Searching for Industry Profiles in the Database Business Source Complete

About Business Source Complete & Its Industry Profiles

Business Source Complete is a terrific source for business articles, as well as a good source for industry profiles & company profiles & SWOTs. Its industry profiles are from various publishers and provide different kinds of information on industries, depending on the publisher.

How to Connect to the database Business Source Complete

- Start with the Library’s databases page: http://ohiodominican.libguides.com/az.php
- Select Business from the “Filter by subject” menu
- Select Business Source Complete

Logging in from off campus?

You will need (1) your last name and (2) the last 7 digits of your ODU ID.

Need help? Go to https://www.ohiodominican.edu/library/off-campus-access.

How to Search for Industry Profiles in Business Source Complete

1. Type your industry in the top search box and click on the Search button.

2. Then scan through your list of results, paying close attention to the Subjects.

   Is there a subject that best matches your industry? If so, use this as your new search term. Why? Because this is the term the database uses officially for your industry. This is a great way to target information that focuses on your industry.
View Sample List of Results for a Search on the airlines industry:

3. A COMPARATIVE STUDY OF VOLUNTARY ACCOUNTING DISCLOSURES BETWEEN U.S. AND NON-U.S. AIRLINE COMPANIES
   Subjects: AIRLINE Industry; ACCOUNTING; STOCKHOLDERS; FINANCIAL disclosure; TRANSPARENCY in organizations; Other Accounting Services; INFOTECH Stocks
   PDF Full Text (251 KB)

4. The Influence of Purchase Date and Flight Duration over the Dispersion of Airline Ticket Prices.
   By: Szpilman, Tomasz Stanislaw, Korzaw, Robert. Contemporary Economics. 2015, Vol. 9 Issue 3, p355-361. 7p. DOI: 10.5706/ce-3-3-58
   Subjects: AIRLINE Industry; AIRFARE; GOVERNMENT policy; CORPORATE profits; ECONOMIC change; INFORMATION & communication technologies; TICKETS; SALES & prices
   PDF Full Text (90KB)

5. Managing Turbulence: BUSINESS MODEL DEVELOPMENT IN A FAMILY-OWNED AIRLINE.
   By: Biggs, Marcot; Boyd, Britta; Hellmann, Svandi. California Management Review. Fall 2015, Vol. 59 Issue 1, p41-64. 24p. 1 Chart, 1 Graph. DOI: 10.1111/asm.12141
   Subjects: BUSINESS development; FAMILY-owned business enterprises; BUSINESS models; AIRLINE Industry; BUSINESS-to-business transactions; BUSINESS-to-consumer transactions; COMPETITORS; AIRFares; COMPETITORS; Scheduled Passenger Air Transportation; Scheduled air transportation
   Academic Journal

You may notice that in the **Subjects** is the phrase “AIRLINE Industry.”
This would be a better search term than what we started with.

3. Search for your industry with the new search term in the search box and choose **SU Subject Terms** from the adjacent drop-down menu. Then click on Search again.

   ![Search Interface](image)

   Searching: **Business Source Complete** | Choose Databases

   airline industry

   **AND**

   **SU Subject Terms**

   **Select a Field (optional)**

   **Search**

Now you can focus your search for **Industry Profiles**.

4. To limit your results to just **Industry Profiles**, scroll to the left of your screen, where you will see the option for limiting your results to specific **Source Types**.

   ![Source Types](image)

   **Source Types**

   - All Results
   - Trade Publications (50,735)
   - Magazines (30,452)
   - Newspapers (15,245)
   - Academic Journals (7,070)
   - Industry Profiles (1,148)
5. Select **Industry Profiles** by clicking on the box next to “Industry Profiles.”

If you don’t see **Industry Profiles** as an option, click on the link **Show More** to see if there may be some available.

**TIP:** If you don’t see any industry profiles for your industry, you may need to (a) search industry profiles for a larger industry in which your industry may operate or (b) search for articles on your industry in Business Source Complete and try to find an industry survey in another database, most notably S&P Capital IQ (formerly known as S&P netAdvantage).

6. Scan your list of results for appropriate industry profiles.

<table>
<thead>
<tr>
<th>Search Results: 1 - 30 of 1,188</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. JP B&amp;H Airlines d.o.o.</strong></td>
</tr>
<tr>
<td>SeeNotes: Research &amp; Profiles (Company Profiles). 2015, p2524-2527. 4p.</td>
</tr>
<tr>
<td><strong>Subjects:</strong> COMERCIAL aeronautics; AIRLINE Industry; JP B&amp;H Airlines d.o.o.; Scheduled Freight Air Transportation; Non-scheduled Chartered Passenger Air Transportation; Scheduled air transportation; Non-scheduled specialty flying services; Scheduled Passenger Air Transportation</td>
</tr>
<tr>
<td><img src="200KB" alt="PDF Full Text" /></td>
</tr>
<tr>
<td><strong>2. Airlines in Singapore.</strong></td>
</tr>
<tr>
<td><strong>Subjects:</strong> AIRLINE Industry; COMPETITION (Economics); SINGAPORE</td>
</tr>
<tr>
<td><img src="38MB" alt="PDF Full Text" /></td>
</tr>
<tr>
<td><strong>3. Airlines Industry Profile: Australia.</strong></td>
</tr>
<tr>
<td><strong>Subjects:</strong> AIRLINE Industry; MARKET value; AIRLINE Industry -- Forecasting; AUSTRALIA</td>
</tr>
</tbody>
</table>
TIP #1: What to do if you Have Many Industry Profiles on Multiple Countries

If you see many profiles for different countries, you can focus on just one country by adding it to your search: In the second search box, type your country; then choose SU Subject Terms and click on Search.

```
Searching: Business Source Complete | Choose Databases

airline industry

AND

united states
```

TIP #2: What to do if you See Many Industry Profiles on your Industry

➢ Scan the publication names to identify different kinds of profiles from different publishers. Each publication will give you different kinds of information.

➢ Scan to determine how many pages are in the industry profile/report. If it’s over 100, it is most likely filled with charts of data only, with little analysis. If it’s 30-60 pages, it may be narrative with analysis.

TIP #3: Look at the publication dates.

Each industry profile/report is updated at a different time; make sure you have the most current.
7. View the image of sample results on the next page.

View the sample list of results below.

As you may notice in the image above of some of the results for a search on the airline industry in the United States, the following publications are available:

- **US Industry Quarterly Review** – 6 pages
- **Airlines Industry Profile: United States** – 35 pages
- **United States Scheduled Air Transportation Industry Report** – 135 pages
- **United States Industry & Market Outlook** – 2 pages

All should be available full text, typically in PDF format.

**Citing an Industry Profile from Business Source Complete?**

For resources to help with citing business sources, visit ODU Library’s [Quick Reference](http://www.ohiodominican.edu/library/quickref) & click on *APA, MLA, & Other Styles*.

**Need Assistance Using this Database?**

**Ask a Librarian:** 614.251.4754 | 888.681-8044 | refdesk@ohiodominican.edu

[http://www.ohiodominican.edu/library/help/ask](http://www.ohiodominican.edu/library/help/ask)