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Database Spotlight: Business Administration Fall 2016

The University of Alabama in Huntsville

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Outside the Box :
ASTM Compass

When a business is marketing a product, there are more concerns than just making a sale, especially for products or materials that could affect a person's safety. In many childcare centers, for example, great care is given to choosing flooring that minimizes injuries by being more shock absorbent. To do so, there are standards that must be adhered to in order to ensure things are being engineered and installed properly. *ASTM Compass* is a huge collection of testing and design standards in a number of areas, and is a great resource for staying up to speed on current issues, challenges, and potential opportunities in product design and application. You can find *ASTM* listed alphabetically at http://libguides.uah.edu/databases.

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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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DATABASE SPOTLIGHT :

BUSINESS ADMINISTRATION

Getting the most out of your e-resources   **FALL 2016**

IBIS World
WHERE KNOWLEDGE IS POWER

If you are conducting any sort of market forecasting for industries in the United States, *IBISWorld* is a database you cannot pass up in your research process. Our newest addition to the UAH suite of Business Administration resources, *IBISWorld* provides industry reports that you just won't find in *MarketResearch.com* or *Datamonitor*. A team of dedicated expert analysts conduct research with economic, demographic and government data so you don't have to. Their reports provide valuable insights into America's 700+ industries so you can make better business decisions, faster.

IBISWorld's range of industry analysis will help you gain a better understanding of market conditions and forecasts, whether you need a clearer picture of a supply chain, or whether you need to keep abreast of competitor activity in a given industry. One area this provider shines in is the more specialized industry reports it offers. If you were exploring opening a competitor to Firehouse Subs or Quizno's, for example, you might want to get a sense of the fast food industry and could extrapolate from there. However, *IBISWorld* also has a report on **Sandwiches and Sub Store Franchises** specifically. The documents themselves are aesthetically appealing and intuitive to navigate, as you'll find a mix of colorful graphs and charts accompanying a tab-delineated report interface. Each report also does a good job of pointing out industry SWOT analysis, key competitors, and much more.

Quick Tip:

OneSearch works pretty well as a discovery platform for resources across hundreds of providers; however, things don't get picked up at times due to publisher conflicts or data issues. This is especially true for ProQuest's *ABI-Inform* database, a popular resource for business research. There is, however, a plug-in tool on the right side of the screen in a *OneSearch* result list that will pull out relevant content from the *ABI-Inform* database. The display might be different, but don't forget to check out the ProQuest sources as well!

Web Searching Quick Tip:

We all use the open web at some point in our research process, but using it "effectively" and "efficiently" is often a much more challenging ordeal when it comes to academic research. Still, there are certainly going to be resources that either fall outside of Salmon Library's subscriptions, or are just more accessible via a Google search. If basic searching is failing you, try focusing on the domain types that host certain information. If you're trying to find some more scholarly info, you might want the ".edu" sites. For government collected/archived data, you probably want the ".gov" sites. Say you're looking for information on **fair trade coffee**, and you are striking out at your usual research stops. Add the terms **"site:.org"** or **"site:.edu"** to your search string in Google, and see if your results are noticeably different. Try typing **fair trade coffee site:.gov** into your browser, then **fair trade coffee site:.org**. Take note of how the results differ. What will a **site:.edu** search do here? Try it and see!

Quick Tip:

Wading through demographic data can be daunting, but the U.S. Census Bureau's *American FactFinder* serves as a user-friendly interface to retrieve easy-to-read data points. Navigate to factfinder.census.gov, type in **Huntsville, AL** and click on **Education**. What % of our city are at least high school grads or higher?

UAH's Full Text Finder

At Salmon Library, we've had the ability to browse our electronic periodical collection for some time. However, the process of locating and accessing that information has improved over the years, and EBSCO's new **Full Text-Finder** enhancements over the past year or so have brought some welcome changes to that experience. On the library homepage at www.uah.edu/library, click on the **Journals** tab. You will see a page with a search box, but also a **Browse by Discipline** section taking up 3/4 of the screen. This allows you to browse for a list of periodical titles in our collection based on broad subject classification. This may not catch every title, but it will catch many under these umbrella headings such as **Economics** or **Social Work**. Additionally, you can now search within a journal itself, allowing you to extract all the articles from across the publication of a journal mentioning your search terms.

MarketResearch.com Academic has long been a source of reports from industry-leading providers such as **Kalorama**, **Icon Group International**, **and Barnes**. Salmon Library's subscription to *MarketResearch.com* contains these and many others, constituting a pretty diverse set of industry data on a global scale. This year, UAH adds the **Freedonia Focus** report suite to this database. Each month, The Freedonia Group publishes over 20 new or updated **Freedonia Focus Reports**, providing analysis on a wide variety of markets and industries. Reporting falls in 18 industry categories and two major geographic collections, totaling over 600 reports currently. These reports tend to have an emphasis on manufactured goods, detailing such information as historical market size, drivers and constraints, five-year forecasts, and suggested resources for further study.

Did you know…?

The *Journal of Economic Literature* wasn't in the top ten most cited economic journals of 2015; however, it had the highest "Impact Factor" in Economics publishing in 2015. Check out *Journal Citation Reports* to see more metrics like this, and ask a librarian if you want to know more about what these rankings mean for publications in your field of study.

While the Alabama Virtual Library provides us with access to the base *Academic Search Premier* collection, UAH provides the more robust *Academic Search Complete*. This massive, multidisciplinary collection is usually a relevant research stop for most of our fields of study here at UAH, and Business Administration is no exception. When you search for a topic, take note of the right hand side of the screen, where you'll see **Newswires** listed. These tend to be quick bits and bites of information, typically devoted to upcoming market and industry reports. Also, on the left of the screen, you'll find the usual filters for subject, date range, and other bibliographic data points; however, search for **Starbucks** for example. Scroll down and you will now see options to sort your result list by **NAICS** codes, allowing you to focus this search on a particular industry such as **coffee and tea manufacturing** or **non-citrus fruit and tree nut farming**. Try it out next time you're researching a company or industry!