

Management 6920: Global Business Environment & Operations Industry Analysis Library Instruction

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The sources listed below include **PRINT REFERENCE RESOURCES** or **RESEARCH DATABASES** available through Maag Library. Print resources listed are available in the Reference Room for in-library use only. Ready Reference materials are held at the Reference Desk. Research databases may be accessed by going to the Maag Library home page at <http://www.maag.ysu.edu> and clicking on **Research Databases** under **Quick Links**. While inside the library you can access these databases directly. For information and directions to off campus access, click on the **Off Campus Access** link under **Quick Links**.

PRINT REFERENCE ROOM RESOURCES:

- *2009 U.S. Industry & Market Outlook* REF HC101 .U55 2009
- *Encyclopedia of American Industries* REF HC102 .E53 2007 (2 volumes)
- *Encyclopedia of Global Industries* REF HD2324 .E53 2007
- *Handbook of Industry Profiles: Analysis and Trends for 300 Industries* (Hoover's) REF HD2328 .H36 2008
- *International Financial Statistics Yearbook* REF HG61 .I57 2009
- *International Trade Statistics Yearbook* REF HF91 .U473 2005 (2 volumes)
- *Market Share Reporter* REF HF5410 .M35 2008 (2 volumes)
- *Mergent's Industry Review* REF HG4961 .M68 (semiannual publication)
- *North American Industry Classification System: United States: 2007* READY REF HF1042 .N67 2007

INDUSTRY CODES:

- The U.S. uses two primary numbering systems used to identify industries. Because several of the databases allow you to search by these codes, locating the relevant code can be very useful when researching an industry.
- The **SIC** or **Standard Industrial Classification** is the older of the two systems. SIC numbers are gradually being phased out, but are still used in databases and some print sources. SIC codes have been traditionally used for U.S. industries: <http://www.osha.gov/pls/imis/sicsearch.html>
- The **NAICS** or **North American Industrial Classification System** is the newer of the two systems and is gradually being established as the standard classification system for industries in the United States, Canada and Mexico. It is revised every five years: <http://www.census.gov/eos/www/naics/>

TRADE ASSOCIATIONS:

- *The Directory of Business Information Resources* REF HF54.52 .U5 D567
- The Center for Association Leadership: Gateway to Associations
<http://www.asaecenter.org/Community/Directories/associationsearch.cfm>

BUSINESS SOURCE COMPLETE:

- **Maag Home Page** → **Research Databases** → **Listed by Subject** → **Business** → **Business Source Complete**
- Search for industry information by keyword; Narrow results by clicking on **Industry Profile** under "Source Types" on left side of screen (Note "**More**" under "Source Types")
- You can also limit your results using the initial search form by choosing **Industry Profile** as "Publication Type." You can also enter an NAICS code into the search box labeled "NAICS/Industry Code" to narrow your search.
- Other "Source Types" include Academic Journals, Trade Publications, Magazines, Newspapers, Books, SWOT Analyses, **Country Reports**, **Market Research Reports**, Product Reviews, etc.
- **Sort by:** Date (descending or ascending), Relevance, Author, or Source.
- Click on article or report title to view abstract.
- Click on **PDF** or **HTML Full Text** link to access full text of article or report.
- If no PDF or HTML link, click on **Find It!** to see if article is available full text in another database.
- If full text is not available & Maag Journal Finder shows that we do not have access to the publication, fill out an **Online Request Form** to request the article through Interlibrary Loan:
Maag Home Page → **Online Request Forms** → **Article Request Form**.

ECONLIT:

- American Economic Association's electronic database.
- Index to articles on economic issues, primarily from scholarly journals, dating back to 1969.
- Narrow down results by "Source Types" on left side of screen.
- **Sort by:** Date (descending or ascending), Relevance, Author, or Source.
- Click on article to view article abstract.
- Click on **PDF** or **HTML Full Text** link to access full text of article or report.
- If no PDF or HTML link, click on **Find It!** to see if article is available full text in another database.
- If full text is not available & Maag Journal Finder shows that we do not have access to the publication, fill out an **Online Request Form** to request the article through Interlibrary Loan:
Maag Home Page → **Online Request Forms** → **Article Request Form**.

LEXISNEXIS ACADEMIC:

- **Industries & Market Sources:** Click on **Sources** tab (on toolbar) → Select **Industries & Markets** category → Choose sources from **Business Opportunities, Industry Analyst Reports, Industry Directories & Profiles, Industry Statistics, Industry Trade Press, and Market Research Reports** → **OK-Continue** → Enter search terms → **Search** → Choose **Relevance** from Sort dropdown menu (above listed results) → Click on article or report title to access full text.
- **Sources for Specific Industries:** Click on **Sources** tab (on toolbar) → Browse Sources by **Industry** → Select relevant industry category → Choose sources → **OK-Continue** → Enter search terms → **Search** → Choose **Relevance** from Sort dropdown menu (above listed results) → Click on article or report title to access full text.

MERGENT ONLINE:

- **Maag Home Page** → **Research Databases** → **Listed by Subject** → **Business** → **Mergent Online**
- **Mergent Industry Reports** are available only if you log in remotely: Click on **(more...)** and then the Off Campus (Proxy) URL; Choose **Youngstown State University** from list of institutions and **Submit**; Enter name (last then first), library barcode number and **Submit**.
- Click on the **Industry Reports** tab.
- Select industry, region and/or date range or scroll down to view available Industry Reports.
- Click on **Download** to access the PDF of a specific report.

NBER: NATIONAL BUREAU OF ECONOMIC RESEARCH WORKING PAPERS:

- **Maag Home Page** → **Research Databases** → **Listed by Subject** → **Business** → **National Bureau of ...**
- Full subscription to all NBER working papers.

REGIONAL BUSINESS NEWS:

- Most recent 30 days of news from wire services around the world.
- **Sort by:** Date (descending or ascending), Relevance, Author, or Source.
- Click on article title to view article abstract.
- Click on **PDF** or **HTML Full Text** link to access full text of article or report.
- If no PDF or HTML link, click on **Find It!** to see if article is available full text in another database.

STANDARD & POOR'S NETADVANTAGE:

- **Maag Home Page** → **Research Databases Listed by Subject** → **Business** → **Standard & Poor's NetAdvantage**
- Click on **Industries** tab at top of screen.
- Choose an **Industry Survey** from the dropdown menu.
- Click on arrow in orange box.
- Industry Survey appears in HTML format, but you can choose the **PDF** version on the left side of the screen.
- You can also choose a **Sub-Industry Review** from the dropdown list below list of Industry Surveys.

MJF: MAAG JOURNAL FINDER:

- Use MJF: Maag Journal Finder to locate the print and/or electronic holdings of journals.
- You can search for a specific journal title or browse journals by title or subject.
- **Maag Home Page** → **MJF: Maag Journal Finder**