

Business Source Premier: Finding articles on business and management

Transcript

Hi, I am going to show you how to use Business Source Premier to find articles related to business. Business Source Premier contains articles on accounting, banking, economics, finance, international trade, marketing, and public administration.

Many of the citations also have links to the full-text articles.

Some of articles are from academic journals, such as Journal of Marketing, Journal of Entrepreneurial Finance while many of them are from magazines such as Harvard Business Reviews, Forbes Magazine, Fortune Magazine, Financial times and Business Week.

It also contains reports for industry sectors, company profiles for over 10,000 companies which you can access from another database called MarketLine. I have prepared a video on MarketLine. Check it out when you have a chance.

So let's get started with Business Source Premier. We are going to find some articles that talk about how 3D printing is being used in the field of medicine. When you are in Business Source Premier, enter the search terms such as "3d printing" and "medicine"

You will find a list of articles that have to do with how 3d printing being applied to medicine.

If you see html full-text, or PDF, that's good news. That means you can read the article. If you see the Get it @ button, you can click on it. It will search our library catalog to see if we can find that article for you. If we do not have the publication at Rutgers, you can request article delivery. We will get it from another university for you.

Sometimes, you may want to limit your search by full-text. I don't recommend it though because it may prevent you from getting an important article.

I do use the limit by year feature. For certain topics such as 3d printing, I may be only interested in the latest development. In that case, I can limit my search to, let's say, the last two years.

You can continue to limit by country, by the name of the company, or the NAICS code. Searching by NAICS code is very useful when you have a broad industry. You can use NAICS code to fine tune your search. For example, if you are finding articles related to solar energy. Installing the solar panels could be very different from manufacturing the solar panels. The NAICS code for installing solar panels is totally different from manufacturing the solar panels. When you search by NAICS code, you will have much precise search results.

Once you find the articles, you can click on the cite button.

Then select the citation style you want.

Copy and paste the citation to a word document will save you time formatting the citation to APA style or some other styles.

Please note that Business Source Premier also contains some materials from Marketetline which I have covered in another video.

You can click company profile on the top

Type the name of the company.

Let's say, I am interested in finding the company profile for Walgreen.

Bingo, here it is. Click the PDF

Business Source Premier is a very important tool. In addition to using Business Source Premier, I also use Google Scholar to find articles. If you need help finding more articles, don't hesitate to contact a librarian.

Thank you for watching.