviews
- Arbetsmiljöverket / Swedish Work Environment Authority
- ARBLINE
- Business Source Complete, BSC (EBSCOhost)
- The Economist Historical Archive
- EDGAR
- Emerald (ebooks and journals)
- FAR Online
- ILO Statistics and Databases
- International Monetary Fund, IMF eLibrary
- Modular Finance: Holdings
- Nexis Uni (LexisNexis Academic)
- OECD iLibrary (Organisation for Economic Co-operation and Development)
- Orbis
- Oxford Handbooks Online (ebooks)
- Oxford Scholarship Online (ebooks)
- Passport (Euromonitor)
- Regional Business News (EBSCOhost)
- Retriever Business
- S-WoBA - Scandinavian Working Papers in Business Administration
- Skattastatistisk Årsbok / Tax Statistical Yearbook of Sweden
- SSRN Social Science Research Network
- Statista
- Sustainable Organization Library (SOL)
- Swedish House of Finance National Research Data Center
- Wharton Research Data Services (WRDS)
- World Bank Open Data
- Zephyr
• Industries
• Economies
• Consumers

**Euromonitor** [https://blog.euromonitor.com/white_paper/](https://blog.euromonitor.com/white_paper/)
  - Reports, Articles…

### Passport

<table>
<thead>
<tr>
<th>Consumer Products</th>
<th>Services</th>
<th>Supply</th>
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<tbody>
<tr>
<td>Alcoholic Drinks</td>
<td>Home Care</td>
<td>Ingredients</td>
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<tr>
<td>Apparel and Footwear</td>
<td>Hot Drinks</td>
<td>Packaging</td>
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<td>Beauty and Personal Care</td>
<td>Luxury Goods</td>
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<td>Consumer Appliances</td>
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<td>Eyewear</td>
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<td>Tissue and Hygiene</td>
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<td>Health and Wellness</td>
<td>Tobacco</td>
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<tr>
<td>Home and Garden</td>
<td>Toys and Games</td>
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</table>
Soft Drinks in 2016: Water, Water Everywhere
DATAGRAPHIC | 21 JAN 2016

Whilst much of the expansion in bottled water volumes is driven by low-priced, low-margin bulk water purchases in emerging markets, private label purchases in many developed markets, the impact on consumer behaviour—and tastes—is real, and lasting. Intriguingly, the shift to bottled water could create real opportunity for innovation on the high end, as more consumers combine low-priced bottled water with everyday occasions with a range of indulgent, affordable luxuries. Read more

OPINION | 30 MAR 2016
Read more

"The Bottled Water Effect:" Still Bottled Water’s Expansion to Impact Global Soft Drinks Demand For the Come
Analyst: Michael Schaefer
PODCAST | 13 APR 2015
Set to account for close to half of total packaged beverage consumption worldwide by 2019, still bottled water is becoming a near-ubiquitous presence in consumer baskets globally. In this new podcast, Michael Schaefer, Head of Beverages and Foodservice, discusses how still bottled water volumes are changing the way consumers think about soft drinks. Read more

Nestlé’s State of Play in Soft Drinks: Driving Premium Bottled Water but Facing Challenges in RTD
OPINION | 06 JUN 2014
Read more

Bottled Water in Germany
COUNTRY REPORT | 06 MAR 2019

The summer of 2018 was the third hottest in Germany since 1864, leading to a spike in bottled water volume growth. In particular, still water performed very well as consumers sought low-calorie, healthy hydration both at home and while on the go. Indeed, still bottled water is often seen as healthier than carbonated bottled water, especially by the health-conscious millennial generation. On-the-go consumption supported volume sales as consumers sought to remain hydrated outside... Read more
Business Source Complete

Searching: "Bottled water"

More… Company profiles
Bottled Water

worldwide

- Revenue in the Bottled Water segment amounts to US$286,238m in 2019. The market is expected to grow annually by 6.4% (CAGR 2019-2023).
- In global comparison, most revenue is generated in United States (US$67,570m in 2019).
- In relation to total population figures, per person revenues of US$38.84 are generated in 2019.
- The average per capita consumption stands at 61.5 L in 2019.

Revenue (2019) +7.4% yoy
US$286,238m

Average Revenue per Capita (2019) +6.3% yoy
US$38.84
Nexis Uni

- News, Industry Overviews, Company Profiles, Financials, SWOT-analysis reports

Results for: "Bottled water"

Company and Financial (149)

1. Bottled Water
   Company Profiles | Jul 23, 2015
   MarketLine - Industry Report
   ... Norrlands Guld, Mastekas, and Heineken brand names. The company markets its bottled water under the brand names Grythyttan (fresh glacial water) and Loka.
   ... from beer, the company also produces soft drinks, energy drinks and bottled water. Carlsberg is present in more than 140 countries across the globe.
   ... a strong presence in the fresh dairy products, baby food and bottled water markets. The group also offers medical nutrition products.
   ... geographic zones, and is engaged in the production and marketing of bottled water and sparkling mineral water under Nestle Pure Life, Perrier, Poland Spring.
   ... a subsidiary of Snamprogetti. The company’s product portfolio includes beer, bottled water, cider, ready-mixed drinks, soft drinks, spirits, fruit drinks and wine.
   Bottled Water: Scandinavian Leading Companies - Unranked. This section contains brief overviews of the leading companies in the Scandinavian bottled water market. Carlsberg A/S Carlsberg...

2. Vitamin Well AB in Soft Drinks (Sweden)
   Analyst Reports | Feb 23, 2017
   Euromonitor Local Company Profiles
   ... sales are in line with the development of functional bottled water sales, as the performance of the category has basically been dictated... 2015. Vitamin Well is present in one of the fastest growing bottled water categories, functional bottled water. The category is expected to be the fastest growing bottled water category over the forecast period, where growth will be boosted mainly by... 2015. Vitamin Well is present in one of the fastest growing bottled water categories, functional bottled water. The category is expected to be the fastest growing bottled water category over the forecast period, where growth will be boosted mainly... 2015. Vitamin Well is present in one of the fastest growing bottled water categories, functional bottled water. Vitamin Well’s product portfolio is limited to functional bottled water. However the company sold four types in 2016. The company is present in one of the fastest growing bottled water categories, functional bottled water. Vitamin Well’s product portfolio is limited to...

3. Finn Spring Oy in Soft Drinks (Finland)
   Analyst Reports | Feb 23, 2015
EXECUTIVE SUMMARY

Market value
The Scandinavian packaged water market shrank by 3.1% in 2017 to reach a value of $812.2 million.

Market value forecast
In 2022, the Scandinavian packaged water market is forecast to have a value of $693 million, an increase of 14.2% since 2017.

Market volume
The Scandinavian packaged water market shrank by 2.9% in 2017 to reach a volume of 339.8 million liters.

Market volume forecast
In 2022, the Scandinavian packaged water market is forecast to have a volume of 355.7 million liters, an increase of 4.7% since 2017.

Geography segmentation
Denmark accounts for 32.4% of the Scandinavian packaged water market value.

Market share
Carlsberg Group is the leading player in the Scandinavian packaged water market, generating a 21.7% share of the market's value.

Market rivalry
High fixed costs work to drive up rivalry and weak market growth during the review period (2013–2017) has served to increase this to some extent.
Search Strategies
Different strategies to search for information

• Get an overview of the subject in an encyclopedia
• Identify important scholars – check out their publications and co-authors
• Identify most relevant journals and browse their tables-of-content
• Search bibliographic databases, using key words, author/s and/or journaltitle/s
  – Limit your search by…
• Follow article references and citations
Scholarly articles and journals

• Scholarly articles
  – are published in scholarly journals
  – are written by scholars and intended for an academic audience
  – are signed by the authors
  – are peer reviewed (refereed) by scholars in the field, before accepted for publication

• Scholarly journals
  – Academic journals, Peer reviewed journals, Scientific journals, Refereed journals
  – have an editorial board and peer reviewers
  – are published by scholarly publishers or associations/societies
Peer Review

Submission process

Peer review

Results novel?
Topic relevant?
Journal requirements met?

Manuscript

Revision

Additional data or background
Improve readability

Editor

Reject

Accepted—publication!

edanz

Rankings

- Highly ranked authors doesn’t automatically mean articles of high quality
- Highly ranked journals doesn’t automatically mean articles of high quality
- Not so highly ranked authors and/or journals doesn’t automatically mean articles of poor quality

- Critical voices and political views might affect if articles are accepted for publication in highly ranked journals
Bibliographic Search Tools
To think of…

- Choice of key words
- Choice of search tool/s
- Choice of journals/publishers
- Time limit
Search Tools

• LUBsearch
• Business Source Complete
• Scopus, Web of Science
• Google Scholar
Citation indexes

Web of Science

Results: 1,872
(from All Databases)

You searched for: TOPIC: ("International Marketing") ...More

Refine Results

Search within results for...

Scopus

2,256 document results

TITLE-ABS-KEY ("International marketing")

Edit  Save  Set alert  Set feed

Search within results...
1. **International marketing** [Elektronisk resurs] strategy and theory / Sak Onkvisit & John J. Shaw.
   - Subject: Export marketing; International marknadsföring; Electronic books
   - **eBook**

2. **International marketing** [Elektronisk resurs] / edited by Masaaki Kotabe
   - London : SAGE, 2006 1 online resource (9 v.) ill. Language: English, Database: Library catalogue (LUBcat)
   - Subject: Export marketing
   - **View record at SAGE Knowledge** **Online Access** **View in Library Catalogue (LUBcat)**

3. **International Marketing** / Pervez Ghauri and Philip Cateora.
   - Subject: Marketing; International marketing; Economic activities; Business and Management; Export marketing; International marketing
   - **View in Library Catalogue (LUBcat)**

4. **International marketing** / Pervez Ghauri and Philip Cateora
   - Subject: International marknadsföring; Export marketing
   - **View in Library Catalogue (LUBcat)**
ePublications and Databases A-Z

- [http://publications.lub.lu.se/](http://publications.lub.lu.se/)

<table>
<thead>
<tr>
<th>Search Results: 1 - 50 of 1,099</th>
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<tr>
<td><strong>1. Marketing</strong></td>
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<tr>
<td>Full Text Access</td>
</tr>
<tr>
<td>Business Source Complete 2013-10-01 - present</td>
</tr>
</tbody>
</table>

| **2. Marketing Magazine (Toronto)** |
| Full Text Access |
| Business Source Complete 2001-01-01 - present |

| Full Text Access |
| Palgrave Connect Business & Management eBook Collection 2013 - 2012 |

| **4. Best Inclusion Practices: LGBT Diversity** |
Google Scholar

About 27 500 results (0.25 sec)

Any time
Since 2019
Since 2018
Since 2016
Since 2015
Custom range:

Sort by relevance
Sort by date

Include patents
Include citations

Create alert

[Book] Marketing management: an Asian perspective
P Kottler, KL Keller, SH Ang, CT Tan, SM Leong - 2018 - academia.edu
In the proportion of 40% international companies in a non-Asian context 20% international companies in an Asian context 20% Asian companies in an Asian context / non-Asian context of advantage. Provides a balanced look at international marketing activities benefiting...

[PDF] academi.edu

International marketing knowledge and international entrepreneurship in the contemporary multi speed global economy
K Ibeh, D Clink, J Ethrom - International Marketing Review - 2018 - emeraldinsight.com
The past two decades have witnessed the relentless advancement of a body of knowledge focused on explaining aspects of firms' entrepreneurial internationalization behavior, including the actions of their key decision makers or management teams. This literature...

[PDF] bbk.ac.uk
Full View

[Book] The international marketing of travel and tourism: A strategic approach
P Vellas - 2016 - books.google.com
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[PDF] unip.ox.ac.uk
Full View

Revisiting International Marketing Strategy in a Digital Era: Opportunities, Challenges, and Research Directions
C Kotsiakas, L Georgiou, V Zerli - International Marketing Review - 2019 - emeraldinsight.com
Increasing digitalization in highly globalized world economies has seriously changed the international business landscape, creating plenty of opportunities but also challenges for firms. This article provides an analysis of the various organizational resources and...

Related searches
"international marketing" standardization      "international marketing" entry
"international marketing" mix                  "international marketing" czinkota
"international marketing" standardisation     "international marketing" strategy
"international marketing" cateora              "international marketing" ronkainen

Cross-cultural research in International marketing: clearing up some of the confusion
M De Mooij - International Marketing Review - 2015 - emeraldinsight.com
Purpose: The purpose of this paper is to shed light on the discussion of cross-cultural research. In particular, the use of dimensions of national culture, for international marketing Design/methodology/approach-Discuss definitions of values and culture, analyze cultural...

[PDF] maniekodemecq.com
Full View

[HTML] Internet marketing capabilities and international market growth
O Mathieu, O Bianchi, KJ Parks, M Healy - International Business Review - 2016 - Elsevier
2 The resource based view, capability perspective and international marketing. The...
When you have a search result

• Evaluate
  – Content
  – Author/s
  – Journal/Publisher
  – Impact (citations)
Help!!!

https://lusem.lu.se/library/help/book-a-librarian

School of Economics and Management Library

Book a librarian

Meeting with a librarian can help you with research, library information and more. Make a free 30-60 minute appointment with a librarian by completing the following form.

Please fill out all fields in the form.

Your name *

E-mail *

Describe what you need help with *

Suggest a convenient date *

Submit