

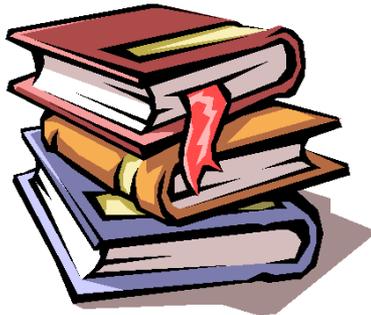
Introduction to Business Research

Christine Adams

Business & Economics Librarian

Phone: 330.941.3681

Email: cmadams02@ysu.edu



Maag Library: www.maag.ysu.edu

Business 1500 Class Page:

maagblog.ysu.edu/business1500

In This Class You Will Learn:

- How to find a book about your company in Maag
- How to find & request a book about your company from another OhioLINK library
- The differences between scholarly/academic/peer-reviewed journals, trade publications, and popular magazines
- How to find an article about your company in Business Source Complete
- How to find an NAICS industry code
- How to use an industry code to find local businesses in Reference USA

Library Authentication

- Access Your Library Record using your YSU ID# (“Y” number) **AND** password
- Until you set up a unique password, your YSU ID# is your password**
- To set up a unique password, go to Maag Home Page → Your Library Record and follow instructions
- YSU ID# and password are used to request materials from OhioLINK and authenticate to OhioLINK databases from off campus

Business 1500 Class Page

- [Maag Home Page](#) → [Class Pages](#) → [Business 1500](#)
- <http://maagblog.ysu.edu/business1500>
- Class handouts, library assignment, powerpoint slides
- View sample business plans from previous students
- Finding books in MaagNET
- Finding & ordering books in the OhioLINK Catalog
- Finding electronic books
- Access to & descriptions of business databases
- Industry information resources
- List of print statistical & demographic resources
- Links to web statistical & demographic resources

Maag Business Guides

- ❑ Maag Home Page → Subject Guide → Business Guides listed under “B”:
- ❑ **Business Plan Resources Guide**
- ❑ Business Writing & Presenting Guide
- ❑ Company Research Guide
- ❑ Industry Research Guide
- ❑ Local Business Information Guide, PLUS MORE...
- ❑ List available resources for specific subject areas: reference, books in MaagNET & OhioLINK, ebooks, government sources, relevant databases, web...

MaagNET: Maag Materials

- ❑ Maag Home Page → MaagNET (Library Catalog)
- ❑ Maag Library's online catalog
- ❑ Contains records for all materials owned by Maag
- ❑ Books, Journals, Audio/Video, Ebooks, Microforms, Government Documents, Periodicals, Theses & Dissertations, Web Resources, etc.
- ❑ Search by Title, Author, Keyword, or Library of Congress Subject Heading

Searching MaagNET

- Maag Home Page → MaagNET (Library Catalog)
- In MaagNET, do a **Keyword** or **LC Subject** search for your company or topic
- If you cannot find a book about a specific company, search for a book about the relevant industry
- Sort by **Relevance**, **Date**, or **Title**
- Choose a title from the list of results
- Note the **Location**, **Call Number**, & **Status** (“Check Shelves” means it’s available)
- Choose a print book located in the “Maag Stacks” -- these are the books that can be checked out

Finding Books in Maag

- ❑ **Location**: Maag Stacks, Oversize, Reference Room, Reserves, MMC, Govt Docs, Serials, Microform, CRC, NE REG DEP...
- ❑ **Call Number** : Library of Congress Classification, materials arranged alphabetically by call number
- ❑ **Status**: Check Shelves, Due (date), Library Use Only, On Search, Billed to Bursar...
- ❑ Use **Building Guide** to locate materials
(see back of handout for copy of Building Guide)
- ❑ **Use 3rd elevator to get to the “A” floors**

OhioLINK Library Catalog

- ❑ Maag Home Page → OhioLINK Library Catalog
- ❑ 90 Ohio libraries share circulating resources
- ❑ Borrow from OhioLINK institutions for FREE
- ❑ Delivery to Maag within 3 to 5 days
- ❑ YSU email notification upon arrival of materials
- ❑ Pickup at Circulation Desk on main floor
- ❑ Access to millions of items
- ❑ Search by **Title, Author, Keyword, or Library of Congress Subject Heading**

Search for a Book in OhioLINK

- Maag Home Page → OhioLINK Library Catalog
- Enter a **Keyword** or **Subject** search for your company or topic
- Choose a title from list of results
- Check “Status” column OR click on Display Holdings of OhioLINK Libraries
- If a copy is **AVAILABLE**, you can request it to be sent to Maag Library at no charge
- Click on book image (if available) to view information about the book: Cover Image, Table of Contents, Summary, Reviews, Author Notes...

Requesting OhioLINK Materials

- If a copy is AVAILABLE, click on green Request button
- Choose Youngstown State from dropdown menu
- Enter your name, YSU ID# and PIN/Password (**Until you set up a unique password, your YSU ID# is your PIN/password**)
- If transaction is successful, the item will be sent to Maag for pickup at the Circulation Desk (3-5 days)
- YSU email notification upon arrival or check status in Your Library Record from Maag Home Page
- Enter your name, YSU ID# & password to view your library record & view status of your request(s):
“OhioLINK Received” means the item has arrived

Scholarly/Academic Journals

- ❑ Academic = Scholarly = Peer-Reviewed
- ❑ Articles based on research and written by experts in a given field, usually scholars with credentials
- ❑ Expect readers to have a good understanding of the field (terminology, current concerns, etc.)
- ❑ Include extensive documentation
- ❑ Few photographs or advertisements
- ❑ Usually published by professional organizations
- ❑ Examples: *Journal of Accounting Research, Journal of Advertising Research, Business Communication Quarterly, Business Case Journal, Journal of Financial Research...*

Trade & Popular Publications

- ❑ Articles written by staff members or freelance writers
- ❑ Aimed at a general, not an expert audience
- ❑ Include little or no documentation
- ❑ Contain photographs as well as extensive ads
- ❑ Published for commercial or editorial reasons
- ❑ Trade publications are geared to a particular industry:
Advertising Age, U.S. Banker, Economist, Management Quarterly, Accountancy Age...
- ❑ Popular magazine examples: *Business Week, Forbes, Fortune, Time, Newsweek, U.S. News & World Report...*

Research Databases

- Maag Home Page → Research Databases
- Maag Library subscribes to over 100 databases
- Databases search hundreds/thousands of journals
- Databases contain information that usually cannot be found on the Web for free
- Databases are organized by Subject, Type, or Name
- Use your name, YSU ID# & password to authenticate to OhioLINK databases at <http://auth.ohiolink.edu>
- Until you set up a unique one your YSU ID# is your password/pin
- Use YSU username & password (same as YSU email) to authenticate to YSU proxy databases (Reference USA)

Business Source Complete

- Maag Home Page → Research Databases → Listed by Subject → Business → Business Source Complete
- Find articles in business journals & publications
- Search for your topic & Sort by: **Relevance** or **Date**
- Narrow results by Source Types or Subject
- Click on article title for citation & article abstract
- Click on PDF Full Text or HTML Full Text to access the full text of the article
- Click on Find It! if not available full text
- Use Cite link in article record to find the appropriate citation for the article (MLA, APA, etc.)

Finding Industry Codes

- ❑ Industry codes can be very useful when researching an industry, especially in databases
- ❑ 2 U.S. numbering systems used to identify industries
- ❑ SIC (Standard Industrial Classification) is older of the two, gradually being phased out
- ❑ NAICS (North American Industrial Classification System) is the standard for U.S., Canada & Mexico
- ❑ NAICS is revised every 5 years – 2012 most recent
- ❑ U.S. Census Bureau: NAICS site:
www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2012
- ❑ Use the keyword search box or the drill down chart.

Reference USA: U.S. Businesses

- ❑ Maag Home Page → Research Databases → Listed by Subject → Business → Reference USA
- ❑ Online directory of over 14 million U.S. businesses
- ❑ Identify local competition for your business plan idea
- ❑ Click on U.S. Businesses, then Custom Search tab
- ❑ Click on Business Type, select Keyword/SIC/NAICS
- ❑ Click on Geography, select City
- ❑ In Keyword/SIC/NAICS search area, select Search All NAICS and enter industry code in one of the digit search boxes at the bottom
- ❑ In City search area, select a state then a specific city
- ❑ Click on green View Results button (on right)

❑ **Maag Home Page → Maag Journal Finder**

Use Maag Journal Finder to find & search specific journals by title or browse journals by title or subject

❑ **Maag Home Page → Online Request Forms → Article Request Form**

Use the Article Request Form to request articles to which we do not have full text access (check Maag Journal Finder first)

❑ **Maag Home Page → Off Campus Access**

Use the Off Campus Access page to access the research databases when off campus