

Using

Business Source Premier via EBSCOhost

Business Source Premier is a database designed to serve libraries and business schools, focusing on **all areas of business** including management, economics, finance, accounting, international business and more. BSP offers access to more than 2,300 full text journals. BSP also includes country economic reports, industry reports, market research reports and detailed company profiles for over 10,000 of the world's largest companies. Most full text articles are in PDF format.

Representative publications include:

Harvard Business Review

Japan Economic Studies

Journal of Applied Finance

Human Resource Planning

Journal of Marketing Research

Journal of Air Transportation

Industrial & Labor Relations Review

Public Administration Quarterly

Accounting Review

IEE Review

Economic Affairs

People & Strategy

Potential uses include:

- ***Research Projects***
Locating peer-reviewed articles
Full-text access to publications not in the library
- ***Critical Essays***
Opinion articles
Economic forecasts
- ***Business Information***
Company profiles

Accessing Business Source Premier

Access is available to all Marian University students, faculty and staff via a link from the library web site (www.marian.edu/library). Use the computers in the library, campus computer labs, or any computer with internet access.

Note about off campus access: You will be prompted to type in your Marian University email account name and password to authenticate you as a valid user before you will be able to access the database.

Path to database

Library web site → Articles and Databases → Business Source Premier

- See reverse for search tips -

TIPS FOR SEARCHING AN ELECTRONIC DATABASE

Keep it simple

Search by one or two terms only.

Start with the most obvious or relevant term(s), narrow the search as you review your results.

Be certain you are spelling your search term(s) correctly.

Search operators (also called Boolean operators)

And	Or	Not
Decreases number of hits	Increases number of hits	Decreases number of hits
Each result contains all search terms.	Each result contains at least one search term.	Results do not contain the specified terms.
The search <i>heart and lung</i> finds items that contain both <i>heart</i> and <i>lung</i> .	The search <i>heart or lung</i> finds items that contain either <i>heart</i> or items that contain <i>lung</i> .	The search <i>heart not lung</i> finds items that contain <i>heart</i> but do not contain <i>lung</i> .

Grouping search terms and operators

Group similar terms, using parentheses and search operators to broaden the search.

(athletes or athletics or sports) and nutrition

Truncation and Wildcards

Truncation is represented by an asterisk (*). The * symbol may be used to search for any form of a root word. Educat* searches for educate, education, educational, educator, etc.

Truncation tip: Use “or” to search singular and plural forms of a root word instead of using *
Ex. (cell or cells) will search only for the singular and plural of “cell”
cell* will also return cellular, cellulose, celluloid or other non-relevant terms

The **wildcard** is represented by a question mark ?. To use the wildcard, enter your search terms and replace each unknown character with a ?. Results include all citations of that word with the ? replaced by a letter.
Example: type ne?t to find all citations containing neat, nest or next. Net is not returned because the wildcard replaces a single character.

Search results and printing

Sample search: ethics AND human resources

Sample hit result:

CORPORATIONS AS CITIZENS: POLITICAL NOT METAPHORICAL. By: Néron, Pierre-Yves; Norman, Wayne. Business *Ethics* Quarterly, Jan2008, Vol. 18 Issue 1, p61-66, 6p; (AN 28527428)

Cited References (8)  PDF Full Text (377K)

Click on either the title or the file format to access the available text. If no file format is specified, full-text is not available. The citation will be displayed first along with the abstract, followed by the full text of the article if available. **Note: Any item not accessible in full text format may be available via Interlibrary loan. Please complete the Interlibrary Loan Request form available on the library website and submit it to the circulation desk.**

Scan the abstract and article text **before** printing to be certain it is relevant and applicable to your needs. To print an article, display the text, click on the print button within the database (not the browser print icon) and follow the printing instructions.

Please help conserve library resources - - do not print articles you do not need!

SPECIAL SEARCH FEATURES – Business Source Premier

Business Source Premier offers database-specific search aids designed to quickly identify and search the most relevant terms. Using these aids may speed up the search process by focusing the search directly on a predefined topic specifically indexed by the database.

Using the Thesaurus

The Thesaurus feature may be used build a search or broaden an existing search by adding predefined terms from a list designed specifically for the BSP database. Terms in the Thesaurus are cross-referenced; if the term you wish to use is not part of the thesaurus list, the appropriate term will be specified and linked.

Ex. INSURANCE, Medical malpractice Use: INSURANCE, Physicians' liability

Click on the **Thesaurus** link on the EBSCOHost toolbar. This will give you an alphabetical listing of search terms.

Browse the list by typing an entry in the box and clicking on Browse, or using the up and down arrows in the upper right corner of the Thesaurus page tab.

Select from the list a term you wish add to your search by clicking in the box to the left, then click on the Add button. The term will be added to your search as an “or” term (see Search Operators section of previous page), broadening your search to include the specified term(s). You may add more than one term using the Thesaurus feature simply repeat the process until you have added all terms.

Click on the Search button next to the Find dialog box to run the search. The results list will be limited to articles that reference the terms you selected.

Company Profiles

The Company Profiles option provides access to PDF versions of Datamonitor Company Profile Authority reports on the 10,000 largest companies worldwide. Report details include basic company contact information, NAICS classification, company history, major products and services, major competitors, key personnel and subsidiaries.

Click on the **Company Profiles** link on the EBSCOHost toolbar. This will give you an alphabetical listing of companies profiled by BSP.*

Browse the list by typing an entry in the box and clicking on Browse, or using the up and down arrows in the upper right corner of the Company Profiles page tab.

PepsiCo, Inc.

 PDF Complete Report (211K)

Country: United States

Industries: DRINKS

Click on the company name for a brief view of information.

Click on PDF Complete Report to view the entire company profile.

* The subject terms and company lists are database tools intended to help focus a search. They are intended to be a part of the search process, not the only access to articles and citations in the database. Feel free to type any name or term you consider relevant into the keyword search box if you prefer that method.

Refer to the *Tips for Searching an Electronic Database* section of this guide for assistance with general search methods, strategies and reviewing/printing results.