

Business Administration Research Guide

[Find Books](#)

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[Suggested Websites](#)

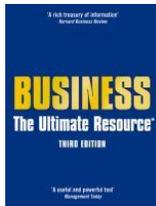
[Research Process Guide](#)

I. Find Books

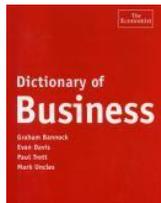
A) Reference Materials: Encyclopedias, Dictionaries, etc.

Reference materials offer background information and broad overviews of subjects. This information is often helpful in narrowing your topic and in selecting a specific area to explore further. Reference materials such as almanacs and yearbooks also provide quick access to statistical data.

1) Suggested Titles:



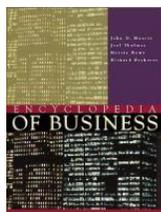
[Business: the Ultimate Resource](#). Cambridge, MA: Perseus Publishing, 2002. (REF HD38.15.B878 2002) Covers all significant intellectual, practical, and factual areas in the field of management.



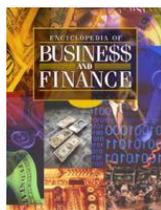
[Dictionary of Business](#). Princeton, NJ: Bloomberg Press, 2003. (REF HF1001.D444 2003) Entries ranging from *Abilene paradox* and *Brand equity* to *Taguchi methods* and *Variable and Zero sum games*; an invaluable source of information about the business world of today.



[A Dictionary of Business and Management](#). Oxford: Oxford University Press, 2006. (HF1001.C63 2006) Over 6,700 terms from marketing to taxation and accounting, business strategy and international finance.



[Encyclopedia of Business](#). Detroit, MI: Gale Group, 2000. (REF HF1001.E466 2000) International in scope, with a distinctly North American focus, this encyclopedia is a first-stop resource for researchers and professionals as they investigate major business concentrations and theories.



[Encyclopedia of Business and Finance](#). New York, NY: Macmillan Reference USA, 2001. (REF HF1001.E467 2001) Covers the major functional areas of business: accounting, economics, finance, information systems, law, management, & marketing.

B) [Library Catalog](#): Print and E-book Collections

The online catalog offers convenient access to titles housed at all VC library locations. At the catalog screen, select "Search the Catalog" to locate titles or subjects that match your terms such as "organizational behavior."

E-books:

After entering your search terms such as personnel management, use the filters in the left menu bar to limit your results to those books available online.

E-books can be checked out and downloaded to a PC, iPad, or other device. See the **Accessing E-books** section in the [Library Tips](#) document.

C) [Browse the Collection](#)

Physically browse the business titles shelved by call number in the following Library of Congress Classification ranges:

HD28-70: Management

HF: Commerce

HD2321-4730.9: Industry

HG: Finance

HD4801-8943: Labor

II. Find Articles

A) Article Databases

1. [Academic Search Complete](#): This database searches numerous journals to offer full text articles on nearly all subjects including business. Coverage includes the following journals:

- *Business History Review*

- *Nation's Business*

- *Journal of Organizational Behavior Management*

- *Women in Business*

- *International Journal of Business, Humanities
& Technology*

- *Business Torts Journal*

and over one hundred others. Select from a number of different limiters to customize your search, including cover stories, publication dates, page numbers, etc.

Citing the articles: The database offers formatting rules with examples for citing the articles selected. For assistance in citing the articles, select the "Help" link in the upper right corner of the screen, scroll to view "Citation Styles" in the left menu bar, and then choose the documentation style of your choice.

2. [Business Source Complete](#): This database offers full text journals in all disciplines of business as well as non-journal content such as financial data, books, reference works, proceedings, and reports. Coverage includes the following journals:

- *MIT Sloan Management Review*
- *Journal of Human Resources*
- *Foundations & Trends in Marketing*
- *Harvard Business Review*
- *Current Topics in Management*
- *Journal of Strategic Marketing*

Enter your keyword(s) to search all journals simultaneously for articles addressing your topic. For example, if looking for information on **mergers** in the **petroleum industry**, enter both terms connected with the Boolean operator **and**.

3. [Regional Business News](#): Updated on a daily basis, this database incorporates 75 business journals, newspapers, and newswires covering all the metropolitan and rural areas within the United States. Coverage includes the following journals: *Fort Worth Business Press*, *The Journal Record* (Oklahoma City), *New Mexico Business Journal*, and more.

III. Suggested Websites

[Encyclopedia of Economic and Business History](#): Owned and operated by the Economic History Association to provide resources and promote communication among scholars in economic history and related fields.

[globalEDGE](#): A knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities.

[Survey of Current Business](#): Articles present the latest national, international, regional, and industry estimates; describe the methodologies used to prepare the estimates; provide information about major revisions; discuss on-going innovations; and generally keep users up to date on relevant BEA issues and initiatives.

The Research Process

- 1) Select a topic that you find interesting and appropriate for the assignment.
- 2) Review reference sources such as subject encyclopedias for background information to help focus or narrow the search.

For example, students interested in **supply chain management** may consult the *Encyclopedia of Business* for ideas in narrowing the focus to a particular type of IPM program such as **just-in-time systems**.

- 3) Restate the topic as a question. Inquiry is at the heart of the research process, a quest to locate information which answers questions and leads researchers to a greater understanding of the topic.

Restating the topic as a question will help in:

- Locating information that is useful and relevant to the primary focus or thesis of your research.
- Identifying the keywords or phrases to use in the search statement.

Example: How do **just-in-time systems** impact **supply chain management**?

- 4) Develop a search statement by combining keywords or concepts from the research question. For example, "**just-in-time systems**" and "**supply chain management**" were identified as keywords in the question above. By connecting one or more terms with the Boolean operator "**and**", the researcher will retrieve only those articles that discuss *both* concepts, thus improving the relevancy of the search.

Enter in search field: **just-in-time systems and supply chain management**

- 5) Develop alternate search statements to improve the search results. Authors may use various terms to describe the same concept.

For example, **materials management** is often used in the same context as **supply chain management**.

By identifying and connecting alternate terms, researchers may expand the search results. As indicated below, consider brainstorming and listing synonyms or word variations to identify alternate keywords.

Concept 1		Concept 2
just-in-time systems	AND	supply chain management
kanban	AND	business logistics
inventory control	AND	materials management
materials requirements planning	AND	procurement and supply

- 6) Evaluate information for objectivity and reliability.
- 7) Cite the information borrowed from other authors or informational sources. Careful documentation will ensure that credit is given with no intention to plagiarize or claim ownership of information belonging to other researchers. For explanations and examples, visit the [Duke University Library's Citation page](#).

Questions?

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Chat: Select the chat icon on the homepage.

Phone: 940-552-6291 ext: 2222