

ProQuest One Business (PQ1B)

Clarivate (旧ProQuest) 最大のビジネスデータベース

ProQuest®

Part of Clarivate

ProQuest Business Products

ProQuest が提供するビジネス分野のデータベース



Business

Aggregated Databases

ABI/INFORM Dateline	ビジネス・経済分野全般	ABI/INFORM Collection	ProQuest ONE Business*
ABI/INFORM Global			
ABI/INFORM Trade & Industry			
Accounting & Tax Database	金融、税制、金融管理分野	Accounting, Tax & Banking Collection	
Banking Information Database			
Asian Business Database	アジア・欧州のビジネス情報	Asian & European Business Collection	
European Business Database			
Hoover's Company Profiles	市場調査レポート	Business Market Research Collection	
OxResearch Database			
Snapshots Database	起業データベース		
Entrepreneurship Database			
J.P. Morgan Research			
Business Ebook Subscription	J.P.Morganによる調査レポート		
	ビジネス分野電子書籍パッケージ		

ProQuest One Business

Basic Search | Advanced Search | Publications | Browse | Change databases

All | Scholarly Journals | Company Reports | Industry/Country Reports | Newspapers | More

Enter search terms...

Full text | Peer reviewed | Exclude Wire Feeds

Search tips

よく参照される出版物

企業情報

業界情報

Popular Publications

Read the latest news or search the archives of trusted business publications.

Walmart | Exxon Mobil | Apple Inc

Company Overviews

Easily scan articles, reports, books and more about thousands of major global companies.

Industry Overviews

Discover articles, reports, books and more about major industries.

電子書籍

Featured ebooks

What We Know? What We Do? | Vision and Strategy | Demand and Supply Integration | Micro MBA | Selling Your Ideas to Your Organization | Ultimate Guide to Email Marketing for Business

動画

Featured video collections

View all video and audio collections

Seeding Change | CNN Video | MIT Sloan Management Review Interview

More information

Supporting Business Students on Their Path to Academic and Professional Success

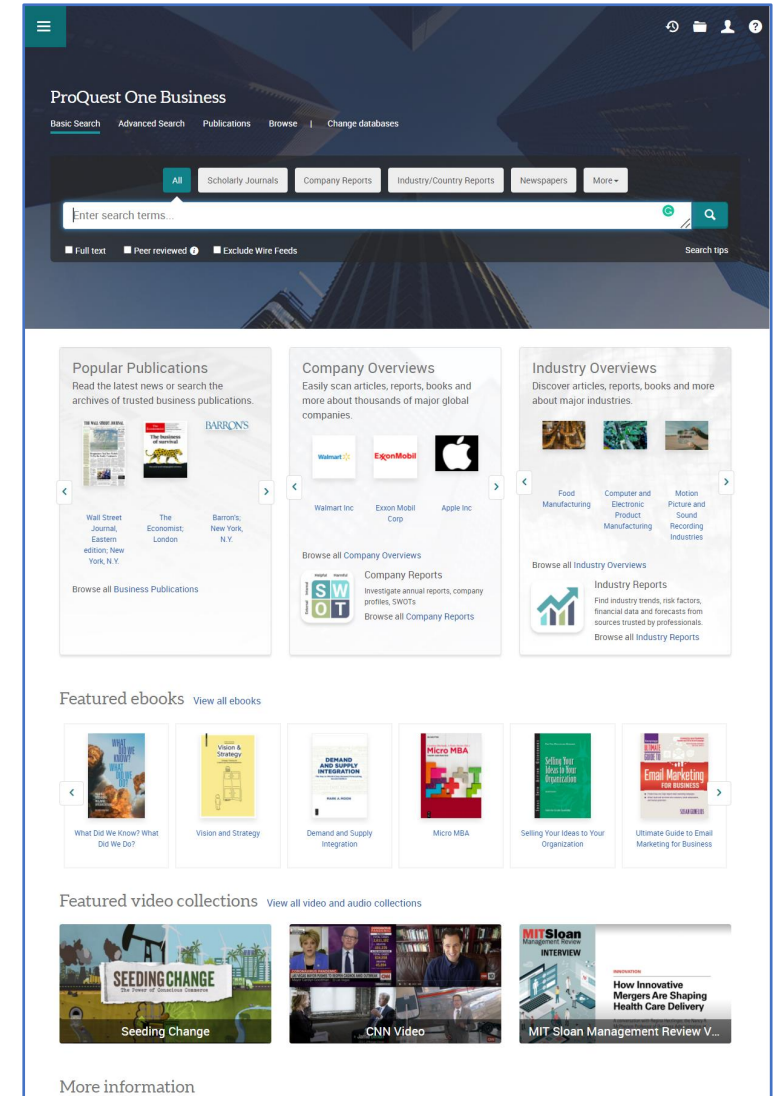
ビジネス分野を学ぶ学生に質の高い調査環境を提供

1

ビジネス分野の調査のために設計されたインターフェイス

2

ビジネス分野において要望の多いタイトルを豊富に収録



Meeting Librarian Needs

図書館職員の要望に応えます



求める情報へのアクセスを容易に、図書館員の負担を軽減

一目でわかる使いやすいインターフェイスでのご提供。レファレンスや利用者向けのトレーニングなど、図書館職員の負担を軽減します。



マルチメディア・コンテンツも含め、ワンストップでご提供

全文収録雑誌、動画、電子書籍など、さまざまな媒体の資料を一か所に集約しました。



多様な出版形態のコンテンツ

学術誌、業界誌、専門誌、市場調査、一般誌、学位論文、ワーキングペーパーなど、類を見ない多様な出版形態のコンテンツを収録します。あらゆるレベルの研究者のニーズに応えます。



学習・教育のため資料

ケーススタディや市場・業界調査、アナリストレポート、電子書籍、動画など、研究・教育に活用できる資料を豊富に収録します。



ビジネス分野に必携のニュース情報

ビジネス分野必携の情報源Wall Street Journal、The Economist、Financial Times 他、世界のニュースを収録します。



Supports Common Students Assignments & Tasks

ビジネス分野の教育課程で頻出の課題をサポートします

- 研究、教育両面で多くの需要がある、ビジネス分野における重要出版社のタイトルを収録します。
- ビジネス分野においては、**Wall Street Journal**をはじめとする重要出版社が提供する最新情報へのアクセスが求められます。右図はビジネス分野の授業のシラバスの例です。

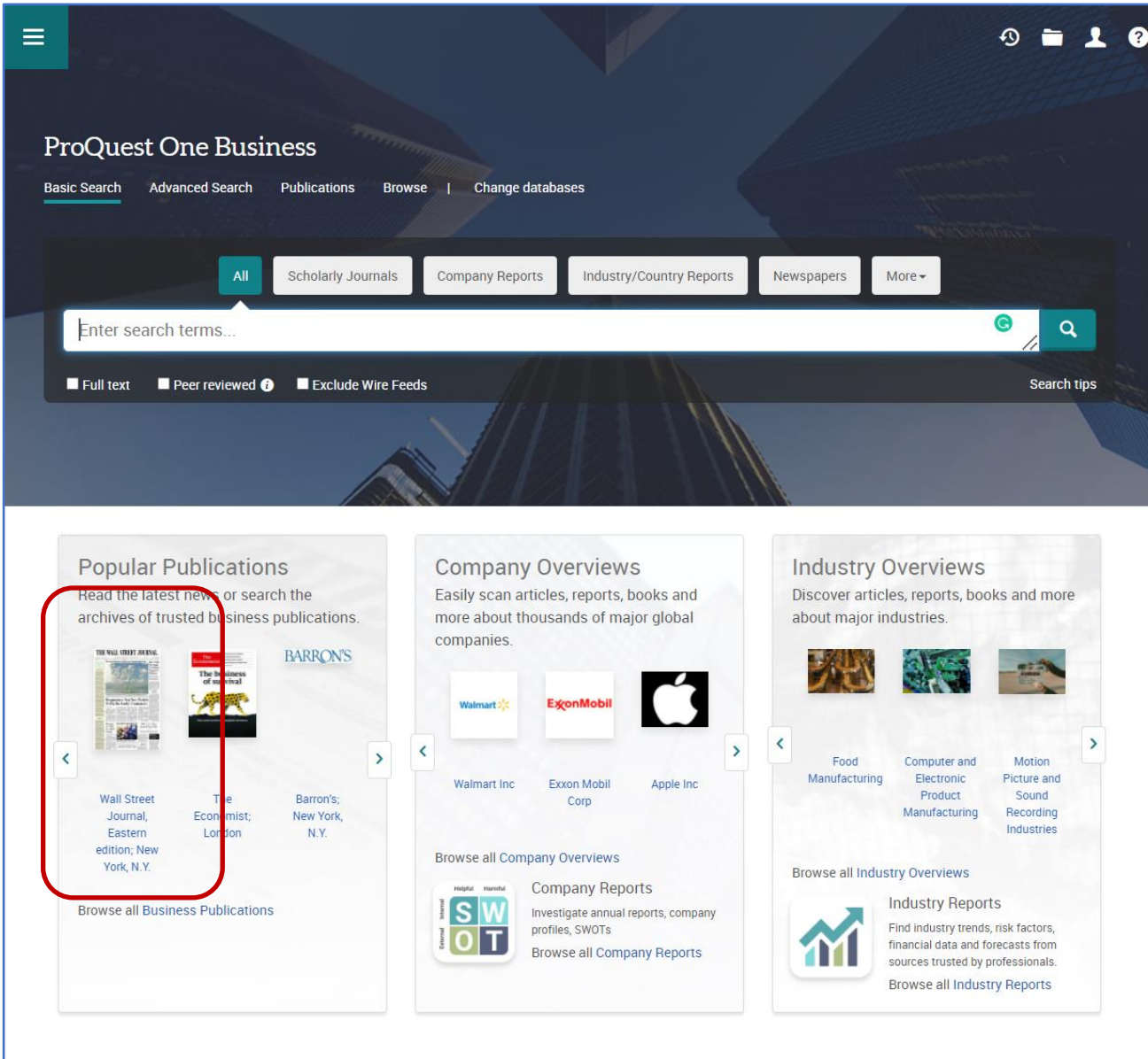
Task: 2 Recommend course readings and sources

BUS 139

Cost of 15-week subscription to print edition of the *Wall Street Journal*: \$30.00

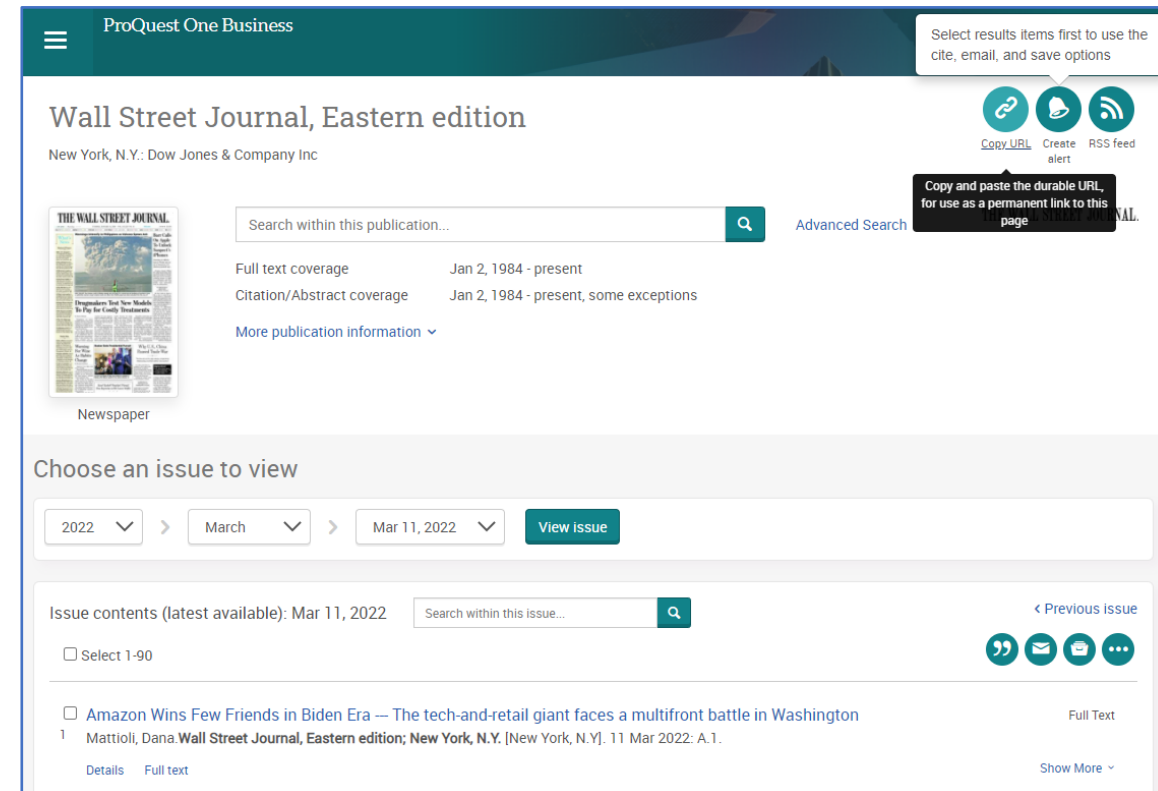
I require my marketing classes to use the *Wall Street Journal* as support for the textbook. Students are assigned articles relating to class subjects such as advertising, retailing, branding, global business, global culture, global education, job training, eCommerce, and technology. The WSJ is particularly good at showing how topics

Every semester I discuss the WSJ assignments as a part of the class lectures. The students also know that they will get some questions from the WSJ assignments on the final exam.



↑トップページ

- 赤枠部分は、よく利用されている出版物コーナーで、Wall Street Journalが表示されています。
- 日付を指定して収録記事をご覧いただけます（下図）。日時更新で、最新の情報を提供します。



Supports Common Students Assignments & Tasks

ビジネス分野の教育課程で頻出の課題をサポートします

教員、学生、図書館職員の協力の下に開発されたPQ1Bは、学生が課題に取り組む際に力を発揮します。

例: 授業課題に利用できそうな、論文、
ニュース、雑誌を探す

- **Strategy Concept Presentation (team of 5 to 6 students)**

At the end of the semester, **you will do a presentation on a strategy topic of your choice.** You can pick any topic that is related to strategy such as: competitive advantage, core competence, strategic groups, diversification, boards of directors, ethics, or social responsibility/conscious capitalism.

You will submit your topic proposal (no more than one page, double-spaced) by March 12th. Once the topic is approved, you will develop your presentation. You should start with a description of the topic and explain its importance to business and strategy. Next, **building on and updating what is in the textbook**, present the key findings related to the topic that currently exist in the popular business press and academic literature. Then, and most importantly, discuss the challenges and unanswered questions associated with the topic and offer your recommendations to senior managers for dealing with the challenges.

<https://canvas.harvard.edu/courses/8427/files/1906669/download?verifier=FaZfEgYthIbV2orExwQSOIcRI932QrwMVcvsQ1RVf&wrap=1>

例: 業界や企業を分析する

Midterm presentation deck (Due 2/19, before class)

Select a firm whose strategy you would like to analyze. (This should be a different firm from the one you are analyzing for the final paper.) Address the following questions:

- 1) Industry analysis:
 - a. What industry does the firm operate in?
 - b. Conduct an industry analysis (5 Forces + complementors)
 - c. Evaluate the overall industry attractiveness.
- 2) Positioning analysis:
 - a. Describe the strategic positioning of the firm within the industry.
 - b. How does the strategic positioning of the firm address or not address these

Please keep the presentation to 4 slides (plus 1 slide of references and (or) 1-2 slides of appendix exhibits if needed).

<https://apps.wharton.upenn.edu/syllabi/2019A/MGMT701001/>

ProQuest One Business Start Page

トップ画面

- シンプルで見やすいデザイン
- おすすめコンテンツを提案し、注意を喚起する

頻出課題に必要な資料に、アクセスしやすいデザインです。

ProQuest One Business

Basic Search | Advanced Search | Publications | Browse | Change databases

All | Scholarly Journals | Company Reports | Industry/Country Reports | Newspapers | More

Enter search terms...

Full text | Peer reviewed | Exclude Wire Feeds

Search tips

Popular Publications
Read the latest news or search the archives of trusted business publications.

Company Overviews
Easily scan articles, reports, books and more about thousands of major global companies.

Industry Overviews
Discover articles, reports, books and more about major industries.

Featured ebooks

Featured video collections

「一見して、とてもわかりやすそうです。使いたい資料を選びやすい。」
- 学部生

「とてもわかりやすく、使いやすい。重要なトピックがカバーされていて、学生が必要とするものと一致している」
- ビジネス分野専門図書館司書

「これまで見た中で最も包括的なビジネス分野の商品で、非常によい取り組みです。他のサービスでは、ビジネス分野の商品を20年ほどアップデートしていないものもあります」
- ビジネス分野専門図書館司書

Company Topic Pages for the Top 4k Companies

世界トップレベルの4000社の企業情報

ProQuest One Business

AT&T Inc

On this page: Scholarly journals Reports Magazines News Books Video Companies

Company Overview

If there's a way to communicate, there's a good chance AT&T Inc. provides it. The company offers wireless, wireline, satellite, WiFi, IP network, Virtual Private Network, and fiber optic cable services. It is one of the biggest wireline and wireless providers in the US with more than 174 million subscribers. It offers digital TV, voice, and internet service through its U-verse brand and satellite Pay-TV through DIRECTV. AT&T acquired Time Warner Inc. in 2018 after winning a court challenge by the US government. The deal added Time Warner's content such as HBO and CNN to AT&T's distribution capabilities. The US supplies more than 90% of revenue.

Read more from D&B Hoover's...

SCHOLARLY JOURNAL ARTICLES

1. Goodwill Accounting – The Road Ahead
Vedpuriswar, A.V.
IUP Journal of Accounting Research & Audit Practices; Hyderabad Vol. 20, Iss. 4, (Oct 2021): 564-571.
2. Plan Participant May Forgo Arbitration of Fiduciary-Breach Claim
Anonymous.
Benefits Quarterly; Brookfield Vol. 37, Iss. 4, (Fourth Quarter 2021): 46-47.
3. An Antitrust Framework for False Advertising
Carrier, Michael A, Tushnet, Rebecca
Iowa Law Review; Iowa City Vol. 106, Iss. 4, (Jun 2021): 1841-1884.
4. Spinning Wheels: How Resistance, Culture, and Assumed Continuity Interact to Paralyze a Company
Keil-Hipp, Diane T, MOD.
Organization Development Journal; Chesterland Vol. 39, Iss. 1, (Spring 2021): 45-57.
5. Impacts of digitization on real estate sector jobs
Alternate title: Digitization and German real estate jobs
Piazolo, Daniel, Dogan, Utku Cem.
Journal of Property Investment & Finance; Bradford Vol. 39, Iss. 2, (2021): 47-83.

[View all](#)

FEATURED REPORTS CONTAINING...

- Company financials (78)
- Company SWOT (1)
- Company competitors (33)
- Analyst reports (340)
- Mergers & acquisitions (18)

[View all reports](#)

MAGAZINES AND TRADE JOURNAL ARTICLES

1. Dish Stock Is Controversial. Why It Could Be a Buy
Jasinski, Nicholas.
Barron's (Online); New York (Mar 9, 2022).
2. Globalstar Appoints Telecom Leader Dave Haight to Drive IoT Growth
Confifty Telecom News; New Delhi (Mar 8, 2022).
3. Industry leaders celebrated by Broadband Forum at its annual Q1 Meeting
Confifty Telecom News; New Delhi (Mar 8, 2022).
4. Dish's Wireless Spectrum Is Undervalued, Says Analyst
Jasinski, Nicholas.
Barron's (Online); New York (Mar 8, 2022).

RECENT NEWS FROM MAJOR PUBLICATIONS

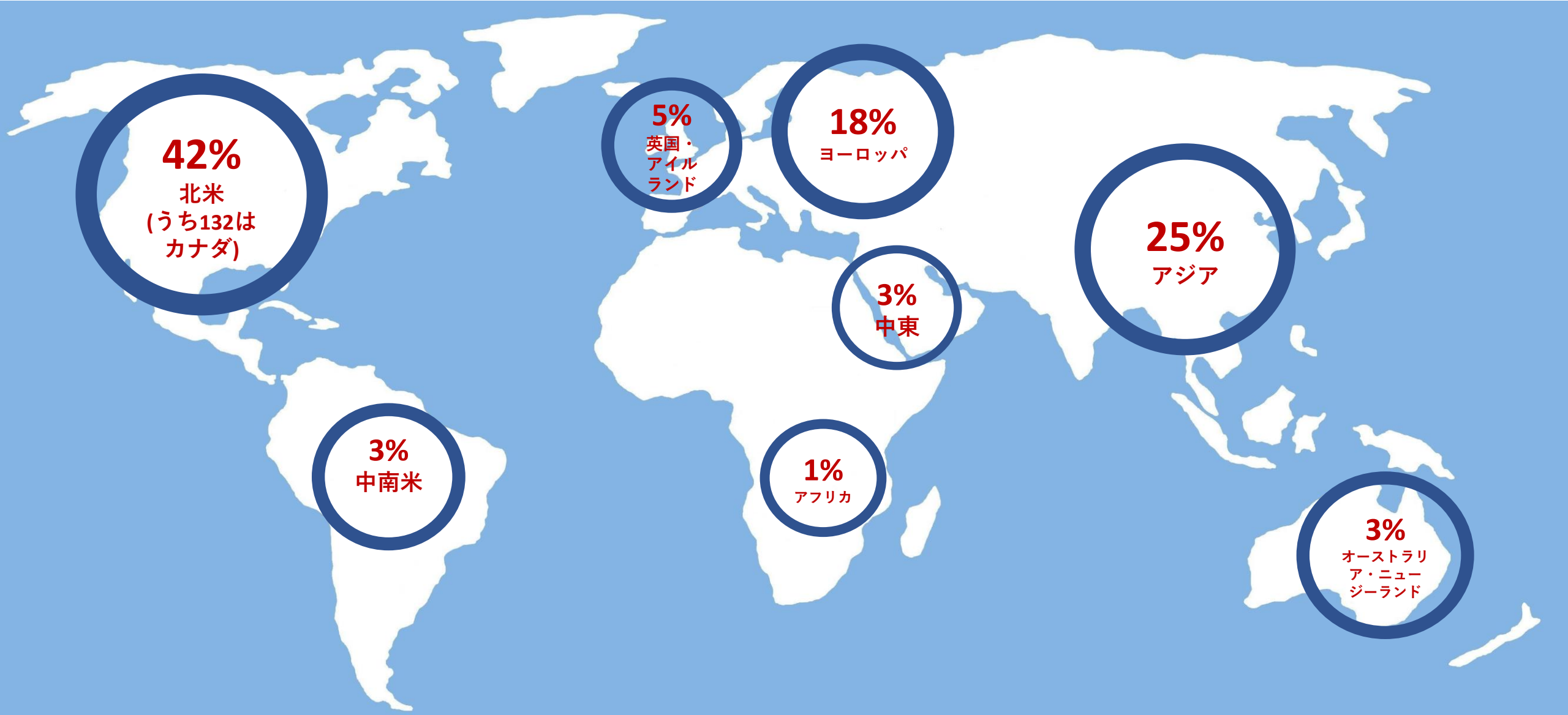
1. AT&T et Discovery ont émis une dette obligataire de 30 milliards de dollars
Heilmann, Marion.
Les Echos; Paris [Paris], 11 Mar 2022.
2. Is Verizon Stock A Buy? Investor Day Touts Improving Free Cash Flow
Krause, Reinhardt.
Investor's Business Daily; Los Angeles [Los Angeles], 10 Mar 2022.
3. Is T-Mobile Stock A Buy? 2022 Guidance Soothes Worries Amid Buyback Hopes
Krause, Reinhardt.
Investor's Business Daily; Los Angeles [Los Angeles], 10 Mar 2022.
4. Dette d'entreprise : AT&T et Discovery bouclent une émission obligataire géante à 30 milliards de dollars
Heilmann, Marion.
Les Echos; Paris [Paris], 10 Mar 2022.

「一か所で全て完結できるように設計されている。巨大なマインドマップを持っているようだ」
- 大学院指導教員

「ビジネス分野専門司書が、学生のために情報を分かり易く分類することに非常に似ている、LibGuides(Ex Librisの図書館運営サポート商品)のようだ」
- ビジネス分野専門図書館司書

Regional Distribution of Curated Companies

収録する企業情報の地域別割合



Industry overview pages for 119 NAICs segments

119の北米産業分類に基づいた業界概要ページ

The screenshot displays the ProQuest One Business interface for the 'Motion Picture and Sound Recording Industries'. The page features a navigation bar with the ProQuest logo and search icons. The main content area includes an 'Industry Overview' section with a descriptive paragraph and a 'Top companies in this industry' section listing Cinemark USA Inc, Universal Entertainment Corp, AMC Entertainment Holdings Inc, Walt Disney Co, and Sony Corp. Below this, there are four sections: 'RECENT NEWS ARTICLES' with five entries, 'INDUSTRY REPORTS CONTAINING...' with four report categories (Industry financials, Industry risk, Industry employment, and Company financials), 'SCHOLARLY JOURNAL ARTICLES', and 'MAGAZINE AND TRADE JOURNAL ARTICLES'. Each section has a 'View all' button.

Improved Indexing Powers Better Search and Browse

強力な索引付与で、より効率的な調査が可能です

- ProQuest Business Subject Thesaurus

アメリカのビジネススクールの認証機関AACSBのカリキュラムを参考にして作成された、3,000用語のシソーラスです。

語数	シソーラスの カテゴリー
624	Accounting & Tax
309	Banking
172	Business Law
481	Economics
253	Industry
44	Entrepreneurship
495	Finance
347	Human Resources
129	Insurance
118	Management
162	Marketing
180	Operations

< Select another thesaurus

ProQuest Business Thesaurus

Search terms: **Find**

Contains word(s) Begins with

Using the thesaurus:

- Enter a term to find the matches in the thesaurus, or choose a category from below to browse for a term.
- Select terms to add back into the search form.
- The [+] symbol before a term indicates there are narrower terms.

Accounting Banking Business law Economics Entrepreneurship Finance Industry

Insurance Management Marketing Operations

Accounting Banking Business law Economics Entrepreneurship Finance Industry

Accounting

The activity of maintaining business records and preparing financial and tax forms and reports

Use term for:
- Financial accounting

Related terms:
 Accountants
 Accounting firms

Broader terms:
 Accountancy
 Finance

Narrower terms:
 Accounting theory
 Auditing
 Book keeping
 Cost accounting
 Environmental accounting
 Government accounting

Improved Indexing Powers Better Search and Browse

強力な索引付与で、より効率的な調査が可能です

ProQuest Corporation Directory

Search Company:

Contains word(s) Begins with

Company type:

Browse Company:

Click a company in the list below to see available scope notes and related terms.

Air Europa

Airbnb

<https://www.airbnb.com>

Airbnb wants travelers to spend time "living" in the places they travel to rather than simply visiting. Unlike hotel accommodations, Airbnb helps travelers book short-term vacation properties from local hosts (typically the property owners) with the goal of experiencing a destination as if travelers actually lived there. Rentals can range from modest apartments in urban areas to castles in the countryside; other accommodations include houses and villas. Airbnb operates in more than 100,000 cities and towns in 190 countries around the world. The service, which boasts more than six million listings, provides a convenient way for homeowners to monetize their residential properties. Founded in 2008, Airbnb offers a simple user interface that can be used online or from a mobile phone or tablet.

NAICS(Industry): 561599: All Other Travel Arrangement and Reservation Services;
721110: Hotels (except Casino Hotels) and Motels

Company type: Private

◀ Previous 50 Next 50 ▶

Combine using:
 OR AND NOT

- ProQuest Corporation Thesaurus
80カ国・4000社以上の企業を、フォーブスのトップ企業ランキングや年間歳入の情報から選定し、対象企業に関する情報にアクセスするためのシソーラスです
- 企業形態から探すこともできます（私企業、公企業、子会社、政府企業など）

Look up Industries

North American Industry Classification System codes classify industry. You can use them to find documents related to a particular industry.

For more information, see the [US Government NAICS web site](#).

Look for a term, or browse the list below.

Contains word(s) Begins with (enter at least 2 characters)

Select terms to add to your search

Combine selected items with: OR AND

11 - Agriculture, Forestry, Fishing and Hunting

21 - Mining, Quarrying, and Oil and Gas Extraction

211 - Oil and Gas Extraction

2111 - Oil and Gas Extraction

21111 - Oil and Gas Extraction

211111 - Crude Petroleum and Natural Gas Extraction

211112 - Natural Gas Liquid Extraction

22 - Utilities

22 - Construction

31 - Manufacturing

Indexing-Driven Autocomplete = More Precise and Relevant Results

索引に基づいたオートコンプリートによって、より正確で関連性の高い結果を表示します

The screenshot shows the ProQuest One Business search interface. At the top, there are navigation links: Basic Search, Advanced Search, Publications, Browse, and Change databases. Below these are filter buttons: All, Scholarly Journals, Company Reports, Industry/Country Reports, Newspapers, and More. The search bar contains the text 'food'. Below the search bar, there are two columns of results. The left column is titled 'Search for:' and lists: Hormel Foods Corp (as Corporation), Gordon Food Service Inc (as Corporation), Food and Beverage Stores (as Industry), Food Services and Drinking Places (as Industry), Food and Beverage Stores (Industry reports), foods, foodies, foodie, food tv, and food ph. The right column is titled 'Go directly to:' and lists: Hormel Foods Corp (Company Overview. Access all resources in a single page.), Gordon Food Service Inc (Company Overview. Access all resources in a single page.), Food and Beverage Stores (Industry Overview. Access all resources in a single page.), and Food Services and Drinking Places (Industry Overview. Access all resources in a single page.). At the bottom left, there is a link to 'Turn off auto-complete'.

- 索引が強化されたことで、検索エンジンで提案される情報の質が高まりました。


「Googleの検索語の提案のよう
で、よく使っています。」
- 学部3年生


「GPSを持っているようだ」
- 大学教職員


New Browsers/Guided Search Make It Easy for Students to Find the Best Content for Their Common Assignments (Industry, Country and Company Reports)

業界、国、企業レポートの条件絞り込み機能によって、容易に資料を見つけられます

Browse Featured Business Content


Companies



Industries


Countries

Company Overviews
Company Reports

Within: All industries
Headquartered in: All countries
All company types


Click one of the major company names below to view an overview of content available by popular types such as reports, scholarly or news articles. You can also view only reports about the company, or to see everything we have about the company.



A & W Restaurants Inc

The old-fashioned root beer stand lives on, thanks to this business. A&W Restaurants franchises more than 1,200 quick-service unaffiliated restaurants in about 15 other countries. The eateries, many of which still offer drive-up service in addition to drive-through service, sell hamburgers, hot dogs, onion rings, and more. [More >](#)

[View company reports](#) [View all content for this company](#)





1-800-Flowers.com


1-800-FLOWERS.COM sells fresh-cut flowers, floral arrangements, and plants through its toll-free number and websites; it also sells through radio ads, and third-party online affiliates. Through subsidiaries, the company offers gourmet foods (Harry & David), popcorn (Cheryl's), fruit arrangements... [More >](#)

[View company reports](#) [View all content for this company](#)

Browse Featured Business Content



Companies


Industries


Countries

Industry Overviews
Industry Reports

The industry sectors below are based on the North American Industry Classification System.




11 : Agriculture, Forestry, Fishing and Hunting [View industry reports](#) [View all content for this Industry](#)

The Agriculture, Forestry, Fishing and Hunting sector comprises establishments primarily engaged in growing crops, raising animals, harvesting timber, and harvesting fish and other animals from a farm, ranch, or their natural habitats. The establishments in this sector are often described as farms, ranches, dairies, greenhouses, nurseries, orchards, or hatcheries. A farm... [More >](#)

- 111 : Crop Production
- 112 : Animal Production and Aquaculture
- 113 : Forestry and Logging
- 114 : Fishing, Hunting and Trapping


[Show more sub-sectors >](#)



21 : Mining, Quarrying, and Oil and Gas Extraction [View industry reports](#) [View all content for this Industry](#)

The Mining, Quarrying, and Oil and Gas Extraction sector comprises establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas. The term mining is used in the broad sense to include quarrying, well operations, beneficiating (e.g., crushing, screening, washing, and... [More >](#)

- 211 : Oil and Gas Extraction
- 212 : Mining (except Oil and Gas)
- 213 : Support Activities for Mining



22 : Utilities [View industry reports](#) [View all content for this Industry](#)

The Utilities sector comprises establishments engaged in the provision of the following utility services: electric power, natural gas, steam supply, water supply, and sewage removal. Within this sector, the specific activities associated with the utility services provided vary by utility. electric power includes generation, transmission, and distribution; natural gas... [More >](#)

Subject Browse

主題ブラウズ画面

The screenshot shows the ProQuest One Business Subject Browse interface. At the top, there is a dark teal header with the ProQuest One Business logo on the left and navigation icons (refresh, folder, user, help) on the right. Below the header, the main content area is titled "Browse Featured Business Content". To the right of this title are four category tiles: "Companies" (skyscraper image), "Industries" (factory image), "Countries" (globe image), and "Subjects" (bookshelf image). Below these tiles is a search bar labeled "Find Subject" with a magnifying glass icon. Underneath the search bar is a navigation menu with tabs for "All", "0-9", and letters "A" through "Z". Below the navigation menu is a list of search results, each with a document icon and a count:

- Absorptive capacity [View 1 document](#)
- Accelerated cost recovery system [View 1 document](#)
- Accountants [View 1 document](#)
- Accounting [View 12 documents](#)
- Accounting firms [View 1 document](#)
- Accounting periods [View 1 document](#)
- Accounting procedures [View 2 documents](#)
- Accounting records [View 2 documents](#)
- Acquisitions & mergers [View 16 documents](#)

Looking for business discipline content?



Companies

Investigate company overviews and reports.



Industries

Access industry overviews and reports by sector.



Countries

Explore country profiles, economic indicators, and business risk factors.



Subjects

Browse by business subject.

Suggestive Search Results Surface Hard-to-Find Sources

提案機能で、見逃されやすい資料へのアクセスを促します

The screenshot shows a search interface for 'gamestop' on ProQuest One Business. The search results are sorted by relevance and include various source types such as Trade Journals, Reports, Newspapers, and Videos. On the right side, there are several suggested result categories: 'Companies that match your search' (featuring GameStop Corp.), 'Featured Reports that match your search' (featuring Hoover's Company Records), 'Books that match your search' (featuring Advances in Management Accounting), and 'Videos that match your search' (featuring an Economist Video). A left sidebar contains filters for source type, publication date, and other criteria.

企業概要ページ
(収録されている企業のみ)

重要なレポート

関連性の高い
電子書籍

関連性の高い
動画

Recommendations from Discovery

ディスカバリーサービスの利用者への利用促進

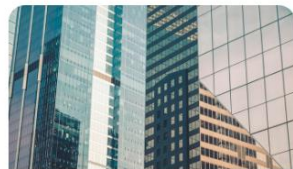
ディスカバリーサービスなどを利用して文献に辿り着いた利用者にも、PQ1Bを積極的に利用してもらえよう、コンテンツの下部にトピック別ページへのナビゲートが表示されます（下画像）。

All the more reason for the EU and its allies to help generously now. At root the real division among Ukrainians is not between east and west, but between hope and cynicism: between those who believe a better kind of government is possible and those who understandably think that, in their troubled post-Soviet nation, corrupt paternalism is the best they can do. Creating an honest, competent government, devoted to the well-being of its people, is the best way to persuade all Ukrainians that they are better off without the kleptocrats--and, incidentally, to show that the West is still a force for good.

Word count: 1025

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Looking for business discipline content? Try using [ProQuest One Business](#)...



Companies

Investigate company overviews and reports.



Industries

Access industry overviews and reports by sector.



Countries

Explore country profiles, economic indicators, and business risk factors.



Subjects

Browse by business subject.

Meeting User Needs: Content

利用者の要望に応えます

- 学術誌、ワーキングペーパー、ケース・スタディ、市場調査資料など、あらゆる研究レベルのニーズに応えます。
- 学術誌に掲載される論文の査読には2 - 3年かかるため、最新の研究動向を調査できるように、発行の早いワーキングペーパーや修士・博士論文、会議録を数多く収録します。
- PQ1Bは、シンプルな操作と細かな条件設定の両方を実現したプラットフォームです。



*Survey of 1300 faculty worldwide. Published in How the Use of Varied Content Types Drives Impact in Research, Teaching and Learning. Published by ProQuest 2018

Important Scholarly Publishers

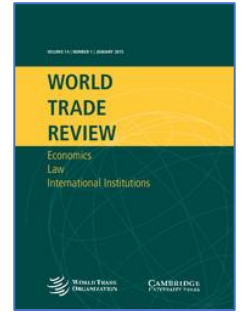
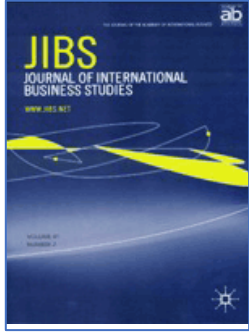
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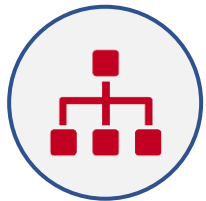
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Life Cycle In Organizations: A Stationery Shop Case Study

Dr. Lorena Hernández von Wobeser, Universidad del Caribe, México

ABSTRACT

This teaching case reviews the basis of Life Cycle Model in order to understand the transitional stages in organizations. It focuses particularly on Adizes ten stages model. The single case presented here helps us to reflect on life cycle of a micro sized business in Cancún, México. As narrated by her owner, the micro-sized business has passes three stages that she calls: the beginning, the expansion and the foundation stages. This case study is suggested for undergraduate students in managerial or organizational studies programs.

Keywords: Organizational Life Cycle; Organizational survival; Organizational failure; Micro-sized Enterprise

INTRODUCTION

High mortality in organizations is a trend topic in academic, managerial and official (government) documents, particularly in the study of MSMEs (Micro, Small, Medium-Sized Enterprises). Different terminologies have been used to refer to this phenomenon:

- Opening of a business/ closure of a business
- Entrepreneurial failure/ entrepreneurial success
- Organizational mortality/ organizational survival

This terminology has been used by a large group of scholars to approach the study of the continuity or failure of a business (some of the authors use them indistinctly). The terminology most used in the study of this topic is 'Life Cycle Model' (organizational mortality/organizational survival). In the first section of this paper a theoretical discussion about the basis of Life Cycle Model is presented. Then, the author describes the story of the *Stationery Shop Silvestre*, as her owner Graciela Mendoza narrates. Finally, in the last section some teaching notes are suggested for undergraduate students in managerial or organizational studies programs.



A04-18-0010

B. Tom Hunsaker
William E. Youngdahl

IBM: Building with Blockchain

What the internet did for communications, I think blockchain will do for trusted transactions.¹

IBM needed a win. Facing flattening sales and increasing analyst concerns, the century-old giant that had reinvented itself so often before was in search of market game-changers. The company believed they found such an opportunity in 2014 when employee Jerry Cuomo and other IBM technologists dug deeply into the secure and decentralized ledger that powered cryptocurrency Bitcoin.² Similar to open-source software, IBM saw widespread potential for blockchain technology outside of the currency it powered. But seeing a technology's promise is different from monetizing it at scale. How could IBM distinguish blockchain technology from the cryptocurrency for which it was known and attract large clients to adopt IBM's approach to the emerging technology? If successful, what could be next for IBM blockchain?

IBM

Founded in 1911, the company now called IBM (International Business Machines) was originally Computer Tabulating Recording Company (CTR). Born when four pioneering technology companies were brought together by Charles Flint, the firm manufactured and sold products from commercial scales, to punched cards, to tabulators.³ Famed executive Thomas J. Watson joined the firm in 1914, and within a year became the company's president.⁴ It was Watson who completed the integration of CTR's various companies, renamed the group IBM, and coined the firm's long-standing slogan *THINK*, stating, "The trouble with every one of us is we don't think enough—we get paid for working with our heads."⁵

IBM's commitment to building smart technology continued between 1960-1980. They innovated the first computer system family, IBM System/360, in 1964. This allowed enterprises for the first time to scale their computing capabilities. By 1980, the firm held a dominant position in enterprise computing—so much so that the IBM mainframe was nearly synonymous with industry computing efforts. This same year, IBM entered into agreement with Microsoft to provide the operating system for IBM's personal computer offering, IBM PC-DOC.

Without exclusive rights to the operating system (Microsoft retained the ability to license a parallel version named MS-DOC), IBM faced increased competition from new entrants who would replicate their hardware and license MS-DOC over the next decade and a half. In 1993, IBM posted the then largest loss in American corporate history (\$8 billion).⁶

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- 定期刊行物収録例
 - Equality, Diversity and Inclusion: An International Journal (1992-), Emerald Group Publishing Limited
 - Race and Social Problems (2009-), Springer Nature B.V.
 - Journal of Business Diversity (2011-), North American Business Press
 - Journal of Diversity Management (Online) (2009-2020), The Clute Institute
 - Journal of Best Practices in Health Professions Diversity (2015-), The University of North Carolina Press
 - Diversity Insight [BLOG] (2018-), Newstex
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 - Diversity in Coaching: Working With Gender, Culture, Race and Age
 - Inclusion Imperative: How Real Inclusion Creates Better Business and Builds Better Societies
 - Racial and Ethnic Diversity
 - Social Entrepreneurship Teaching Resources Handbook
- 映像収録例
 - Ebony McQueen-Harris Discusses Diversity And Inclusion
 - Next Generation Broadband (NGB): Tiffany Norwood States Entrepreneurs Still Face Barriers Related To Age, Sex and Race

Committing to diversity and inclusion means addressing common microaggressions

Place, Alyssa. [Employee Benefit News \(Online\)](#); New York (Sep 2, 2020).

Calif. Legislature passes racial, LGBTQ corporate board diversity mandate

Whieldon, Esther. [SNL Kagan Media & Communications Report](#); Charlottesville (Sep 02, 2020).



Audio & Video Works

Anne Loehr Discusses Challenges Of Working In A Multicultural Environment

Miles to go: Stepping up progress toward gender equality

Ellingrud, Kweilin; Mekala Krishnan; Madgavkar, Anu. [McKinsey Global Institute](#); New York, (Sep 16, 2016).

Second Fed Court Bars HHS From Axing ACA Transgender Protections

Lotven, Amy. [InsideHealthPolicy.com's Inside Health Reform](#); Arlington Vol. 12, Iss. 37, (Sep 9, 2020).

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Nineteenth Annual Readers’ Choice Award, Charleston Advisor, Oct 2021

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- 起業をサポートする数々の資料



J.P.Morgan

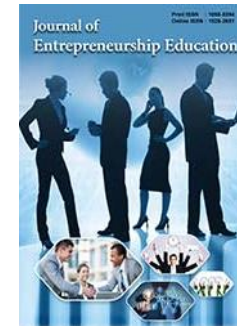


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J.P.Morgan

Asia Pacific Equity Research
15 October 2021

Cross Sector: Supply Chain Analysis

Focus Shifting from Supply Constraints to Assessment of End Demand; Cross-Sector Supply Chain Check

A broad range of sectors have experienced supply constraints, starting with automobile production cutbacks prompted by semiconductor shortages and lockdowns in ASEAN. However, we think vehicle production is likely near a bottom, and production could gradually shift to a period of growth. At the same time, we see signs of changes in demand across a broad range of sectors, from automobiles to electronics and construction machinery, and think attention will start shifting from the supply side to trends in end-demand. In this report, we perform cross checks from both the supply and demand sides, mainly for overseas demand sectors, and present investment ideas for each sector.

- **Cross-sector supply chain check:** Supply bottlenecks are becoming entrenched across a wide range of areas, including the automobile and electronics industries and logistics. On the supply side, auto output cuts caused by semiconductor and automotive component shortages are showing signs of bottoming out, but signs of change have also emerged on the demand side in a wide range of segments, especially in China. In this report we analyze the supply chain across sectors, looking in particular at overseas demand.
- **Automobile production close to bottom, but only gradual recovery:** We expect September–October to mark a bottom for global automobile production as the impact of ASEAN lockdowns and the semiconductor shortage coincide, followed by gradual recovery. However, it will take time to completely resolve the chronic semiconductor shortage and logistics bottlenecks, and we expect production to show a U-shaped rather than V-shaped recovery. We forecast global vehicle production volume of 76.1 million units (+2.0% YoY) in 2021 and 83.8 million units (+10.1% YoY) in 2022. At the seven Japanese OEMs we forecast vehicle production of 22.2 million units (+1.8% YoY) in FY2021 and 24.4 million units (+10.1% YoY) in FY2022.
- **Global demand to be solid in the US, adjust in China, and recover in emerging markets:** From a market sustainability perspective, the outlook not only for production but also for demand is important. The US is already near a peak zone in terms of profitability, but we expect restocking to continue in 2022

Japan Equity Research
Autos & Auto Parts
Akira Kishimoto ^{AC}

JPMorgan Securities Japan Co., Ltd.
Head of China Equity Research
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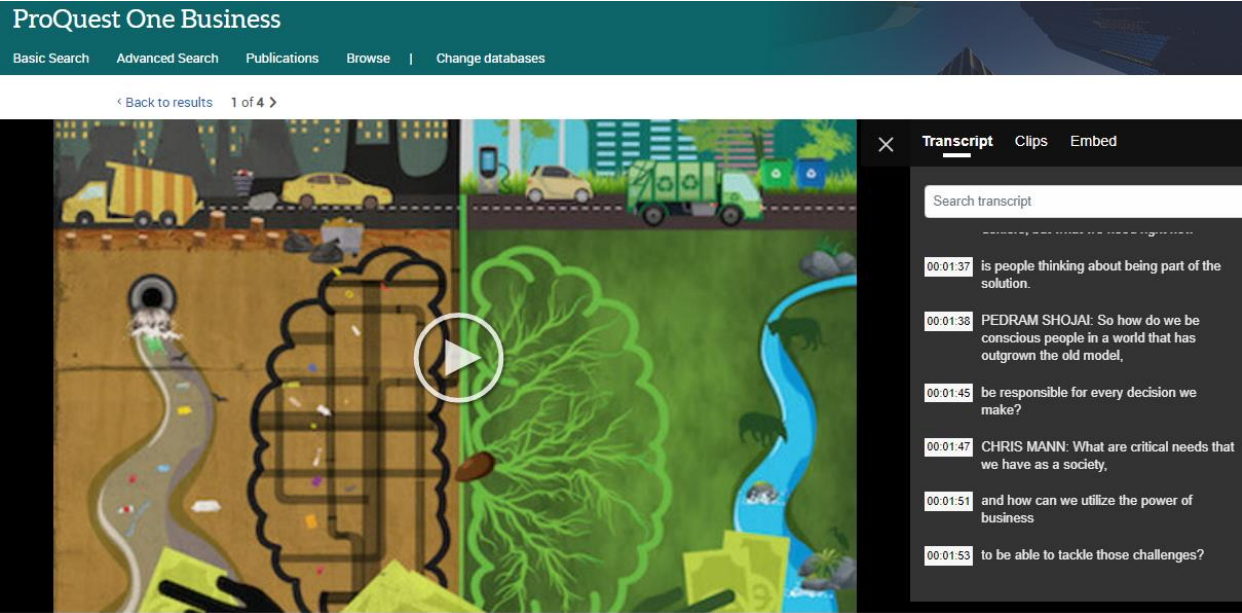
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00:01:37 is people thinking about being part of the solution.

00:01:38 PEDRAM SHOJAI: So how do we be conscious people in a world that has outgrown the old model,

00:01:45 be responsible for every decision we make?

00:01:47 CHRIS MANN: What are critical needs that we have as a society,

00:01:51 and how can we utilize the power of business

00:01:53 to be able to tackle those challenges?

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Seeding Change

Alternate title: Seeding Change: The Power of Conscious Commerce
Yelland, Richard (producer), and Yelland, Richard (director). Seeding Change. Sausalito, CA: Film Platform. Jan 1, 2020.

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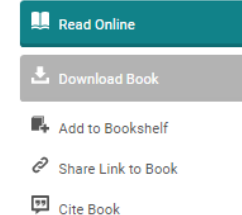
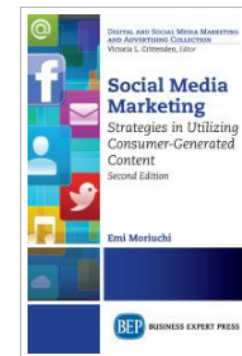
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Social Media Marketing, Second Edition : Strategies in Utilizing Consumer-Generated Content

Emi Moriuchi

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Description

Faced with constant changes in consumer behavior, marketers are seeking various tools to promote and market their brands. Among those tools, the most impactful is consumer-generated content (CGC). CGC is viewed as consumers' units of confidence, which is a form of social proof. CGC allows consumers to be [Show more](#)

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Contents pp vii-viii; 2 pages	Download PDF	Read Online

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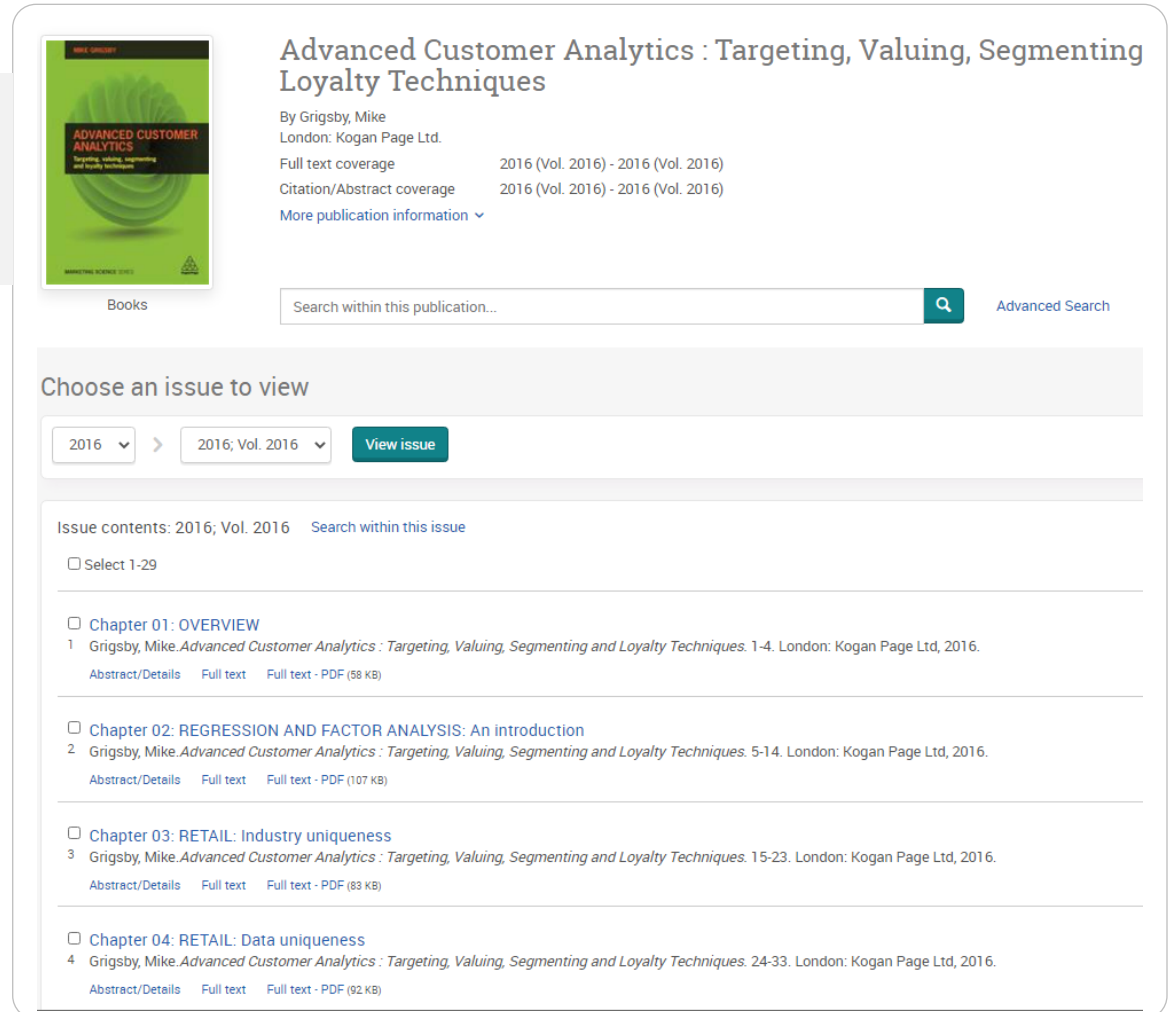
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The screenshot shows the ProQuest One Academic interface for the eBook 'Advanced Customer Analytics : Targeting, Valuing, Segmenting Loyalty Techniques' by Mike Grigsby. The page includes a book cover image, the title, author information, and publication details. It also features a search bar for the publication and a section for selecting an issue to view. The issue contents list four chapters, each with a link to the abstract/details, full text, and full text PDF.

Advanced Customer Analytics : Targeting, Valuing, Segmenting Loyalty Techniques
By Grigsby, Mike
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Chapter 01: OVERVIEW
1 Grigsby, Mike. *Advanced Customer Analytics : Targeting, Valuing, Segmenting and Loyalty Techniques*. 1-4. London: Kogan Page Ltd, 2016.
[Abstract/Details](#) [Full text](#) [Full text - PDF \(58 KB\)](#)

Chapter 02: REGRESSION AND FACTOR ANALYSIS: An introduction
2 Grigsby, Mike. *Advanced Customer Analytics : Targeting, Valuing, Segmenting and Loyalty Techniques*. 5-14. London: Kogan Page Ltd, 2016.
[Abstract/Details](#) [Full text](#) [Full text - PDF \(107 KB\)](#)

Chapter 03: RETAIL: Industry uniqueness
3 Grigsby, Mike. *Advanced Customer Analytics : Targeting, Valuing, Segmenting and Loyalty Techniques*. 15-23. London: Kogan Page Ltd, 2016.
[Abstract/Details](#) [Full text](#) [Full text - PDF \(83 KB\)](#)

Chapter 04: RETAIL: Data uniqueness
4 Grigsby, Mike. *Advanced Customer Analytics : Targeting, Valuing, Segmenting and Loyalty Techniques*. 24-33. London: Kogan Page Ltd, 2016.
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Company	MarketLine (from Global Data)	No	Yes	No	No	No
Company	Global Data	Yes	No	No	Yes	No
Company	Plunkett Corporate Benchmarks	Yes	No	No	No	No
Industry	BMI/Fitch	Yes	Partial	No	Yes	Yes
Industry	Plunkett Research	Yes	No	Yes	No	No
Industry	D&B First Research	Yes	No	No	Yes	No
Industry	Aroq Just-series	Yes	No	Yes	Yes	No
Industry	MarketLine	No	Yes	No	No	No
Industry	Emerging Markets	No	No	No	No	Yes
Industry	Euromonitor	No	No	Yes	Yes	Yes
Country	Economist Intelligence Unit	Yes	No	Yes	Yes	No
Country	BMI/Fitch	Yes	Partial	No	Yes	Yes
Country	Oxford Economics	Yes	No	No	No	No
Country	Country Watch	No	Yes	No	Yes	No
Country	PRS Group	No	Yes	No	Yes	No

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The Economist					
Financial Times					via third-party
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Bloomberg BusinessWeek					
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Forbes					
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Business Insider					

ライセンス契約の関係で、他情報源では収録されることが少ない出版社のタイトルも網羅します。

ケーススタディ提供元 Business Case Provider	ProQuest One Business	Business Source	Gale Business Insights	Nexis Uni	Factiva
Thunderbird School of Management					
IE (Spain)					
Darden Video Cases					
Various case journals					
Business Case Studies at MIT Sloan					
SHRM Case Studies					
Gale Global Case Study Collection					

アメリカのビジネススクールの60名の学長は、Wall Street Journalを含めたDow Jones社を、アメリカのビジネス・経済分野における最も重要な情報提供元であると考えていることが、アリゾナ州立大学のビジネス・ジャーナリズム・コースに所属するDonald W. Reynoldsの調査よりわかりました。The Economistはその次に重要視されています。

<https://cronkite.asu.edu/news-and-events/news/business-school-deans-rank-business-coverage>

CFOs prefer WSJ and The Economist

BY CHRIS ROUSH · JUNE 24, 2017

North American company CFOs prefer The Wall Street Journal and The Economist for news on specific topics, according to a report released this week by accounting and consulting firm Deloitte.



<https://www2.deloitte.com/us/en/pages/finance/articles/cfos-signals-survey-growing-concerns-about-political-and-policy-uncertainty.html>