Teaching students to use company and industry information during their job search

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Teaching Students to Use Company and Industry Information during Their Job Search

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Chemical Information Specialist
Assistant Professor of Library Science
M. G. Mellon Library of Chemistry
Creation of a Seminar

- Audience
- Disclaimers
- A Concept They Can Relate to
- Types of searches
  - Company centered
  - Industry centered
- Additional Resources
Audience for the Seminar

• Graduate students

• Primarily focused on jobs in industry

• Primarily focused on finding information on prospective employers and preparing for interview

• Not focused on finding specific jobs
Disclaimers

• I am not a business librarian
  – But we have a Management and Economics Library

• Some things I cannot help you with
  – Most notably, financials

• Some resources are only available in MEL
  – Some business resources are as expensive as chemistry resources
A Concept They Can Relate to…

SIC and NAICS Codes
Each industry is assigned an SIC code and a NAICS code
  – Think of it as a CAS Registry # for industries

SIC = Standard Industrial Classification
  – Full SIC is 4 digits

NAICS = North American Industry Classification System
  – Full NAICS is 6 digits
SIC and NAICS

• Some databases will let you search one and/or the other, good to know both

• Use web sites to find out which code is most appropriate, or find a particular company’s SIC or NAICS code and go from there

• SIC Major Group 28XX: Chemicals And Allied Products
Searching for Company Information
Company Information – The Reality

• The larger the company is, the more information you are likely to find.

• The “older” the company is, the more information you are likely to find.

• If the company is public (as opposed to private), the more information you are likely to find.
What might you like to know?

• Corporate affiliations (who owns who?)
• Competitors
• Basic facts
• History
• Competitive intelligence
  – What areas are they researching/patenting?
• News
• Etc.
Basic Facts and Affiliations

• The company’s own web site
• Corporate Affiliations (Lexis-Nexis)
• ReferenceUSA (infoUSA)
Corporate Affiliations (L-N)

Eli Lilly and Company - Indianapolis, IN
- Elanco Animal Health (Division) - Indianapolis, IN
- Eli Lilly & Company (Division) - Manassas, VA
- Eli Lilly & Company (Division) - Carolina, PR
- Lilly Del Caribe Inc. (Division) - Carolina, PR
- The Lilly Laboratory for Clinical Research (Division) - Indianapolis, IN
- Lilly Research Laboratories (Division) - Indianapolis, IN
- Lilly Tippecanoe Laboratories (Division) - Lafayette, IN
- Lilly USA (Division) - Indianapolis, IN
- Applied Molecular Evolution, Inc. (Subsidiary) - San Diego, CA
- Eli Lilly International Corporation (Subsidiary) - Indianapolis, IN
- Elanco (Subsidiary) - Sesto Fiorentino, Italy
- Elanco Premezclas, S.A. (Subsidiary) - Madrid, Spain
- Elanco Products Limited (Subsidiary) - Basingstoke, United Kingdom
- Elanco Quimica Limitada (Subsidiary) - Sao Paulo, Brazil
- Elanco Valquimica S.A. (Subsidiary) - Madrid, Spain
  - Lilly Pharmaceuticals (Subsidiary) - Madrid, Spain
  - Lilly, S.A. (Subsidiary) - Alcobendas, Spain

Latest Financial Data: 12/31/2007
- Revenue: $18,633,500,000
- Assets: $26,787,800,000
- Liabilities: $13,123,400,000
- Net Worth: $13,664,400,000
- Earnings: $2,953,000,000
- No. of Employees: 40,600
- Fiscal Yr. End: 12/31

Import/Export: Both

NAICS Code/Desc: 325412/Pharmaceutical Preparation Manufacturing
SIC Code/Desc: 2834/Pharmaceutical Preparations

Competitors:
- Abbott Laboratories (Abbott Park, IL)
- Amgen Inc. (Thousand Oaks, CA)
- Baxter International Inc. (Deerfield, IL)
- Bayer Aktiengesellschaft (Leverkusen, Germany)
- Boehringer Ingelheim Corp. (Ridgefield, CT)
- Boehringer Ingelheim GmbH (Ingelheim, Germany)
- Bristol-Myers Squibb Company (New York, NY)
Reference USA

• Very specific and detailed information about a company

• Provides linkages between corporate parents/children (who owns who?)

• Find businesses near a particular company (Radius search)
Saw a job posting for ICOS corp. in WA
– How big is the company?
– Are they owned by anyone?
– What are the SIC / NAICS codes for ICOS?
  • What does the company do?
– If I were to work there, where could I walk to get lunch?
  • Hint: SIC for Restaurants is 5812
Corporate Family Tree

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Industry</th>
<th>City/State</th>
<th>Employees</th>
<th>Sales Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eli Lilly &amp; Co</td>
<td>Drug-Manufacturers</td>
<td>Indianapolis, IN</td>
<td>42,600</td>
<td>$14,645,300,000</td>
</tr>
<tr>
<td>Applied Molecular Evolution</td>
<td>Biotechnology Products &amp; Services</td>
<td>San Diego, CA</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>Elanco Animal Health</td>
<td>Animal Health Products (Wholesale)</td>
<td>Greenfield, IN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eli Lilly Intl Corp</td>
<td>Drug-Manufacturers</td>
<td>Indianapolis, IN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ICOS Corp</td>
<td>Pharmaceutical Research Laboratories</td>
<td>Bothell, WA</td>
<td>700</td>
<td></td>
</tr>
</tbody>
</table>
ICOS Detail

Corporate Information

- Corporate Employees: 700
- Location Employees: 700
- Est. Annual Sales: $50 to $100 Million
- Type of Business: Privately Owned
- Location Type: Subsidiary
- Credit Rating Score: Excellent
- Metro Area: Seattle-Bellevue-Everett, WA
- County: King
- View Web Site: ICOS.COM
- Number of Personal Computers: Not Available
- Home Business: No
- Public Company: ICOS
- Lat/Long: 047.798831 / -122.205844

Years in Database: 18
Year Established: 1990
Yellow Page Ad Spending: $601 - $900
Ticker Symbol: Not Available
Stock Exchange: None
Annual Reports: 2005
Parent Company: Eli Lilly & Co
Foreign Parent: No
Fortune 1000 Ranking: Not Applicable
SQ Footage: 40,000+
Hours of Operation: Not Available
Credit Cards Accepted: Not Available

Company Description

Primary Line of Business:
Pharmaceutical Research Laboratories (SIC 8731-08)

Other Lines of Business:
- Drug-Manufacturers: 2834-01
- Laboratories-Testing: 8734-02
- Marketing Programs & Services: 8742-13

Primary Line of Business:
Research & Development In Biotechnology (NAICS 54171129), Pharmaceutical Preparation Mfg, Testing Laboratories, Marketing Consulting Svcs.

Business Profile:
Founded in 1990, ICOS Corporation, a Washington-based biotechnology company, aims at discovering, developing and marketing therapeutic products. ICOS works toward developing treatments for medical conditions, such as benign prostatic hyperplasia, hypertension, pulmonary arterial hypertension, cancer, and inflammatory diseases. The company has a joint venture with Eli Lilly and Company, and markets its product, Cialis, for the treatment of erectile dysfunction. The company also manufactures Tadalafil for treating enlargement of the prostate, and IC485 chronic obstructive pulmonary disease. The company has expertise in cell line and process development and specializes in delivering protein.

Management Directory

<table>
<thead>
<tr>
<th>Title</th>
<th>Name</th>
<th>Gender</th>
<th>Bio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Operating Officer</td>
<td>Mr. Gary L Wilcox</td>
<td>Male</td>
<td>Not Available</td>
</tr>
<tr>
<td>Chief Financial Officer</td>
<td>Mr. Michael A Stein</td>
<td>Male</td>
<td>Not Available</td>
</tr>
<tr>
<td>Controller</td>
<td>Mr. Tom Swallow</td>
<td>Male</td>
<td>Not Available</td>
</tr>
<tr>
<td>Corporate Communications Executive</td>
<td>Ms. Lacy J Fitzpatrick</td>
<td>Female</td>
<td>Not Available</td>
</tr>
</tbody>
</table>
Select “Radius” to search for nearby companies

- From 1/10\(^{th}\) mile to 20 miles
- Search by SIC code to:
  - Find similar companies nearby
  - Find how close your suppliers might be
  - Where to go to get lunch

<table>
<thead>
<tr>
<th>All</th>
<th>Company Name</th>
<th>Address</th>
<th>City/State</th>
<th>ZIP</th>
<th>Phone</th>
<th>Linkage</th>
<th>Corporate Family</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Canyons Restaurant &amp; Tap Room</td>
<td>22010 17th Ave SE</td>
<td>Bothell, WA</td>
<td>98019</td>
<td>(425) 485-3288</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mc Donald's</td>
<td>22110 17th Ave SE</td>
<td>Bothell, WA</td>
<td>98021</td>
<td>(425) 486-6654</td>
<td>Up</td>
<td>View</td>
</tr>
<tr>
<td></td>
<td>Robi's Pizza &amp; Italian Deli</td>
<td>22121 17th Ave SE</td>
<td>Bothell, WA</td>
<td>98021</td>
<td>(425) 485-6436</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shelley's Deli</td>
<td>22118 20th Ave SE #127</td>
<td>Bothell, WA</td>
<td>98021</td>
<td>(425) 487-2215</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Thai Rama</td>
<td>22010 17th Ave SE # C</td>
<td>Bothell, WA</td>
<td>98021</td>
<td>(425) 481-7262</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Business and Company Resource Center (Gale)

- Large number of full-text resources
- Easy to use, tabular interface for results
- Search for ICOS Corp.

Current Company: ICOS Corp.
BCRC - Details

- Articles about the company by topic
  
  - Financial Data
  - Legal Issues
  - Management
  - Operations & Technology
  - People
  - Products & Services
  - Sales & Marketing
  - Statistics
  - Strategy & Planning

- More subdivisions when searching Subject Guide
Business Source Premier (EBSCO)

• Large number of full-text sources
• News and lengthy Company Profiles
• Offers **SWOT analysis** for a company
  – Strengths
  – Weaknesses
  – Opportunities
  – Threats
## SWOT Analysis of Eli Lilly

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cymbalta appears to be a robust sales driver</td>
<td>High dependence on sales of Zyprexa</td>
</tr>
<tr>
<td>Leading position in diabetes market</td>
<td>High focus on the US market</td>
</tr>
<tr>
<td><strong>Opportunities</strong></td>
<td><strong>Threats</strong></td>
</tr>
<tr>
<td>Further expansion of oncology franchise</td>
<td>Sales growth is highly reliant upon the success of higher risk pipeline candidates</td>
</tr>
<tr>
<td>Amylin represents a potential acquisition prospect</td>
<td>The launch of earlier than expected generics would hit performance</td>
</tr>
</tbody>
</table>
Other Competitive Intelligence

- Search for topics or companies in SciFinder Scholar or Web of Science
- Use Analyze features to look at:
  - Authors (lead researchers)
  - Institutions (for competitors or potential employers)
- Watch dates covered
- Consider limiting SciFinder to patents
Searching for Industry Information
Industry Information – The Reality

• Different resources group different commodities into “industries”
  – Some may be specific, others very broad
  – Use SIC / NAICS codes

• They will use some of the same resources we looked at for company info
Business and Company Resource Center

• Lengthy Industry Overviews
  – Industry Leaders
  – Rankings
  – Forecasting
  – Market Research

• Example:
  – SIC 2834: Pharmaceutical Preparations
Business Source Premier

- Industry Profiles
- Market Research Reports
- Reports from different countries
- Can only search by NAICS or keyword
  - NAICS 325412 - Pharmaceutical Preparation Manufacturing
Specific Reports on Particular Industries

Global Market Information Database (Euromonitor International)
Provides international analysis of various industries.
* Household Care
* Pesticides
* OTC Healthcare
* Cosmetics and Toiletries

Standard and Poor's NetAdvantage Industry Surveys
* Chemicals
* Chemicals, Specialty

U.S. Census Current Industrial Reports (CIR)
Government data on production and shipment of important products and commodities.
* Paints and Allied Products
* Pharmaceutical Preparations, Except Biologicals
* Inorganic Chemicals
* Fertilizers and Related Chemicals
* Paint, Varnish, and Lacquer
Business and Industry News

• Business and Company Resource Center
• Business Source Premier
• LexisNexis Academic
• Factiva
Important Trade Publications

• *Chemical and Engineering News*
  – Employment Outlook
  – Facts and Figures
  – World Chemical Outlook
  – Special issues on various industries

• *Chemical Engineering*

• *Chemical Week*

• *ICIS Chemical Business Americas*
Additional Resources

• Chemistry Library web page
• MEL Library
• Center for Career Opportunities
• Vault
• Purdue Career Wiki
• ACS Resources
# Finding Chemical Company and Industry Information

## Company Information
- Search for news and articles about chemical companies
- Search for information about a specific company

## Industry Information
- Search for chemical industry news and articles
- Important chemical trade journals/magazines
- Industry overviews and statistics
- Industry classifications (SIC and NAICS)

## Chemical Suppliers, Catalogs, and Pricing
- Search for a chemical supplier
- Major laboratory chemical suppliers
- Chemical pricing information
Vault

• Industry, company and occupational profiles
• Geared toward the job seeker
• Includes comments from company surveys (only select, very large companies)
  – Real comments by real employees
• Also offers guides on interviewing, schmoozing, and resume writing
Welcome

Welcome to the Purdue University Libraries Career Wiki. This is a collaborative resource for all things relating to the career search. We hope both students and career services staff alike find these resources helpful. Please feel free to comment on these pages, or send us general comments to: kranlib@purdue.edu.

Career Guides

Job Boards

Company Research

- Business and Company Resource Center
- Mergent Online
- Careersearch

Industry Research

- Business and Company Resource Center
- Plunkett's
- Vault
- Business Source Premier
- NetAdvantage
- MarketResearch.com Academic

Employment Data

- National Compensation Survey
- Overview of BLS Statistics on Wages, Earnings, and Benefits

Subject Specific Resources

- ACS Career Blog
ACS

• DGR

• http://chemistryjobs.acs.org/
http://chemistryjobs.acs.org/

Center for Professional Advancement

- Leadership Development System
  Leadership courses offered online and at National and Regional meetings
- Continuing Education
  Short courses and Webcast courses for scientists
- Educator Professional Development

Career Advice and Publications

- Career Consultant Program
  One on one mentoring for ACS members only
- Interviewing Skills
- Resume Preparation

Ethics & Professional Guidelines

- Chemical Professional’s Code of Conduct
- Professional Employment Guidelines

Salaries & Surveys

- Compare Your Salary
- Salary Surveys
- Demographic Data

What Chemists Do

- Career Descriptions
- Profiles of Chemists at Work
  Real-life career experiences of chemists
- Chemical Technician Careers
  Chemical Technician Skills Standards Database plus tips on networking and the hiring process.

ACS Careers Blog

Dressing to Get the Job
Although Fashionistas everywhere may pronounce this list as trivial, derivative, cautious, and conservative; here is a simple guide to dressing for an interview.

- Read the ACS Careers Blog to find out more

valuable advice on resume writing, interviewing skills, and more.

- Find a Career Workshop

Featured Jobs

- Field Technical Support Representative - LC & LC/MS Agilent Technologies
- Sr Research Associate II - Abbott
- Process Development Engineer - Givaudan Flavors
- Postdoctoral Research Associate - Brookhaven National Laboratory
- Principal Project Engineer [Safety Systems] - Honeywell ACS/HPS

Career Headlines

- Employment & Salary Survey
  In 2007, job market for chemists continued to improve and salary gains held at recent level of close to 5%.
  C&EN, March 3, 2008

- A Two-Track Course
  Institutions of higher learning implement family-friendly practices to ease the tenure-track burden for female academics.
  C&EN, March 3, 2008

- Getting A Pharma Job
  Potential employees are
Acknowledgements

Hal Kirkwood
Associate Director &
Coordinator of Instruction
Management & Economics Library