

# STRATEGIC CORPORATE RESEARCH

## WORKSHOP:

### LOOKING INSIDE THE CORPORATE WORLD

A two-day program for academic, labour and community-based researchers and activists

Friday/Saturday **June 8 and 9** 9:30 a.m – 4:30 p.m

### Institute of Political Economy

15th Floor Dunton Tower • Carleton University, Ottawa

This **two-day workshop** provides an introduction to strategic corporate research. The aim of the workshop is to help participants do research that is useful for organizing, collective bargaining, and community campaigns, as well as for academic research. We will explore the availability of public domain information for **corporate research**, and review a comprehensive model for conducting research on corporations. The workshop provides an overview of **key electronic resources** and gives participants hands-on experience using online databases. Using the material from this workshop, participants will be able to more easily access and use **public domain information** to build profiles of corporate identities, resources and activities.

The workshop will be taught by **Tom Juravich**, Professor of Labor Studies, University of Massachusetts and Adjunct Research Professor at the Institute of Political Economy at Carleton University. Professor Juravich has been conducting **strategic research**, and teaching strategic corporate research for unions, community-based organizations and in academic courses, for over a decade. He will be introducing a new comprehensive web site for conducting corporate research on firms based in both Canada and the U. S., which includes resources available at Carleton University.

**Cost \$350**, including all materials

For more information contact Tom Juravich, [juravich@lrrc.umass.edu](mailto:juravich@lrrc.umass.edu)

To register contact the Institute Administrator: [donna\\_coghill@carleton.ca](mailto:donna_coghill@carleton.ca)