

BAKER UNIVERSITY
SCHOOL OF PROFESSIONAL AND GRADUATE STUDIES

INTERNATIONAL BUSINESS

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Introduction

Conducting research on international business topics can be fascinating because there is such a wide variety of information available today.

When you approach a resource-rich field such as International Business, try to start your research with specific questions in mind. Developing clear goals and specific questions prior to beginning research on the internet will help you narrow your focus to specific areas and disciplines. For example, if you were comparing two countries such as India and China for possible business expansion into one of them, you might develop questions such as:

- What is the political risk?
- What is the economic risk?
- Are there any barriers to trade?
- Does this country belong to any free trade agreements?
- What are the major cultural differences that might have an effect on business?
- What key issues should an international manager be aware of regarding that country?
- How strong is the currency?
- What is the currency valuation and exchange rate mechanism?
- Are there any labor issues or other human resource issues to study?
- What are the demographics of the country?
- What is the target market for a specific product?
- How is this country categorized:
 - industrialized, newly industrialized, or an emerging market?
- What are the major cultural differences such as religion, customs, mores, and values?

Similarly, you can evaluate an industry in a particular region or country by creating similar goals and questions prior to conducting research.

In order to follow any link in this guide, you may need to hold down the control key while clicking the link. Feel free to explore the resources at your fingertips here. Be sure to have your library access information handy!

Using this Guide

The links in this guide are all live links, meaning that you can click on any link in this guide to be taken right to the site referenced. In some cases you might need to use an index to find an article or journal. If the guide notes, “**Business & Society** Through [ABI/Inform](#),” for example, the link will take you to the ABI/Inform website where you can search by publication or by topic; refer to <http://www.bakeru.edu/soe-current-students/resources/online-library-resources-a-tutorial> and click on our Online Library Tutorial for more guidance.



Baker Collins Library

Start your research in International Business at
<http://www.bakeru.edu/library/spgs/international.html>

You'll see a menu on the left side of your screen that looks like this:

Starting Your Research for International Business Sources

International Business Sources - Introduction
International Business - Country Data
International Business - Industry Information
International Business - Company Information
International Business - Valuable Web Sites
Back to... Business Subject Guides

This set of resources can get you started in a variety of ways; the information that follows builds on this beginning.



COUNTRY RESEARCH

Websites

Global Edge www.globaledge.msu.edu

GlobalEDGE is one of the premier sources for global business knowledge. This site offers you a great place to start your research on a particular country, business or industry.

Created by the International Business Center at Michigan State University (IBC), globalEDGE is a knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities. The site offers:

- Global Resources – more than 5,000 online resources
- Country Insights – a wealth of information on all countries
- Industry Profiles – in-depth analysis of selected industries
- News & Views – latest issues in international business

The CIA World Factbook

<https://www.cia.gov/library/publications/the-world-factbook/index.html>

Any research on country information should commence with a search in the Central Intelligence Agency's World Factbook. The Country Profiles section is a comprehensive compilation of almost any fact or figure that one might require regarding a particular country. The Rank Order pages give world populations, geographical information, and economic statistics in a very quick, accessible format. You can also find an extensive collection of Reference Maps here as well.

Internet World Statistics www.internetworldstats.com

An international website featuring up-to-date world Internet Usage, Population Statistics, and Internet Market Research Data for over 233 individual countries and world regions.

Regional and Country Links:

- [Africa](#)
- [America](#)
- [Asia](#)
- [Caribbean](#)
- [Central America](#)
- [Europe](#)
- [European Union](#)
- [EU New Members](#)
- [Middle East](#)
- [Pacific - Oceania](#)
- [South America](#)



World Statistics:

- [World Population](#)
- [World Internet Statistics](#)
- [World Country List](#)
- [Online Maps of the World](#)
- [International Dialing Codes](#)
- [World Time and Date](#)
- [World Weather](#)
- [World Currency Exchange Rates](#)

CountryWatch <http://www.countrywatch.com/>

CountryWatch provides critical country-specific intelligence and data through its suite of products to over 4000 clients, including public and private sector organizations with overseas operations and global interests.

Center for International Business Studies <http://cibs.tamu.edu/resources/>

The Center for International Business Studies has compiled a list of web site links that address international business topics. There are also links to the Center for International Business Education and Research (CIBERs), curriculum resources, and numerous trade links.

Everything International <http://faculty.philau.edu/russowl/russow.html>

Everything International (Ev-In) acts as an electronic library of resources for faculty, students and practitioners in the field of international business.

Sample Research Question

- What is the AIDS rate per country?

Go to: www.globaledge.msu.edu

Go to the HOME page

Click on **Country Insights**

For a **CONTINENT** overview, select Africa.

For country details:

Select the individual **Country** in the Drop-down menu and Enter.

After the Country info appears on the screen, on the left side, click on **Statistics**

Scroll down to **PEOPLE** section, and you'll find AIDS data.



INTERNATIONAL BUSINESS

Websites

Global Edge www.globaledge.msu.edu

To assist your research, from the home page, click on the Global Resources section:

Resource Desk → Global Resources → Research

- Multi-Country
- Statistical Data Sources
- Rankings
- Government Resources
- Organizations

To investigate current topics in international business, look here:

Resource Desk → Global Resources → Current Topics in IB

- Globalization Debate
- Regional Trade Agreements
- Outsourcing
- Corporate Governance
- Social Responsibility
- Security & Risk

To obtain a wide variety of international information, go to the Reference Counter:

Resource Desk → Global Resources

→ Reference

- Standards and Conversions
 - Currency
 - Time
 - Communication
 - General Guides
 - Classification Standards
- Culture
- Travel/Living Abroad
- Language Tools

→ News & Periodicals

- Global News
- Regional News
- Publications



→ Money

- Stock Exchanges
- Banks
- Finance

→ Other Resources

- International
- General
- Mailing Lists

Internet World Statistics www.internetworldstats.com

This website features up-to-date world Internet Usage, Population Statistics, and Internet Market Research Data for over 233 individual countries and world regions. This website is updated frequently.

U.S. Government data www.stat-usa.gov

You can find various trade data and statistics on this site.

Ask Numbers www.asknumbers.com

This site contains multiple converters in an easy to use format. Some of the conversions include length, weight, temperature, and currency.

Online Conversion www.onlineconversion.com

This site provides more than 5,000 units and 50,000 conversions. It covers over 30 categories include Date/Time, Length/Distance, Temperature and Financial.

World Time Zones www.timeanddate.com

You can find local times throughout the world here, sorting by city name, country, or time zone, and set your preferred time and date formats, such as 12 hour am/pm or 24 hour. The site shows capital cities from around the world, and the site offers a time zone converter.

Travel Distance Calculator www.mapcrow.info

Estimates total air distance between any world cities and displays map coordinates for each location.

The Internationalist <http://www.internationalist.com/>

This website offers an excellent variety of links to various international websites such as:

International Business



- **Business Info by Country:** details on over 80 different countries in the following categories: Country Basics, Banks, Consultants, Financial Services, Government Links, Law Firms, Media, In-Country Search Engine, Political Parties, Companies, Real Estate, Insurance Companies, Blogs.
- **World Newspapers by Country,** and if a subscription is required.
- **Currency XChange:** a universal currency converter
- **World Real Estate**
- **International Maps:** here you will find online maps available for downloading, printing, and use in your documents.
- **International Stock Markets:** look up Bourse and Stock Exchanges, indexed by country name. There are direct links to the stock exchange websites.
- **Travel Advisories:** a link to the www.travel.state.gov website of the U.S. Department of State, Bureau of Consular Affairs. The State Department issues Travel Warnings to recommends that Americans avoid a certain country. The countries listed below are currently on that list. In addition to this list, the State Department issues [Consular Information Sheets](#) for every country of the world with information on such matters as the health conditions, crime, unusual currency or entry requirements, any areas of instability, and the location of the nearest U.S. embassy or consulate in the subject country.
- **Downloadable Business Documents and Business Research:** get the latest and most up-to-date sector and market analysis. All documents are available for immediate download.



CROSS-CULTURAL STUDIES

Websites

globalEDGE www.globaledge.msu.edu

Resource Desk → Global Resources → Reference

- Culture
 - Country Specific

Adherents.com www.adherents.com

A growing collection of over 43,870 statistics on religious adherents by country and region: references to published membership/adherent statistics and congregation statistics for over 4,200 religions, churches, denominations, religious bodies, faith groups, tribes, cultures, movements, ultimate concerns, and so on. Data comes from both primary research sources such as government census reports, statistical sampling surveys, and organizational reporting, as well as from secondary literature that mentions adherent statistics.

Business Etiquette Around the World www.cyborlink.com

The site provides cultural information for a number of different countries around the world. It rates each country using Hofstede's 5 key indicators of culture: Power Distance, Uncertainty Avoidance, Masculinity, Individualism, and Long-Term Orientation.

Business Netiquette International www.bspage.com

Hosted by the Business Start Page, this site focuses on email and internet etiquette. It provides some common pitfalls regarding cross-cultural electronic communication, and it offers hints for avoiding them. It is geared toward the IB professional who will be doing business cross-culturally.

Business Culture www.businessculture.com

Find worldwide business reports on business customs, etiquette, cross-cultural communication, proper gifts, negotiating tactics, business culture, manners, business entertainment, and much more.

Centre for Intercultural Learning www.dfait-maeci.gc.ca/cfsi-icse/cil-cai/

The Centre for Intercultural Learning (Canada Foreign Affairs) has created over one hundred “Cultural Insights” for countries all around the world. The site provides a local and Canadian perspective on culture for each country.



Culturegrams www.culturegrams.com

Concise, reliable, and up-to-date country reports on 200 cultures of the world. A culturegram is a brief report designed to introduce readers to the daily customs and lifestyles of an area, including the political and economic structure of a nation.

Europublic www.europublic.com

A site focusing on the cultural aspects of Europe, Europublic publishes articles highlighting cultural differences between European countries. It also focuses on intercultural communication between Europeans, global marketing, and cultural tips.

Executive Planet www.executiveplanet.com

Focusing on country-specific business customs and etiquette, Executive Planet features information on negotiating, business entertaining, and communication across cultural barriers in a business environment. Along with basic cross-cultural business protocol, it also provides information regarding business dress, international business culture, gift-giving, and more in a series of country profiles.

Geert Hofstede Resource Center www.geert-hofstede.com

The site provides detailed information about Hofstede's work on management culture around the world. In addition to the raw Hofstede scores for 56 countries, the site also provides value added analysis through charts and comparisons.

Global Road Warrior www.globalroadwarrior.com/

Providing information for 161 countries, this site goes into great detail describing the climate, transportation, communications, business culture, and many other aspects of each country. (Fee based subscription required)

Intercultural Business Communication <http://www.kwintessential.co.uk/intercultural-business-communication/tool.php>

Use the Intercultural Business Communication tool to compare one culture with a “home” culture on the following: how much emphasis is placed on the traditional role of men, how much equality exists between people, how much uncertainty is allowed, and how much weight is placed on the individual rather than a group. Based on the work of Geert Hofstede.

Enterprise Language Solutions www.translate.com

The site offers free on topics such as localization, global communication, culture, and international marketing.

International Business



INTERNATIONAL ECONOMICS

Websites

Bureau of Economic Analysis <http://www.bea.gov/international/index.htm>

This government site offers a number of articles on International Economic Accounts.

International Monetary Fund www.imf.org

The IMF is an international organization of 185 member countries. To access the World Economic Outlook Database, go to the home page, then go to Data and Statistics, where you can download specific country or regional information. Use this database to find data on national accounts, inflation, unemployment rates, balance of payments, fiscal indicators, trade for countries and country groups (aggregates), and commodity prices whose data are reported by the IMF. Data are available from 1980 to the present, and projections are given for the next two years.

United Nations Inventory of International Economic and Social Classifications

<http://unstats.un.org>

The United Nations Inventory of International Economic and Social Classifications contains classifications that have been registered into the International Family of Classifications as of 1 January 2002.

World Development Report www.worldbank.org

An annual statistical report by the World Bank that discusses salient issues, provides economic analysis, and presents data for developing countries. Search for World Bank Publications.

World Tables www.worldbank.org

This World Bank site offers statistical data on most countries, focusing on economic indicators and trends for the past 20 years.



INTERNATIONAL FINANCE

Websites

The Internationalist www.internationalist.com/business/stocks/

World Stock Markets: Look up Bourse and Stock Exchanges, indexed by country name, and find direct links to the stock exchange websites.

globalEDGE www.globaledge.msu.edu

Resource Desk → Global Resources → Money

- Stock Exchanges
 - Links to many of the major stock exchanges of the world are given here, organized by country and region.
- Banks
 - Numerous links to prominent banks throughout the world are given, divided into Global, Regional and Country Specific.
- Finance
 - A variety of links to financial organizations that track risk and investments globally are given.

Bank Notes BankNotes.com

Find both up to date and past images of currency and bank notes in circulation around the world. Listed by country and country code.

Financial Calculators CSGNetwork.com

You can access a number of converters and calculators here, including the International Price Index (IPI) Calculator, Export Price Index (XPI) Calculator and an Import Price Index (MPI) Calculator.

GoCurrency <http://www.gocurrency.com>

This website provides up-to-date exchange rates and offers a simple to use converter. In addition, there is a wide range of information concerning the foreign exchange markets.

INDEX: World Federation of Exchanges www.world-exchanges.org

A private international organization, the World Federation of Exchanges is composed of the worldwide leading markets operators. The organization offers a forum for communication and debate between members, publications, and up-to-date news.

International Business



The World Bank <http://www.worldbank.org>

The World Bank Group, focusing on poverty elimination from the world, has launched this site to promote its operations through the Internet. The Bank's data and other resources are listed on this site, along with Development Reports and other useful information.

The European Investment Bank <http://www.eib.org>

The European Investment Bank (EIB) is the financing institution of the European Union. The EIB provides long term finance and support for projects and initiatives within the EU.

Barclays International Business Banking <http://www.barclays.co.uk/business>

Barclays, an offshore banking firm, provides a number of reports for its customers. Economic reports include the European Economics Quarterly Forecast, UK Economic Quarterly Insights and Prospects, Euro Weekly, and Foreign Exchange Weekly. It also provides industry reports for the Construction, Manufacturing, and Services sectors.

Bloomberg Online: Foreign Exchange www.bloomberg.com/markets/currencies/fxc.html

The Bloomberg web site offers a wide range of tools and information about world currency. You can find real time rates, financial news, and currency converters for more than 200 currencies.

Country Risk Analysis http://www.duke.edu/~charvey/Country_risk/couindex.htm

Campbell R. Harvey of Duke University has created a detailed web site that provides a wealth of information on country risk analysis. Among the information included: a detailed chronology of important financial, economic, and political events in emerging markets; an exploratory investigation of country returns; and expected returns and volatility in 135 markets. Also included are papers and presentations discussing political risk, economic risk, and financial risk as well as the challenges of obtaining emerging markets data.

Economist: The Big Mac Index <http://www.economist.com/markets/Bigmac/Index.cfm>

An index that compares the purchasing-power parity of 120 countries based on the price a Big Mac. This "PPP exchange rate" is then compared with actual currency values to determine which world currencies are undervalued or overvalued when compared with the dollar. The site requires a subscription to Economist.com for access to archived content of the Big Mac index.

OECD: Finance and Investment www.oecd.org

The Organization for Economic Co-operation and Development ([OECD](http://www.oecd.org)), consisting of 30 member countries, offers a wealth of information relating to global finance and investment. This site provides information relating to Financial Markets, Insurance and Pensions, Foreign Direct Investment and Capital Movements, and Private Sector Development.

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Standard and Poor's www.standardandpoors.com

The home page of Standard and Poor's offers detailed information regarding global indices and international stock markets. Includes statistics, current news, and an [Emerging Markets Database](#), which offers a passageway to information on all 54 emerging markets covered by S&P indices, as well as to other emerging markets.

Worldwide Tax www.worldwide-tax.com

Worldwide Tax provides comprehensive information on worldwide tax and finance. You can view detailed information for select countries and a table of comparative taxes around the world.



INTERNATIONAL LAW and LEGAL ENVIRONMENT

Websites

Transparency International www.transparency.org

This organization measures the prevalence of bribe taking and ranks countries on an index. Go to their website for the most complete and up-to-date listings, including their Top 25 and Bottom 25 countries.



INTERNATIONAL MANAGEMENT

Websites

Geert Hofstede Resource Center www.geert-hofstede.com

The site provides detailed information about Hofstede's work on management culture around the world. In addition to the raw Hofstede scores for 56 countries, the site also provides value added analysis through charts and comparisons.

Fons Trompenaars <http://www.thtconsulting.com/welcome/index.htm>

Trompenaars is a pioneer in the management of cultural diversity in the workplace. He explores the cross-cultural challenges and dilemmas facing international managers.

The GLOBE Study <http://www.thunderbird.edu/wwwfiles/ms/globe/>

This website is for the Global Leadership and Organizational Behavior Effectiveness (GLOBE) Research Project. GLOBE is a multi-phase, multi-method project in which investigators spanning the world are examining the inter-relationships between societal culture, organizational culture, and organizational leadership.

See the section on International Business for dozens of other resources.



INTERNATIONAL MARKETING

Websites

Market Research <http://www.export.gov/mrktresearch/>

The federal government's comprehensive website includes a vast amount of market research data. Plan your market entry the right way – use market research to learn your product's potential in a given market, the best prospects for success, and the market's business practices before you first export.

Market Research Library www.buyusainfo.net

Access the U.S. Commercial Service Market Research Library containing more than 100,000 industry and country-specific market reports, authored by specialists working in overseas posts. The Library Includes:

- Country Commercial Guides
- Industry Overviews
- Market Updates
- Multilateral Development Bank Reports
- Best Markets
- Industry/Regional Reports

SurveySite www.surveysite.com

This Toronto-based company reports a variety of online research applications.

Euromonitor International www.euromonitor.com

This site offers information on business reference, market reports, online information systems, and consulting projects. Reports must be purchased; however, click on Country and View Country Factfile to view an excellent country overview. Detailed data is available in the following areas:

- Demographic and economic indicators
- Population
- Lifestyle indicators
- Market sizes



Global Media Guide

http://worldnews.about.com/od/globalmediadirectory/Global_Media_Guide.htm

Links to international and national newspapers, radio, blogs, television, and other news media in dozens of languages from around the world.

Radio International <http://www.radiointernational.net/>

Here you can find advertising rates for specific media in certain countries. For example, you can find the advertising rates for radio in France, Monaco, and Italy.

Marketing and other International Business Links by Syed Anwar, West Texas A&M University <http://wtfaculty.wtamu.edu/~sanwar.bus/otherlinks.htm>

‘Share knowledge’ is the philosophy of this website, which posts dozens of links to international business and marketing websites.



INTERNATIONAL POLITICAL ENVIRONMENTS

You can find a variety of information about political environments from different countries. Look up individual country's embassies or missions in order to read official state policies. You can also look up a number of think tanks. While embassies offer official positions for a country, think tanks likewise approach international politics from a variety of political, social, and economic view points. Your critical thinking skills will serve you well in this area.



INTERNATIONAL TRADE

Websites

Global Edge www.globaledge.msu.edu

GlobalEDGE is one of the premier sources for global business knowledge and you are encouraged to start here with research on trade. Access detailed links to information by going to the section:

Resource Desk → Global Resources → Trade

- Trade Law,
- Trade Portals
- Trade Tutorials
- Trade Leads
- Shows and Events
- Company Directories
- Logistics

U.S. Department of Commerce <http://www.commerce.gov/>

The U.S. Department of Commerce, in cooperation with other federal government agencies, has a number of resources that can assist you as you determine whether your company is ready to export. You can take the export readiness test, reference the Basic Guide to Exporting, or view the Export Basics Web Seminar, to study your options and learn more about the process of exporting.

Export.gov

Export.gov also offers a wide range of current industry information and trade leads to help exporters of U.S goods and services get the information they need to compete successfully in overseas markets. Select from the industry list below to find the latest:

- Trade Leads
- Trade Events
- Market Research
- Trade Agreements
- Statistics and Data
- Publications
- Industry Associations

International Trade Data Service www.itds.treas.gov

International Business

The ITDS systems has been developed to improve trade procedures, trade promotion, trade policy development, and trade statistics to benefit both the public and the government.



The Federation of International Trade Associations <http://fita.org/webindex/>

One of the most comprehensive searchable database of International Trade Web Resources on the Internet. More than 8000 links to International Trade / Import-Export Web sites are annotated and indexed.

World Trade Organization www.wto.org

The WTO is the only international body dealing with the rules of trade between nations. At its heart are the WTO agreements. There are 151 member nations.

Free Trade Areas

NAFTA http://www.ustr.gov/Trade_Agreements/Regional/NAFTA/Section_Index.html

NAFTA is the North American Free Trade Agreement between the U.S., Canada, and Mexico.

EU www.europa.eu

The European Union (EU) is a political and economic community composed of 27 member nations.



21ST CENTURY CONTEMPORARY TOPICS

Websites

Global Edge www.globaledge.msu.edu

GlobalEDGE is one of the premier sources for global business knowledge. To investigate current topics in international business, access them from the home page:

Resource Desk → Global Resources → Current Topics in IB

- Globalization Debate
- Regional Trade Agreements
- Outsourcing
- Corporate Governance
- Social Responsibility
- Security & Risk

Global Giving www.globalgiving.com

Enables individuals and companies to find and support high-impact, grassroots social and economic development projects around the world.

Grameen Foundation www.grameenfoundation.org

Grameen Foundation combines the power of microfinance, technology, and innovative solutions to defeat global poverty



INTERNATIONAL INDEXES and other STATISTICAL DATA

Websites

UNESCO www.unesco.org

The United Nations Educational, Scientific and Cultural Organization's website presents a vast amount of information organized by themes (see their name for the themes) and by worldwide regions. Numerous reports are available.

Euromonitor International www.euromonitor.com

Euromonitor International offers quality international market intelligence on industries, countries and consumers. We have more than 30 years of experience publishing market reports, business reference books, online information systems and bespoke consulting projects. Some reports must be purchased.

Corruption Perception Index www.transparency.org

This organization measures the prevalence of bribe taking and ranks countries on an index. Go to their website for the most complete and up-to-date listings include Top 25 and Bottom 25 countries.