Research Strategies for Strategic Hospitality Management

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Session 1: Industry and Company Research

Company name:

1) Identify relevant NAICS code(s) for the industry in which the company competes:

2) Using industry research tools, identify 3 industry conditions impacting your company. Note the source. Be prepared to share!

Examples: External drivers, supply chain, demand determinants, competitive landscape, success factors, operating conditions, trends, opportunities, and business challenges.

3) Using company research tools, identify one strength and one weakness of your company. Note the source. Be prepared to share!

Examples: Brand reputation, competitive status (dominant v disruptor), finances or stock activity, labor issues and operations. These might be company-specific takes on the industry conditions you identified above.
Session 2: Article Research and Citations

1) Draft an APA-style citation for your article:

2) Paraphrase the main idea (thesis) of the article and its supporting evidence. Use the abstract worksheet as a guide.

3) Explain how this article contributes to your overall case study.

4) List 3 new keywords or phrases you learned from this article that are relevant to your case study.