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:

<table>
<thead>
<tr>
<th>AND</th>
<th>OR</th>
<th>NOT (use with caution)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each result contains all the search terms.</td>
<td>Each result contains at least one search term.</td>
<td>Results do not contain the specified terms.</td>
</tr>
<tr>
<td>The search: manager? AND effective* AND “global economy” finds items that contain all three search terms.</td>
<td>The search: “global economy” OR “international competition” finds items that contain either search term.</td>
<td>The search: “global economy” NOT “global advertising” finds items that contain global economy but removes those that contain global advertising.</td>
</tr>
</tbody>
</table>

**EXAMPLE**

**Question**  What makes an effective manager in today’s global economy?

**Main concepts**

**keywords and phrases**

- manager?
- effective*
- global N2 econom*

**synonyms, related terms, broader or narrow terms** (incl. variations in spelling and plurals)

- executive?
- boss*
- “person in charge”

- success*
- profitable
- 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:

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?

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)

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 GMD, 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 in 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 at 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.
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.

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:
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:

![Example Record]

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](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.
2. 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.

3. 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.

4. 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.

5. 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.

   ![Diagram showing MarketLine Report]

   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.

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

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

8. 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