

Researching Organizations

Good research is vital for a successful job search. The more you know about the organization you are targeting, the more successful you will be in marketing yourself to them. Employers expect applicants to conduct research; it shows your interest and desire to be considered for the position.

Thorough research covers these areas:

- Size of the firm in the industry
- Age of the organization and number of employees
- Potential growth
- Annual growth trend for the last five years
- Product lines or services
- Their competition
- Organizational structure by product line or function
- Geographical locations
- Number of plants, stores, sales offices, or departments
- Short-term profit picture
- Training structure
- Recent items in the news
- Reputation
- Typical career path in the field
- People you know in the firm
- Employment contact names

Thorough research takes time, good organizational skills and persistence. Be sure to allow plenty of time prior to an interview to research the employer, review the information, and understand how your career interests, skills and values match those of the employer.

Research Resources

Career Development Center website: www.indiana.edu/~career/students/index.php

- Under “Career Resource Library,” visit the “Web Link Library”
- Under “Find a Job or Internship,” click on “Other Ways to Find Openings,” then “Research Employers”

General Websites for Company Research:

- Business Week www.businessweek.com
- Google www.google.com
- Wetfeet www.wetfeet.com
- Thomas Register of American Manufacturers www.thomasnet.com
- Vault www.vaultreports.com
- Fortune Magazine www.money.cnn.com/magazines/fortune
- Hoover’s Online <http://premium.hoovers.com/subscribe/>

Indiana Employer Directories:

- Indianapolis Business Journal Book of Lists
- Indianapolis Chamber of Commerce Directory
- The Rainbow Book (Comprehensive directory of human services for central Indiana)
- Indiana Job Bank

Employer Directories:

- Adam’s Jobs Almanac
- Greater Cincinnati Chamber of Commerce, Get Connected
- Job Banks Series (employer information organized by state or major metropolitan areas)
- Peterson’s Top 2,500 Employers (the largest and fastest-growing U.S. companies)
- The Job Bank Guide to Computer Companies
- The Job Bank Guide to Health Care Companies

Hoover’s Employer Directories:

- American Business
- Private Companies
- World Business