University of Alabama in Huntsville

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Database Spotlight | Library

Fall 9-1-2014

Database Spotlight: Business Administration Fall 2014

The University of Alabama in Huntsville

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Outside the Box : *ScienceDirect*

It may not be the first resource to pop into your mind when you are looking for articles on marketing strategies or corporate financial data, but Elsevier's *ScienceDirect* shouldn't be overlooked! Salmon Library has access to over 200 full text journals from this database addressing various topics in management science, marketing, and economics. The quickest way to find them on the *ScienceDirect* main page is to look under **Social Sciences and Humanities** for **Business, Management and Accounting**. Titles range from covering social structure and accounting as in *Accounting, Organizations and Society*, to delving into the systems supporting data-intensive applications as in *Information Systems*. Whether it be international business, tourism industry, or project management, *ScienceDirect* has a wealth of content for our business administration programs!

We're here for you...

Contact your librarian with questions or comments about your resources! To see a complete listing of Business databases, check out our LibGuide at:

http://libguides.uah.edu/databases/business.

Electronic Resources and Business Librarian

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A major player in business research, *ReferenceUSA* is a platform that empowers you with research data for creating marketing plans and conducting competitive analysis. Over 20 million businesses are represented here, and the applications are for more than just revenue data. This is a tool to profile a neighborhood, city, or state by type of business, size of business, or perhaps by median incomes. The ability to select a location and do a search for the number of similar businesses in an area can be vital in market research, providing a tool to gauge the competition's strengths and weaknesses by such factors as credit rating or years in operation.

A basic search allows you to search for a company, such as Cisco Systems Inc., and instantly get organizational details at several levels, from the parent company down to the local branch. This is great when you need figures for sales volume or employee numbers, as much of *RefUSA*'s value comes from its use as a comparative tool in performing business research. It is a good way to see NAICS or SIC codes relevant to your company. You can run advanced searches to tailor easily exportable tables with comparisons by state, county, or sales volume. *RefUSA* can also be a valuable job seeking resource! Pulled from such sites as Indeed.com, openings are listed within each company, as well as searchable by location or job title.

Quick Tip: When using the *Journal Citation Reports* database, select "Social Sciences Edition," search by "subject category," then "business." The results can be sorted by total cites or impact ratings, granting insights into leading journals in the field!

Mergent Online offers detailed company and industry financial insights, but it's the concise summary reports that add value to this database. When you want data such as EDGAR filings, executive information, and news stories all in one place, this database might be the solution! While the basic company information is at the top, other useful tidbits and reports are available in a tab-delineated interface. The **Competitors** button will quickly compile a list of rival businesses based on industry codes and select financial data, making *Mergent* a solid comparative tool as well. You can build large reports via a **Company Analysis List** feature next to each company's name. If you wanted to compare financial data for competing theater chains like Carmike and Regal Cinemas, you can add them to your personalized *Mergent* Tool list to compare over the last few years/quarters, based on a variety of financial data points, such as compensation, debt issues, or even a simple breakdown of theater locations by state.

DATAMONITOR For reliable, granular reports on a given company's history, products, and current events, *Datamonitor Company Reports* should be a part of your research strategy. It's important to remember that only parent companies are listed in this database, so make sure to search accordingly. Once you find your company, the easy-to-navigate layout and diverse data points make this a valuable research tool. The MarketLine reports within share a similar format, so it's easy to navigate them regardless of the company. Categories for overview, historical, and biographical information of executives provide concise lists, making identifying major products and services easy enough. The reports tend to then move on to providing data on revenue, as well as SWOT analysis. Top competitors are available as well, and the reports tend to close with a letter from the CEO addressing the previous year's achievements, disappointments, and future goals. These reports are updated every few months, and even include directory information on subsidiaries and various locations. As an EBSCO database, it benefits from a set of tools common throughout all EBSCO platforms, making citing, printing, and exporting reports fairly intuitive. Further value can be found when using this database in tandem with *Datamonitor Industry Profiles*, allowing you to view the state of a particular industry by analyzing key metrics in market trends and leading companies.

Did you know…?

The *Academy of Management Journal* was cited 19,426 times in 2013, according to *Journal Citation Reports*. <u>Hint:</u> We have this journal. Check it out!

OneSearch : Make It Work For You!

Ah, *OneSearch*…that "search everything right now" solution! Well, it can be a boon or a burden depending on, like most things, how you use it! While this *is* a tool for discovering what Salmon Library has on a subject across various databases, formats, and publishers, it can be overwhelming. It's probably not the best place to search for something like **business**, unless you want around 46 million hits ranging from a general handbook on the profession to a newspaper story about ConAgra Foods' Q4 revenue in 2013, with lots in between.

The rule of thumb for *OneSearch*? Use that limiter bar on the left, always! *OneSearch* works best when you cast that "search net" wide on a topic , such as **business ethics and profit**. Sure, you may get 448,000 results, but maybe you just want conference proceedings or dissertations. There are categories buried under "Source Type" on the left. Click what you want, and you'll be down to hundreds, then dozens. It's all about narrowing down! We may still not have full text for what you need, but we'll try and get it for you if we can!

Quick Tip:

Quick Tip: The library has access to many valuable reference tools and sourcebooks from the *Gale Virtual Reference Library*, featuring useful topics and directories for related organizations. One such book is the *Gale E-Commerce Sourcebook*, full of "How to" topics on online freelancing, mobile commerce, managing inventory, project management, and more! It also contains suggested journals and books for further reading, a directory of leading e-commerce companies ranked by revenue, and a list of popular tradeshows and consultants in the industry.

ABI Inform : Tips and Tricks

When it's time to peruse our periodicals for useful articles in basically every aspect of business administration, this database is one you've likely visited. You'll find a mix of titles covering corporate strategies, some product information, management techniques, and more. The basic, default search has an option to immediately sort by peer reviewed content right out of the gate, and Salmon Library's subscription supplies the *Complete* edition of *ABI*, with global and trading industry content. Jumping to an Advanced Search, however, opens up a more robust toolkit, and you will improve your search result list by taking note of the various document types to sort by, such as limiting to case studies, annual reports, dissertations, or even market research. *ABI Inform*'s interface allows you to quickly look up NAICS and classification codes, as well as a handy **Data & Reports** tool, letting you retrieve report types relevant to your interests based on company profiles, industry or annual reports.

AVL Spotlight : Business Source Premier

Business Source Premier The Alabama Virtual Library provides access for citizens of the state of Alabama to a number of databases, so we should certainly take advantage of these tools. One such resource is *Business Source Premier*, a collection of over a thousand full text business periodicals covering country reports from the EIU, some industry and company profiles, and virtually all related subject areas. As always, the advanced search features are wonderful tools to hone in on publication types such as country reports or quickly sorting scholarly versus trade journal content. It's nice to be able to search by ticker symbols, NAICS codes, or even product names. A few unique delimiters exist as well, such as being able to search for your topic's appearance in the cover stories of publications. Take advantage of the subject thesaurus terms as well once you run a search! Looking up **sports marketing**, for example, gives me 862 results; however, a quick browse on the left toolbar under **Subject: Thesaurus** offers terms I might find more relevant to the context of my search, such as five articles specifically addressing sports marketing and video games, or forty-eight articles addressing possible marketing strategy involved. Make *Business Source* work for you!