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Sophia Jiang Training Specialist, EBSCO







- EBSCO was founded by Elton B. Stephens in 1944
- EBSCO Industries is among Forbes Top 200
 Privately Held Companies

Overview



- 70 years serving the information needs of institutions
- 5,700 employees
- 1,100+
 employees
 outside the U.S

Agenda

- 1.Introducing Business Source Complete
- 2. How to find the following recourses in BSC?

Live Demo

- Finding full text articles
- Creating My EBSCOhost Folder Account
- Finding academic journals and create alerts
- Finding company profiles and SWOT analysis-Mars
- Finding industry reports-Confectionery
- Finding country reports-China
- 3. EBSCO Support Site and Free Online Courses



Business Source Complete



Financial Times Global MBA Rankings 2013

GLOBAL N GLOBAL N GLOBAL N GLOBAL N		Rank	School name	Country	Sal today (\$)
ft.com > management >		1	Harvard Business School	US	187,432
businesseducation		2	Stanford Graduate School of Business	US	195,553
Home UK World Companies Markets Global I		3	University of Pennsylvania: Wharton	US	186,210
Business Education ▼ Entrepreneurship Business Books Busines Highlights • News • Features • Rankings and listings • How to re		4	London Business School 🗉	UK	162,570
Rankings Charts Map Directory Profiler Methodolog		5	Columbia Business School	US	179,568
Global MBA Ranking 2013 Filter by business school name Filter table by entering business school name or details		6	Insead ■	France / Singapore	154,798
Se		7	lese Business School	Spain	147,495
All of the above	ar	e ţ	Business School Our C	Cencust	
Aims achieved Careers Employment		9	MIT: Sloan	US	160,810
 ☐ Recommends ☑ Sal today (\$) ☐ Value ☐ Compare to previous "Global MBA Rankings" ranking 		10	University of Chicago: Booth	US	164,678

[&]quot;Business Source is certainly our number one research tool for academic business research."

- Michael Halperin, Director, Wharton School





Business Source Premier & Business Source Complete Full Text Compared

CONTENT TYPE	Business Source Premier	Business Source Complete	Difference
Author Profiles	0	40,654	40,654
Books & Monographs	44	825	781
Case Studies	7,311	11,471	4,160
Company Profiles / Information Records	10,151	1,160,151	1,150,000
Conference Papers / Proceedings Collections	6	69	63
Country Economic Reports	997	1,247	250
Faculty Seminars (Videos)	0	57	57
Industry Reports	5,767	7,474	1,707
Interviews (Executive & Analyst)	0	9,596	9,596
Market Research Reports	106	2,512	2,406
Peer-Reviewed Journals	1,133	1,986	853
SWOT Analyses	3,667	3,712	45
Trade Journals & General Business Magazines	1,080	1,832	752
Working Papers Collections	2	32	30



57 Harvard Faculty Seminars (Videos)

The Faculty Seminar Series features the work and research of prominent professors and experts from Harvard Business Schools



Topics Include:

- Case Method
- Change
- Communications
- Ethics
- Finance and Accounting
- Global Business
- Governance
- Innovation & Entrepreneurship

- Leadership
- Management
- Organizational Behavior
- Organizational Development
- Sales & Marketing
- Social Enterprise
- Strategy
- Technology & Operations



Business Source

Management Journals Ranked

Study by Coe & Weinstock from Academy of Management Journal

Rank	Journal Name	EBSCO BS products
1	Administrative Science Quarterly	1956 to present
2	Academy of Management Journal	1958 to present
3	Harvard Business Review	1922 to present
4	Management Science	1954 to present (Embargoed)
5	Operations Research	1952 to present (Embargoed)
6	Academy of Management Review	1976 to present
7	Industrial & Labor Relations Review	1947 to present
8	California Management Review	1958 to present

Business Source

Top Marketing Journals in Doctoral Institutions

Study by Hult, Neese and Bashaw from Journal of Marketing Education

Rank	Journal Name	EBSCO BS products
1	Journal of Marketing	1936 to present
2	Journal of Marketing Research (JMR)	1964 to present
3	Journal of Consumer Research	1974 to present

Finance Journals Ranked

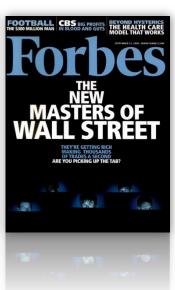
Study by Mabry & Sharplin, "Conclusions, a Final Ranking of Finance Journals", The Journal of Financial Research

Rank	Journal Name	EBSCO BS products
1	Journal of Finance	1946 to present (Embargoed)
2	Journal of Financial & Quantitative Analysis	1966 to present
3	Journal of Money, Credit & Banking	1969 to present (Embargoed)

Top Five General Business Magazines

Magazine Name	EBSCO BS products
Bloomberg Businessweek	1996 to present
Forbes	1990 to present
Fortune	1992 to present
Harvard Business Review	1922 to present
Money	1978 to present













Business Source

- 10,151 Company Profiles
- 5,625 Industry Reports
- 106 Market Research Reports
- 1,194 Country Economic Reports
- 3,572 SWOT Analysis
- 6,520 Case Studies



Figures as at November 4, 2013

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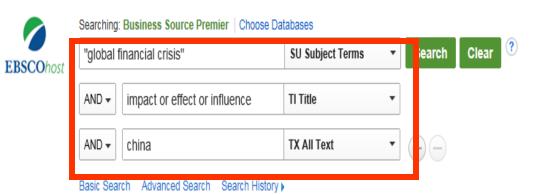
New Search

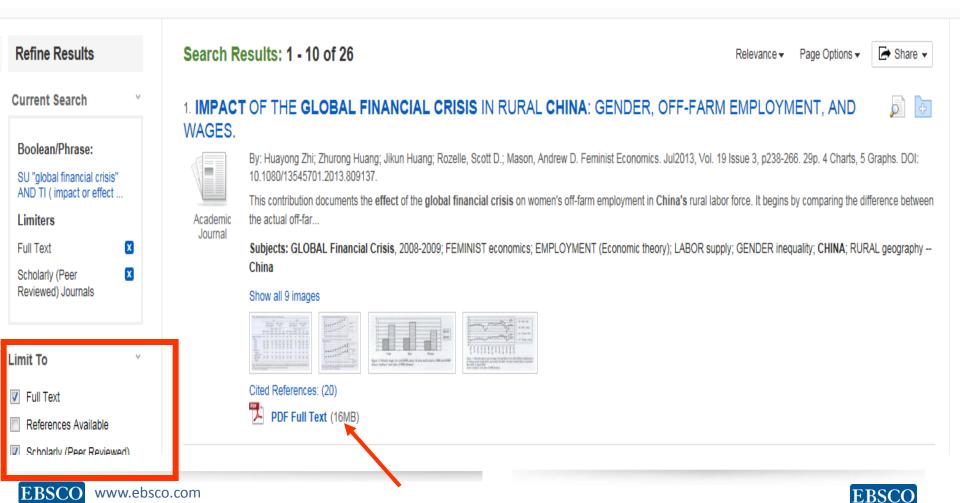


For Example... Finding Full Text Academic Articles





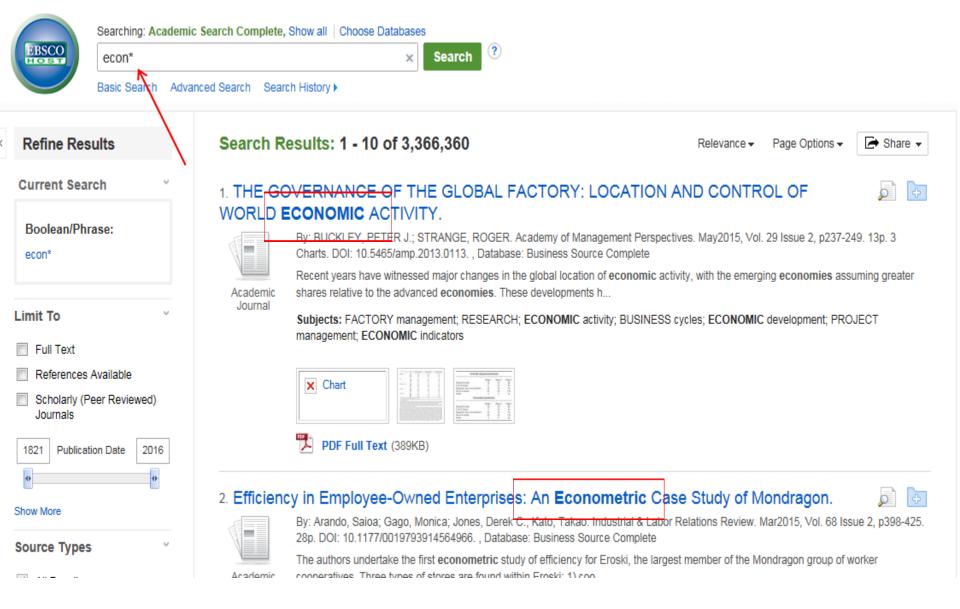




Search Tips

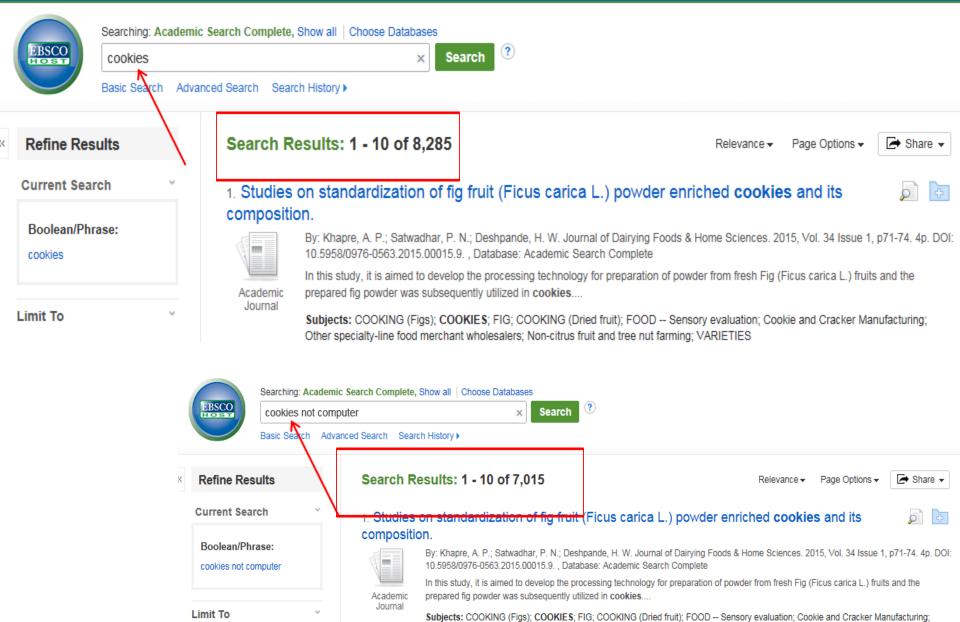
- The truncation/word stemming device is the asterisk (*)
 - econ* will retrieve economy, economic, economically, etc
- The single character wildcard is question mark (?)
 - organi?ation will retrieve organisation or organization
- The multiple character wildcard is the hash (#)
 - behavio#r will retrieve behavior or behaviour
- Use quotation marks for "phrase searching"
 - "global financial crisis" will retrieve references that contain all terms next to each other, in this exact order





Boolean Operators

- AND is used between terms to narrow your search
 - business <u>and</u> management will retrieve references containing both search terms
- OR is used between terms to broaden your search
 - college <u>or university</u> will retrieve references containing either of these search terms
- NOT is used to omit a term from your search
 - cookies <u>not</u> computer will retrieve references containing the term cookies, but that do not contain the term computer



PDF Full Text (2MB)

Other specialty-line food merchant wholesalers; Non-citrus fruit and tree nut farming; VARIETIES

Full Text

References Available

Another Example... Finding HTML Full Text Article





Search

Basic Search Advanced Search Search History >



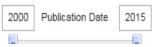
Current Search Boolean/Phrase: "global financial crisis" and FM T Limiters Full Text Scholarly (Peer



- Full Text
- References Available

Reviewed) Journals

Scholarly (Peer Reviewed) Journals



Search Results: 1 - 10 of 233

Relevance ▼

Page Options ▼



1 After the Fall: Real Estate in the Mixed-Asset Portfolio in the Aftermath of the Global Financial Crisis.







By: LIZIERI, COLIN. Journal of Portfolio Management. 2013 Special Real Estate Issue, Vol. 39 Issue 5, p43-59. 17p.

The global financial crisis led some investors to question the benefits of real estate as a risk diversifier in mixed asset portfolios as falling real estate capital values coincided with the bea...

Academic Journal

Subjects: REAL estate investment; INVESTMENT risk; GLOBAL Financial Crisis, 2008-2009; PORTFOLIO management (Investments); REAL estate investment trusts; COMMERCIAL real estate management; Portfolio Management; Real Estate Credit; Lessors of Other Real Estate Property; All other miscellaneous funds and financial vehicles; Lessors of Nonresidential Buildings (except Miniwarehouses); Lessors of residential buildings and dwellings (except social housing projects); Lessors of Residential Buildings and Dwellings; Open-End Investment Funds: Real estate property managers: Nonresidential Property Managers

Cited References: (32)





HTML Full Text PDF Full Text (12.6MB)

2. Did the Recent Housing Boom Signal the Global Financial Crisis?





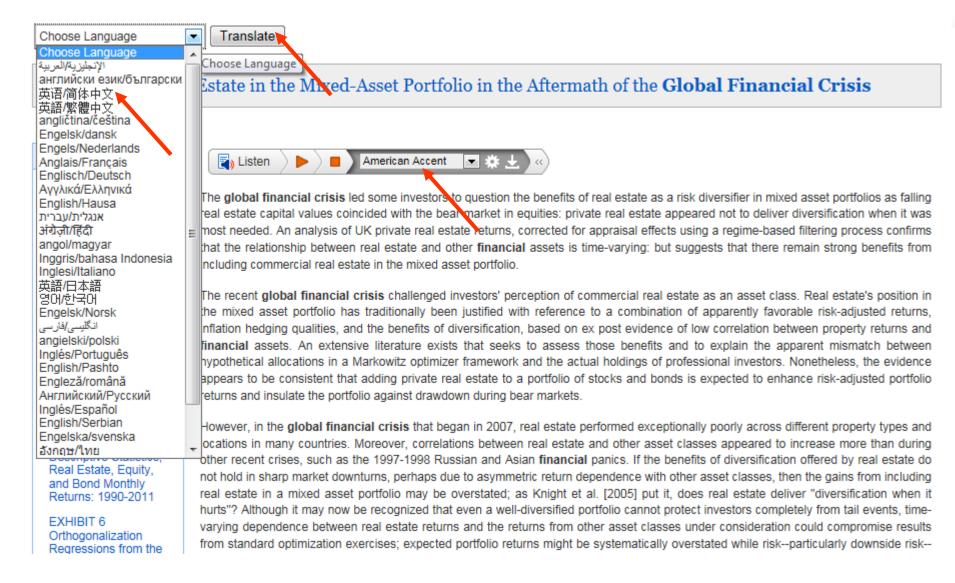


Journal

By: Kemme, David M.; Roy, Saltinil. Southern Economic Journal. Jan 2012, Vol. 78 Issue 3, p999-1018. 20p.

Shiller's (2005) prediction of the current global crisis followed from two key observations: (i) the recent housing booms in the United States and other advanced countries were not explained by e...

Subjects: GLOBAL Financial Crisis, 2008-2009; FINANCIAL crises; HOUSING; RECESSIONS; BUSINESS cycles; Other Community Housing Services: POPULATION

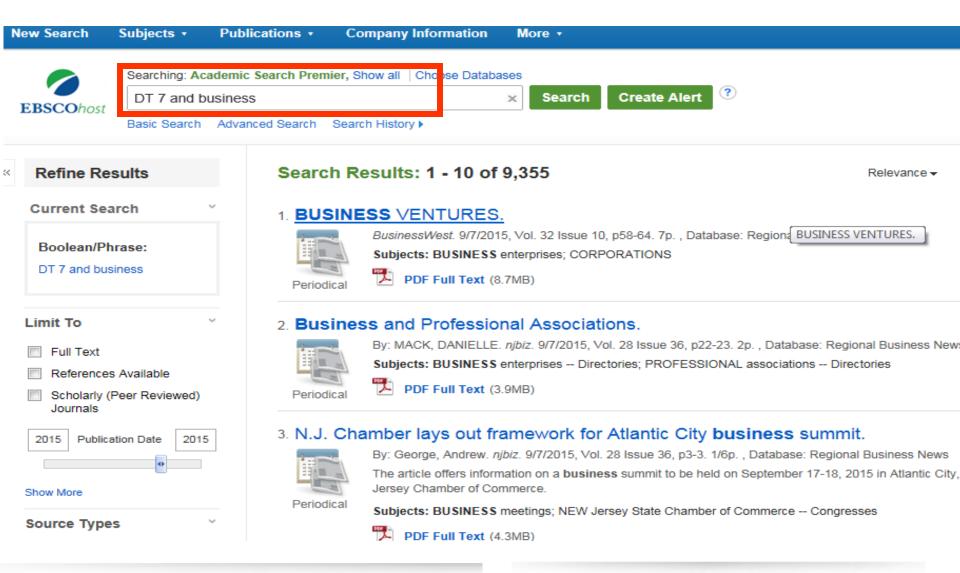


Translating and Reading functions for HTML full text articles.





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IMPACT OF THE GLOBAL FINANCIAL CRISIS IN RURAL CHINA: GENDER, OFF-FARM EMPLOYMENT, AND WAGES.

Authors: Huayong Zhi¹ zhi.ccap@igsnrrac.cn

Zhurong Huang¹ huangzr@ccap@igsnr.ac.cn Jikun Huang¹ jkhuang.ccap@igsnri.ac.cn Rozelle, Scott D.² rozelle@stanford.edu Mason, Andrew D.³ Amason@worldbank.org

Source: Feminist Economics. Jul2013, Vol. 19 Issue 3, p238-266. 29p. 4 Charts, 5 Graphs.

Document Type: Article

Subject Terms: *GLOBAL Financial Crisis, 2008-2009

*FEMINIST economics

*EMPLOYMENT (Economic theory)

*LABOR supply GENDER inequality

CHINA

RURAL geography -- China

Author-Supplied China

Keywords: Financial crisis

gender

off-farm employment

Abstract: This contribution documents the effect of the global financial crisis on women's off-farm employment in China's rural labor force. It begins by comparing the difference between the actual off-farm employment rate and the off- farm employment rate under the assumption of "business as usual" (BAU - a counterfactual of what off-farm employment would have been in the absence of the crisis). The study also examines how the impact of the financial crisis hit different segments of the rural off-farm labor market. Using a primary dataset, the study found that the global financial crisis affected women workers. By April 2009, there was a 5.3 percentage point difference between off-farm employment under BAU and actual off-farm employment for women, and the monthly wages of women declined. Most of this impact affected migrant wage earners:



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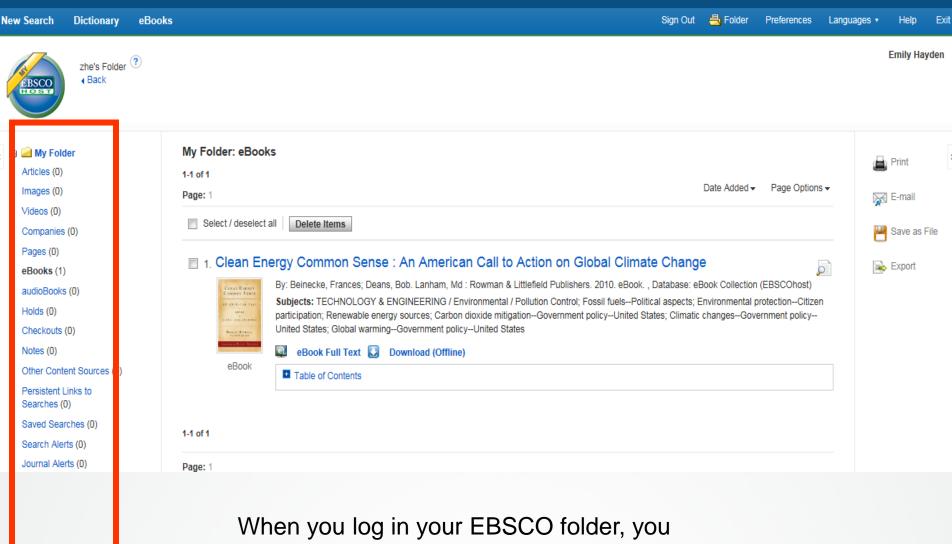
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IMPACT OF THE GLOBAL FINANCIAL CRISIS IN RURAL CHINA: GENDER, OFF-FARM EMPLOYMENT, AND WAGES.

Authors: Huayong Zhi1 zhi.ccap@igsnrrac.cn

Zhurong Huang¹ huangzr@ccap@jgsnr.ac.cn Jikun Huang¹ jkhuang.ccap@jgsnri.ac.cn Rozelle, Scott D.² rozelle@stanford.edu Mason, Andrew D.³ Amason@worldbank.org

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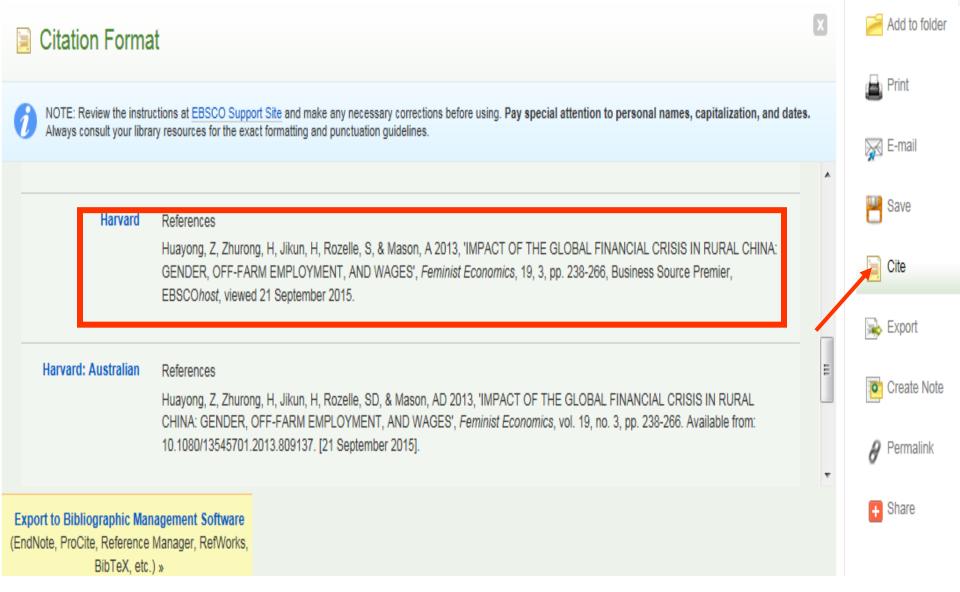
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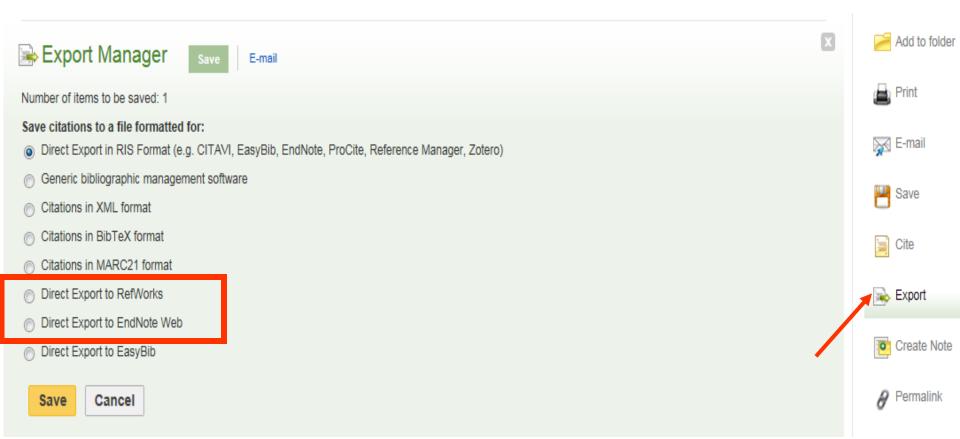
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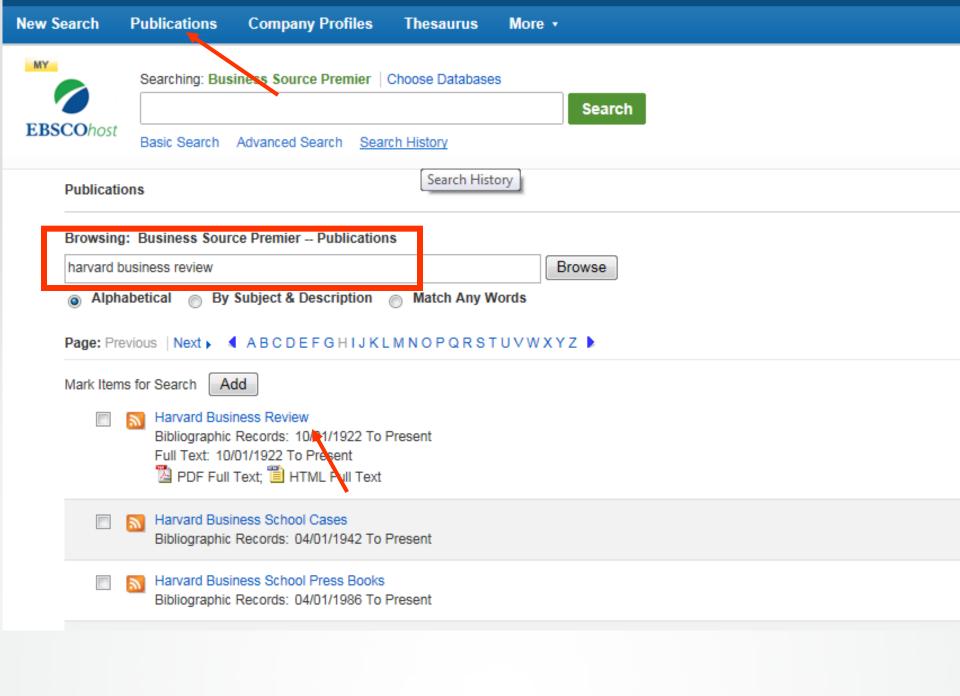
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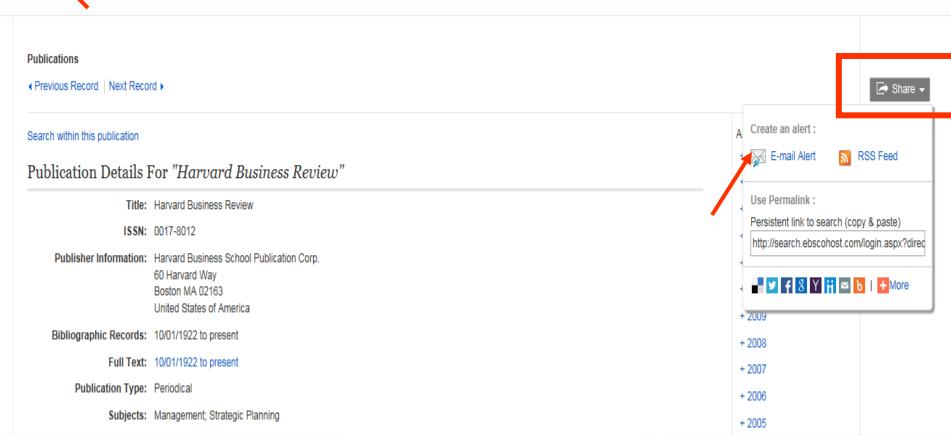
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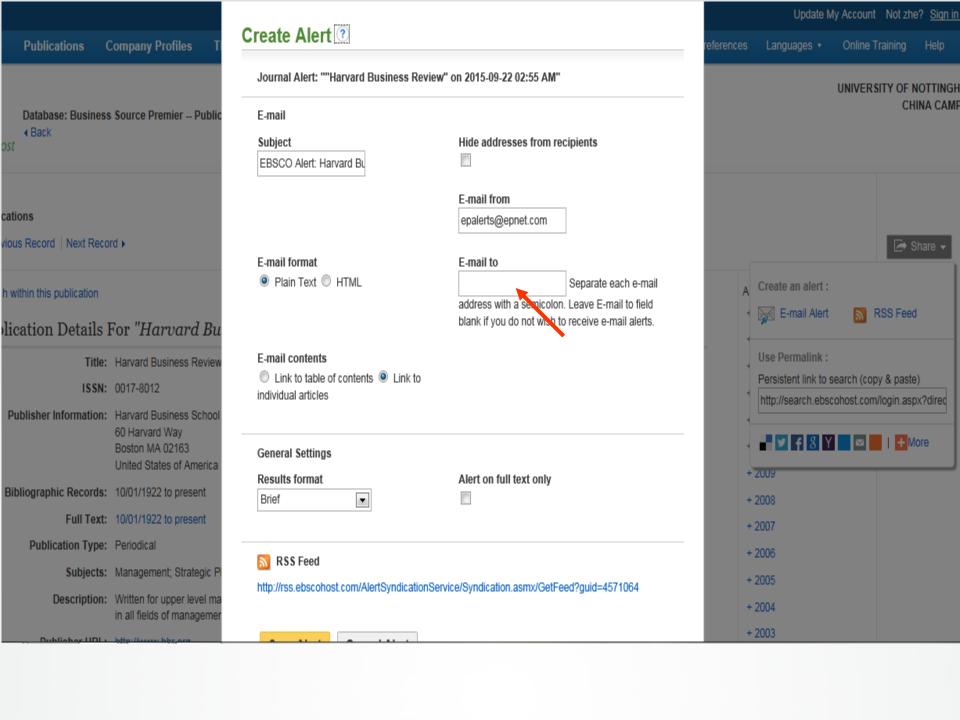


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For example, Mars Incorporated







M&M's Chocolate Factory







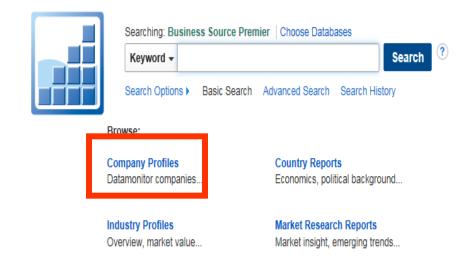
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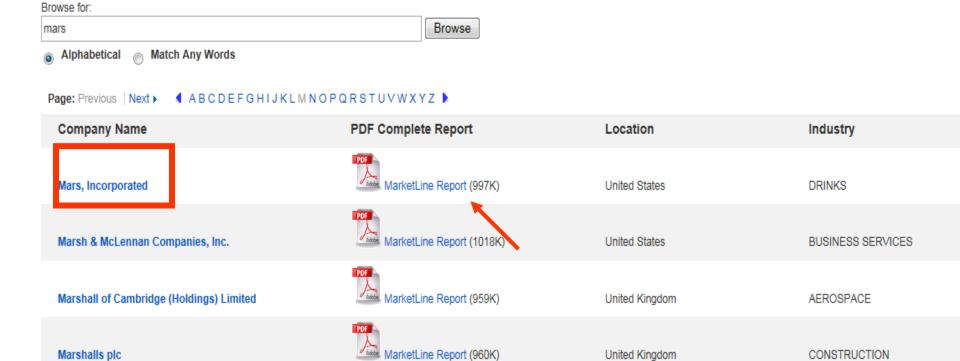
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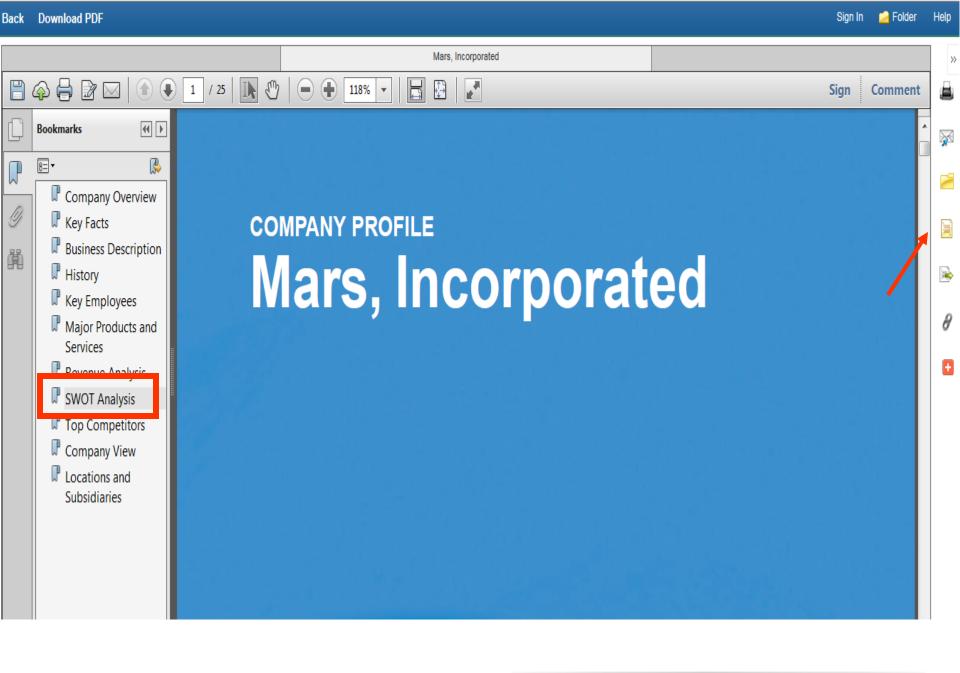




Company Profiles









SWOT ANALYSIS

Mars is a privately-held company, primarily engaged in the manufacture and sale of confectionery products, pet food products, drinks and other food products. The company owns an extensive portfolio of products and brands that it offers through its six segments namely chocolate, petcare, Wrigley, food, drinks and symbioscience. The extensive product portfolio provides a diversified source of revenue for the company, while the strong brand portfolio lends better visibility and presence in all distribution channels and enables Mars to reach a large customer base thereby increasing its market penetration opportunities. However, with increasing popularity of private labels, Mars may see the erosion of its market share.

Strengths	Weaknesses
Comprehensive product portfolio complemented by strong brands Diversified geographic presence Focus on developing and offering nutritious products Sustainability initiatives	Product recalls hamper brand image
Opportunities	Threats

Finding Industry Reports

Confectionery





Preferences Help

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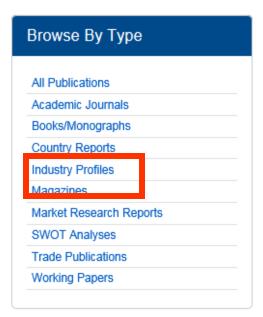
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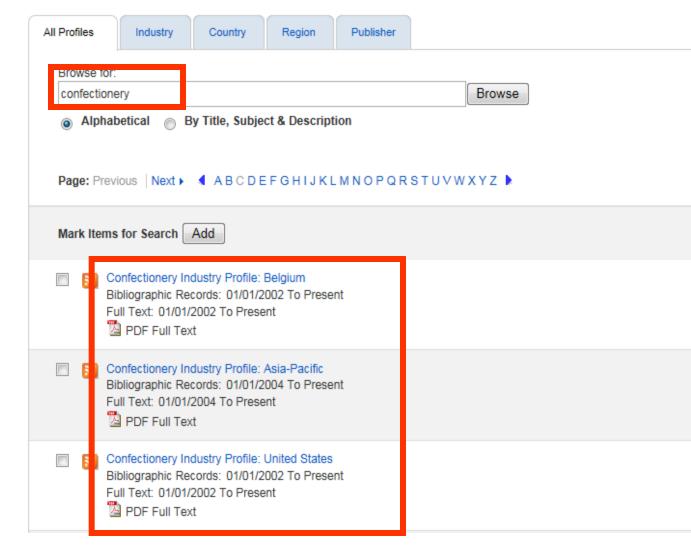
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Business Source Premier -- Publications



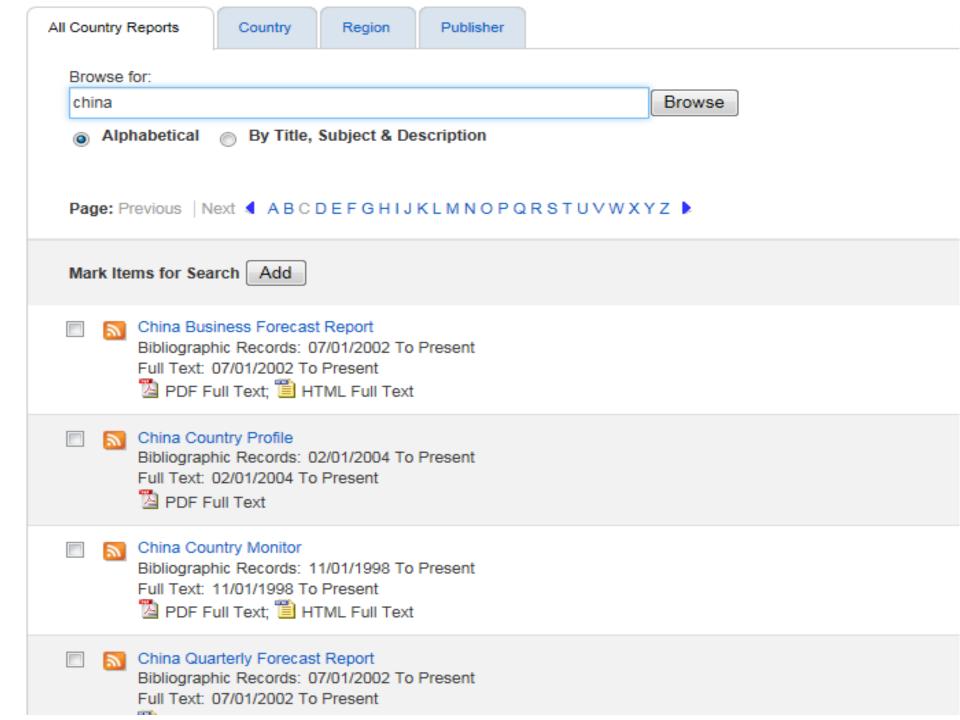




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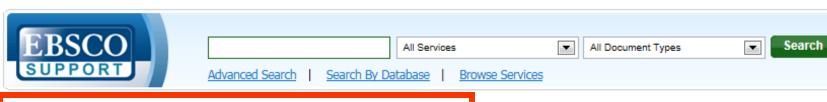
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2015年7月28日	15:00	Full Text Finder: 查找期刊與串	施宏明	30 分钟
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2015年8月3日	10:00	最具權威的護理學研究資料庫: C	施宏明	40 分钟
2015年8月4日	10:00	Full Text Finder 查找期刊全文	Sophia Jiang	30 分钟
2015年8月4日	13:30	Explora 帮你找到适合自己的英语	Sophia Jiang	30 分钟
2015年0日4日	14:20			





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持续时间: 30 分钟 主讲者: Sophia Jiang

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主持人电子邮件: sjiang@ebsco.com

课程资料: (无)



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