Business & Industry Research

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Maag Library: http://www.maag.ysu.edu

Management 3725 Class Page:

http://maagblog.ysu.edu/management3725

MLA Citation Sources

- The YSU Writing Center
  http://www.ysu.edu/writingcenter/

- *MLA Handbook for Writers of Research Papers, 7th Edition* REF LB2369 .G53 2009

- Purdue OWL (Online Writing Lab):
  MLA Formatting and Style Guide
  http://owl.english.purdue.edu/owl/resource/747/01/

- Research and Documentation Online: MLA Style
  http://bcs.bedfordstmartins.com/resdoc5e/RES5e_ch08_o.html

Finding Industry Codes

❑ Industry codes can be useful for industry research

❑ 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 – 2007 most recent

❑ U.S. Census Bureau: NAICS site: www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2007

❑ Use the search box or the drill down chart

Research Databases

❑ <u>Maag Home Page</u> → **Research Databases**

❑ Databases search hundreds/thousands of journals

❑ Information that may not be on the Web for free

❑ <u>Maag Home Page</u> → **Off Campus Access**

❑ Use your name & library barcode to authenticate to OhioLINK databases <u>http://auth.ohiolink.edu</u>

❑ Use YSU username & password (same as YSU email) to authenticate to YSU proxy databases

❑ <u>Maag Home Page</u> → **Online Request Forms**

❑ Use the **Article Request Form** to request articles that Maag cannot access full text

Business Source Complete

- ❑ Maag Home Page → Research Databases → Listed by Subject → Business → Business Source Complete
- ❑ Find articles in business publications
- ❑ Search for your topic & Sort by: Relevance or Date
- ❑ Narrow results by Source Types or Subject
- ❑ Click on article title for citation & abstract
- ❑ Click PDF Full Text or HTML Full Text to access 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.)
- ❑ **Other EBSCO databases**: Academic Search Complete, EconLit, MasterFILE Premier, Newspaper Source, Regional Business News

Electronic Journal Center

❑ Maag Home Page → Research Databases → "D-E" → Electronic Journal Center

❑ Full text of more than 7000 online research journals covering many subject areas

❑ **Search for**: Your topic & Sort By: Date or Relevance

❑ Click on article title for abstract

❑ Click on PDF Full Text link to access PDF of article

❑ Click on printer icon to print an article

❑ Browse for specific journals by Title, Subject, or Publisher

❑ Use grey box on right side of screen to help with citation of the article

LexisNexis Academic

- ❑ Use <u>News</u> tab to search Newspapers & Wire Services, TV & Radio Transcripts, Business & Industry…

- ❑ Select <u>All News</u> from News tab dropdown menu

- ❑ Enter your search term(s) in search box(es)

- ❑ You may Specify Date, Select Sources by Type or by Name, select Article Type and/or Article Location

- ❑ Click on <u>Search</u>

- ❑ Sort by Relevance or Publication Date

- ❑ Click on article title to view full text

(continued)

LexisNexis Academic (cont.)

❑ Use Sources tab to locate specific sources to search

❑ To locate industry sources, click on Sources (blue tabs on left), then Browse Sources

❑ Select Browse Sources By: Industry (#1)

❑ Click on relevant industry file (#3)

❑ Files include: Agriculture & Forestry; Food & Beverage; Defense & Aerospace; Travel, Hospitality & Tourism…

❑ Select source(s) to search

❑ Click OK-Continue

❑ Enter search terms in box and click OK-Continue   8

S&P Industry Surveys

❑ Maag Home Page → Research Databases → Listed by Subject → Business → Standard & Poor's NetAdvantage

❑ Click on Industries tab at top of screen

❑ Select an industry from the Industry Surveys dropdown menu and click the arrow

❑ Select Sub-Industry Reviews from the dropdown box below Industry Surveys

❑ Standard & Poor's Industry Surveys can be viewed in HTML or PDF format

❑ Industry Trends, How the Industry Operates, Key Industry Ratios and Statistics…

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Mergent Online

❑ <u>Maag Home Page</u> → <u>Research Databases</u> → <u>Listed by Subject</u> → <u>Business</u> → <u>Mergent Online</u>

❑ If you use the off campus access to Mergent Online, you can access industry reports

❑ After authenticating with your library barcode, click on **Report Search** tab, then **Industry Reports**

❑ Select an industry in the "Search by Industry" box

❑ Select North America, Europe, Asia Pacific, and/or Latin America in "Search by Region" box

❑ Click on **Search** and choose a report

MJF: Maag Journal Finder

❑ Maag Home Page → MJF: Maag Journal Finder

❑ Find & search specific journals by title or browse journals by title or subject

❑ View print and/or electronic holdings for numerous business & economics journals

❑ Select **Business & Economics** from subject dropdown menu and Search (Select Industries category from resulting list for trade publications)

❑ Best way to find an article if you already have the citation!

Trade Associations

❑ *The Directory of Business Information Resources*
   REF HF54.52 .U5 D567 2008 (Reference Room)

❑ The Center for Association Leadership:
   Gateway to Associations
   http://www.asaecenter.org/Community/Directorie
   s/associationsearch.cfm