

Online information resources for Management research – Exploring Business Source Premier to identify journal articles on a subject & to gather information about a company

Most assignments require you to use quality information that is up to date, objective and relevant. The following exercises have been designed to give you the opportunity to explore the bibliographic database **Business Source Premier** to identify information resources on a subject (literature searching).



If you have any questions during the workshop please ask for help. If you have any questions following the workshop related to searching for information on a subject or general questions about the Library you can contact your Academic Liaison Librarian, Lindsey Myers (lindsey.myers@york.ac.uk).

Using bibliographic databases

YorSearch, the Library Catalogue, can only tell you about books and journals which are part of the Library's stock, and a publisher's e-journal service will direct you to articles from its own publications.

Bibliographic databases provide information about *everything* published nationally, or sometimes globally, in a given subject area.

If you want to find articles on a specific subject, but don't know which journals will have published those articles, a bibliographic database is the place to start looking. A typical bibliographic database indexes the contents of hundreds, sometimes thousands of journals, over a period of thirty years or more. Take a look at the RMIT University's *What's a library database?* video, if you need to know more about bibliographic databases: www.youtube.com/watch?v=KKIbnNLCh8g

All the bibliographic databases to which the Library subscribes have been brought together in one place: the **E-resources Guide**. The E-resources Guide can be accessed directly at:

<http://subjectguides.york.ac.uk/e-resources>

Exercise 1: Creating a search strategy

Creating an effective search strategy will help to ensure that you find the key material for your research. A strategy can be applied to any searchable information resource, and is particularly helpful when searching large bibliographic databases.

A search strategy will help you when you either have too many results or too few. Spending a couple of minutes thinking about your search topic, considering keywords and devising a strategy is guaranteed to improve the quality of the results that you find, and could also save you a lot of time!

Following the steps described below, use the search strategy grid on page 3 to create a strategy for the research topic shown.



1. Think about your research topic as a **question** or **series of questions**. [A question has already been identified for you and appears in the search strategy grid]
2. Identify the **keywords** (search terms) in the question and underline the keywords or phrase(s).
3. Find **synonyms** (alternative terms) for each of your keywords (the words that you have underlined).
For example: **manager or executive or boss or person in charge**.
The more synonyms you use the more comprehensive your search.



4. Use **quotation marks** to search for phrases. For example: **"global economy"**
5. Apply **truncation** (often an asterisk *) at the end of a word to find variant endings and increase the number of matching items. For example: **effective*** would find **effective**, **effectiveness** and **effectively**
6. Apply **wildcards** (often a question mark ?) to replace any single letter within a word to find variant spellings. For example: **globali?ation** will find **globalisation** and **globalization**
7. Apply **proximity** (e.g. **Nn** in Business Source Premier) when there is a connection between your search terms and you need to find the terms near each other. For example, **advertising N2 campaign** finds results that contain the terms **within two words of one another** such as *campaign champions interactive advertising*.
8. Combine the different elements of your search using **AND/OR/NOT**:

AND	OR	NOT (use with caution)
Each result contains all the search terms.	Each result contains at least one search term.	Results do not contain the specified terms.
The search: manager? AND effective* AND "global economy" finds items that contain all three search terms.	The search: "global economy" OR "international competition" finds items that contain either search term.	The search: "global economy" NOT "global advertising" finds items that contain global economy but removes those that contain global advertising.

EXAMPLE

Question	What makes an <u>effective manager</u> in today's <u>global economy</u> ?
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Main concepts keywords and phrases			
	manager?	AND	effective*
		AND	global N2 econom*
synonyms, related terms, broader or narrow terms (incl. variations in spelling and plurals)	OR		
	executive?		success*
	boss*		profitable
	"person in charge"		lucrative
			globali?ation
			"international business"
			"international competition"

Many of the bibliographic databases use search grids which make combining the different aspects of your topic much more straightforward. Below you can see our example search transferred into a search grid on the database **Business Source Premier**:



Searching: **Business Source Premier** | Choose Databases

manager? or executive? or boss* or "pers in" in Select a Field (optional) [Search] [Clear] [?]

AND effective* or success* or profita in Select a Field (optional)

AND global N2 econom* or globali?a in Select a Field (optional) [Add Row]

Basic Search | Advanced Search | Visual Search | Search History

The keywords for each element of the search are added into the three text boxes with the word **or** used to separate the different alternate terms. These terms are then combined using the **AND** option shown in the drop down menus on the left.

Create a search strategy for the research topic shown here:



Question:	How can employee participation help in implementing organisational change management?
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Step 1:
identify the **keywords** in this question & underline them

Step 2: enter each **keyword/phrase** that you identify in the research question into the boxes on the 1st row (each keyword/concept will be combined in your search using **AND**)

keywords and phrases				
		AND		AND
synonyms, related terms, broader or narrow terms thesaurus terms (including variations in spelling and plurals)	OR			

Step 3: find **synonyms** (alternate terms) for each of your keywords and enter these into the relevant boxes on the 2nd row (each synonym will be combined in your search using **OR**)

Steps 4/5/6 & 7:

Apply (when it is appropriate to do so):

- **quotation marks** to search for phrases;
- **truncation** to find variant endings of a word;
- **wildcards** to find variant spellings of a word;
- **proximity** when there is a connection between your search terms and you need to find the terms near each other.

Refer to the **Business Source Premier: quick user guide** for help with this.

Help!

Use dictionaries and thesauri to identify synonyms. Online options include: <http://thesaurus.com> and www.onelook.com. Dictionaries: Oxford & Cambridge provide historical information; Chambers is very clear; Merriam-Webster's for American usage.

Business Source Premier

One of the key bibliographic databases for Management Studies is **Business Source Premier**. Others include: **Passport GMID**, the **Social Science Citation Index on Web of Science** and **Nexis UK** (newspapers).

The next few pages illustrate some search results from *Business Source Premier* and the path through to full text articles in the electronic journals where available. They do not give full information about how to access and use all the features of this database; this can be found in the help pages on the database.

Before embarking on any literature search, take time to consider the following:

1. Which database(s) is/are best for your topic;
2. Whether you want a regional focus – e.g. UK, USA, China, Europe;
3. Whether to date-limit your search (e.g. only items published since 2000).

Exercise 2: Searching Business Source Premier to find journal articles on a subject

Business Source Premier is a particularly valuable database because it provides access to the **full text** of most material it indexes. Many other databases do not provide immediate full text access on their site, although in many cases they allow you to easily link via [Find It @ York](#) to the online full text where we have a subscription at York.

Business Source Premier is a business research database that provides the full text of articles from over 2,100 journals, including more than 1,000 business journals that have been assessed by academic specialists in the area (that is, they have been **peer-reviewed**). The database also provides online access to information such as country economic reports from the EIU (Economic Intelligence Unit) and detailed company profiles for 10,000 of the world's largest companies.

Following the steps described below, and using the **search strategy that you created on page 3**, find journals articles on a subject.



1. Access the **E-resources Guide** directly at this address: <http://subjectguides.york.ac.uk/e-resources>. When the **E-resources Guide** has opened select **Management Studies** from the **E-resources by Subject** drop-down menu. A list of resources in this area is then displayed.

Select
**Management
Studies** from the
**E-resources by
Subject** drop-
down menu.

E-resources Guide

Last Updated: Oct 30, 2012 URL: <http://subjectguides.york.ac.uk/e-resol>

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Welcome

E-resources by Title
The pages above list our e-resources alphabetically by title. You can access a resource by clicking on the title; you may then need to login with your York IT Services username and password.

E-resources by Subject
For resources chosen by your Academic Liaison Librarian:
Please select a subject

E-resources by Category
Please select a category

Management Studies

- [British Humanities Index \(ProQuest\)](#) ⓘ
- [Business Source Premier \(EBSCO\)](#) ⓘ
- [COPAC](#) ⓘ
- [ebrary](#) ⓘ
- [EconLit \(OvidSP\)](#) ⓘ
- [Economist Historical Archive, 1843 onwards \(excluding the most recent 4 years\)](#) ⓘ
- [Emerald Journals](#) ⓘ
- [Encyclopedia of Quantitative Finance](#) ⓘ
- Euromonitor
See entry for Passport.
- [FAME \(Financial Analysis Made Easy\)](#) ⓘ
Access to FAME is via IP address so personalisation options are not linked to your individual login.
- [Financial Times 1982 onwards \(excluding the last 30 days\) \(Nexis UK\)](#) ⓘ ⓘ
To search the Financial Times go to the Sources tab and use the Find Sources options. For information about how to combine the FT with other sources search the Nexis help on "combine sources".

Please note that the Financial Times coverage in Nexis UK excludes the last 30 days.

For further information see [Finding Financial Times articles on Nexis UK](#).
- [Financial Times Historical Archive, 1888 onwards \(excluding the most recent 4 years\)](#) ⓘ

Click ⓘ, the **Information** button, to learn more about any resource.

2. Scroll down the list of databases relevant to Management Studies, until you reach the entry for **Business Source Premier (EBSCO)**. Click the database title. When you reach the **University of York log in** prompt, log in with your IT username and password.
3. It may take a few seconds to reach the database home page. When you get there, click on the **Advanced Search** link.



Searching: **Business Source Premier** Choose Databases

Search **Clear** ⓘ

☒ Keyword
 ☐ Company
 ☐ Industry
 ☐ Author
 ☐ Publication
 ☐ Subject

Search Options | Basic Search | **Advanced Search** | Visual Search | Search History

Business Source Premier
powered by EBSCOhost

[New Search](#) | [Database Help](#)

[Sign In](#) | [Folder](#) | [Preferences](#) | [Help](#) | [Exit](#)

UNIVERSITY OF YORK

[Search History/Alerts](#) | [Search Other Databases](#)

Basic Search | **Advanced Search** | Visual Search

Find: in in in [Add Row](#)

In: (Searching: Business Source Premier)

[Search](#) [Clear](#) [Search Tips](#)

Limit results to: [Reset](#)

☐ Full Text
☐ Scholarly (Peer Reviewed) Journals
☐ References Available
 Published Date from Month Year: to Month Year:
☐ Document Type

☐ Article
☐ Biography
☐ Book Review
☐ Company Report
☐ Editorial
☐ Industry Overview
☐ Letter
☐ Proceeding
☐ Report
☐ Working Paper

☐ Bibliography
☐ Book Entry
☐ Case Study
☐ Directory
☐ Erratum
☐ Interview
☐ Obituary
☐ Product Review
☐ Speech

[More Options ...](#)

Search

Browse

- [Subjects](#)
- [Authors](#)
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- [Indexes](#)
- [Publications](#)
- [Academic Journals](#)
- [Books/Monographs](#)
- [Company Profiles](#)
- [Country Reports](#)
- [Industry Profiles](#)
- [Magazines](#)
- [Market Research Reports](#)
- [SWOT Analyses](#)
- [Trade Journals](#)
- [Working Papers](#)

4. Enter the keywords/phrases which relate to your research question (e.g. the keywords that you identified in your search strategy) into the search boxes, then click the **Search** button.

Remember: Enter the keywords for each concept/element into one row, with the word **or** used to separate the different alternate terms. Then combine these terms using the **AND** option shown in the drop down menus on the left. See the example on the next page:

Searching: **Business Source Premier** | Choose Databases

manager? or executive? or boss* or "pers in Select a Field (optional) [v]

AND [v] effective* or success* or profita in Select a Field (optional) [v]

AND [v] global N2 econom* or globali?a in Select a Field (optional) [v] [Add Row](#)

[Basic Search](#) | [Advanced Search](#) | [Visual Search](#) | [Search History](#)

[Search](#) [Clear](#) ?

5. How many records (articles or other documents) have you found?



6. Browse through some of the records you have found. Click on the title of any record to open a full description of it. Here is an example:

[Detailed Record](#)

[PDF Full Text \(2.2MB\)](#)

[Find It @ York](#) [Check YorSearch for more information](#)

[Find Similar Results using SmartText Searching.](#)

[Result List](#) | [Refine Search](#) | 5 of 622

Change Management.

Source: [Harvard International Review](#). Fall2013, Vol. 35 Issue 2, p70-71. 2p.

Document Type: Interview

Subject Terms: [IMMIGRATION reform](#)
[LIBERTY](#)
[COLLEGE teachers](#)

People: [RICE, Condoleezza, 1954- -- Interviews](#)
[PUTIN, Vladimir Vladimirovich, 1952-](#)

Abstract: An interview with Condoleezza Rice, Professor of Politics and former U.S. President George W. Bush enacted policies she regrets the failure to pass a comprehensive immigration reform. She cites her interest in work with Russian President Vladimir Putin in a post Cold War environment. She notes how the position of Secretary of State can consume one's identity.

ISSN: 0739-1854

Accession Number: 91512833

Tools

[Add to folder](#)

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[Have](#)

[Cite](#)

[Export](#)

[Create Note](#)

[Permalink](#)

[Bookmark](#)

Each **subject term** (descriptor) is a **hyperlink** which allows you to search across all articles on the same subject.

Note: Business Source Premier uses an American system of subject terms, similar to use those used in the Library Catalogue.

7. To access the full text of the article via Business Source Premier, click on the **PDF Full Text** link on the left of the record. Note that some records may be supplied in HTML format: where this is the case there will be a **HTML Full Text** link on the left of the full record.

If you don't see a *PDF Full Text* or *HTML Full Text* link, it's not available in full text on the database but you may be able to access the full text through the Library's e-journal subscriptions.

8. Choose one article not available on Business Source Premier and click the [Find It @ York](#) button, which enables you to check whether the Library has a subscription to the journal concerned, via YorSearch:

- If the Library has a subscription to the e-journal you will see the text *Fulltext available* and **View It**, displaying the different publishers/hosts providing electronic access to the journal. Choose any one of the options to view the article you need.
- If the Library only has print copies of the journal, the *View It* option will not be shown and **Get It** will provide you with the location and details of the volumes held by the Library.

- If we don't have a subscription to the journal, in print or electronically, the text ***This item is not available. If you need to obtain this item please contact the Library*** will be shown. If we don't have what you need we may be able to obtain the item for you through our **Interlending** service, see: <http://www.york.ac.uk/library/borrowing/interlending>

9. Close the host service websites you have visited, in order to return to your list of references from the bibliographic database. If you're not satisfied with your results so far, try a new search – consider whether there are any other terms you could use (broader or more specific), or perhaps search for an author who is prominent in the area you've chosen. Keep a record of each search you try, and the number of results you find.

When you have finished searching Business Source Premier for journal articles, click on **New Search** (top left corner) before starting the next exercise.

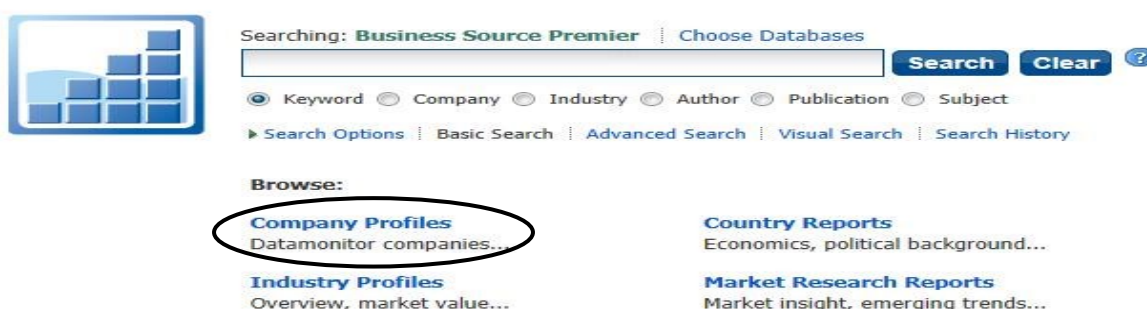
Exercise 3: Finding company information on Business Source Premier

The Business Source Premier database also provides online access to information such as country economic reports from the EIU (Economic Intelligence Unit) and detailed company profiles for 10,000 of the world's largest companies.

Following the steps described below, search for information on a company.



1. From the New Search page, click on the **Company Profiles** from the list of resources to Browse.



The Company Profiles List Screen appears with the beginning of the list displayed. You can use the Next | Previous and A - Z links to page through the Company Profiles List.

Company Profiles			
Browse for:			
Browse			
☒ Alphabetical ☐ Match Any Words			
Page: Previous Next A B C D E F G H I J K L M N O P Q R S T U V W X Y Z			
Company Name	PDF Complete Report	Location	Industry
A Nelson & Co Ltd	MarketLine Report (946K)	United Kingdom	PHARMACEUTICALS
A&D Pharma Holdings N.V.	MarketLine Report (940K)	ROM	PHARMACEUTICALS
A-Sonic Aerospace Limited	MarketLine Report (123K)	Singapore	AEROSPACE
A. M. Castle & Co.	MarketLine Report (151K)	United States	METALS; MINING
A. O. Smith Corporation	MarketLine Report (998K)	United States	MANUFACTURING
A. Schulman, Inc.	MarketLine Report (1007K)	United States	CHEMICALS

- Search for a company by entering your search terms in the **Browse for:** search box. You can enter all or part of a company name. For example, you could search for: Sony; Google; Bank of China; China Steel Corporation; British Airways etc.
- Select a search type. Click one:
 - Alphabetical** - Finds companies beginning with the letters you entered. Results are displayed in alphabetical order.
 - Match Any Words** - Finds companies with one or more of your terms in the company name. Results are displayed in order of relevance to your search terms.
- Click **Browse** to view a Result List of companies that match your search terms. Use the Next | Previous links to page through the list of results.
- To view the company report you wish to read, click on the hyperlinked **company name**. The Detail View is then displayed. (Note: You can print, e-mail or save the result.) Then click on the **MarketLine Report** link.

Click on the links under **Related Information** to search the database for results related to the company you are viewing (e.g. newspaper articles).

Note: The MarketLine Report should open automatically in the database. This does not always happen if you are using Internet Explorer. In this case, we advise you to use a different search engine (e.g. Firefox) when using Business Source Premier.

- Using the MarketLine Report for the company you have searched for, find the name of the Chief Executive Officer (CEO) of that company.



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- Who are the company's top competitors? List 3 competitors...



.....



.....



.....

- To return to the Result List, click the **Back** link at the top of the screen.

When you have finished searching Business Source Premier, **close** all open windows.

Search alerts and journals alerts in Business Source Premier: keeping up-to-date

Search alerts can help you keep up when new articles are published on topics you're interested in, or notify you when the full text of a new issue of a journal is available in a database. Many bibliographic databases offer search alert services via email or RSS feed. Database help pages will give you more information.

To find out how to create search alerts in Business Source Premier (EBSCO) watch the videos on the **Management Subject Guide** in the **Keeping Up-To-Date** section
<http://subjectguides.york.ac.uk/management>.

Getting help

If you have any difficulties using or understanding this handout, or with the University Library's electronic information resources generally, here are some pointers to help:

- The **Management Subject Guide** <http://subjectguides.york.ac.uk/management> provides information on finding Management resources:
 - Books and e-Books
 - Journals and journal articles
 - Business news
 - Company information
 - Market research
 - On the Web
 - Statistics
 - Theses and dissertations
- Ask for help at the **Library Help Desk**, or email lib-enquiry@york.ac.uk
- Contact the Liaison Librarian for Management: email lib-management@york.ac.uk
- Further information about Library services and resources can be found on our website: www.york.ac.uk/library