

Technology Commercialization Research



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Search Strategies

- Look for databases, organizations, associations, etc., that contain or publish trade information, trade journals, newsletters or research about your chosen technology
- Begin your search by using a generally accepted technology term and or acronym. Databases will index key words, acronyms and some synonyms. Look for codes, thesauri, indexes, etc. to help you find the proper term
- Start with a broad search using appropriate terms, narrowing the search by adding additional search terms such as trends, forecasts, commercial, application, etc

Commercial Markets

- **Inspec:** Multidisciplinary technology database of scholarly literature which often includes information about commercial application of technologies
- **Business Source Complete:** Articles on all aspects of business including commercializing technologies
- **USPTO:** www.uspto.gov > Patent searching

Company & Industry

- **Business Source Complete:** Company profiles, industry reports, product reviews, technology and business trade publication news
- **Business & Company Resource Center:** Company histories, industry overviews, market share
- **NetAdvantage:** Standard & Poor's industry surveys and stock reports for companies
- **Corptech:** Technology company directory, product, market information
- **Factiva:** Newspapers and trade publications from around the world - includes WSJ and Financial Times
- **Hoovers:** Company profiles include product/brand name listings, competitors, product segmentation data, and an IPO watch calendar and IPO pricing by industry
- **Mergent:** Comprehensive company financial information, use Search EDGAR to keyword search in SEC filings specifically S1s

Market Research

- **eMarketer:** Aggregates data supplied by research firms, consultancies, government agencies, focus on Internet, mobile, wireless, e-commerce, IT, marketing/advertising, media/entertainment
- **Gartner:** Market size, hype cycles, market trends, for technology
- **Mintel:** Market size, trends, drivers, segmentation, forecasts, plus, supply structure, advertising and promotion, consumer characteristics, and market forecasts. Must use an "@utexas.edu" email address to create account
- **Business Source Complete:** Search for company and then narrow with the "market research reports" radio button
- **Factiva:** Newspapers and trade publications from around the world - includes WSJ and Financial Times