Business Administration Research Guide

Find Books  Find Articles  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:


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**: To search only for titles available electronically, from the “Search the Catalog” page, select “Online” as the desired location. Use the dropdown menu to choose your search method (author, subject terms, etc), then enter your search term (ex. personnel management).

*Helpful feature*: While viewing a book, select the “Search” tab to bring up a search bar which will allow you to locate a word or phrase within the entire content of the book.

C) **Browse the Collection**

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

- HD28-70: Management
- HD2321-4730.9: Industry
- HD4801-8943: Labor
- HF: Commerce
- HG: Finance

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*
   - *Journal of Organizational Behavior Management*
   - *International Journal of Business, Humanities & Technology*
   - *Nation's Business*
   - *Women in Business*
   - *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.*

B) **In-house Magazines and Journals**: *Bloomberg Business Week* is available at the Century City Library.

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.

<table>
<thead>
<tr>
<th>Concept 1</th>
<th>Concept 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>just-in-time systems</td>
<td>supply chain management</td>
</tr>
<tr>
<td>kanban</td>
<td>business logistics</td>
</tr>
<tr>
<td>inventory control</td>
<td>materials management</td>
</tr>
<tr>
<td>materials requirements planning</td>
<td>procurement and supply</td>
</tr>
</tbody>
</table>
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?

Email: librarian@vernoncollege.edu

Chat: “Ask the Librarian” link on the Library homepage.

Phone: 940-552-6291 ext: 2222