Searching for Articles on your Industry in the Database Business Source Complete

About Business Source Complete

*Business Source Complete* is a terrific source for business articles, as well as a good source for industry profiles & company profiles & SWOTs.

How to Connect to the database *Business Source Complete*

- Start with the Library’s databases page: [http://www.ohiodominican.edu/library/databases](http://www.ohiodominican.edu/library/databases)
- 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](https://www.ohiodominican.edu/library/off-campus-access).

How to Search for Articles on your Industry 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:

1. **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, UNITED States.
   
   PDF Full Text (801 KB)

2. **The Influence of Purchase Date and Flight Duration over the Dispersion of Airline Ticket Prices.**
   
   
   Subjects: AIRLINE Industry, PRICING, GOVERNMENT policy, CORPORATE profits, ECONOMIC changes, INFORMATION & communication technologies, TICKETS, SALES & services.
   
   PDF Full Text (900 KB)

3. **Managing Turbulence: BUSINESS MODEL DEVELOPMENT IN A FAMILY-OWNED AIRLINE.**
   
   
   
   PDF Full Text (801 KB)

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.

4. **TIP #1:** This is where you can search on specific issues, trends, and drivers of your industry. Add this to your second search box.

Now you can focus your search for **Industry Profiles.**
5. To limit your results to just articles from Trade Publications, scroll to the left of your screen, where you will see the option for limiting your results to specific Source Types.

7. Scan your list of results for appropriate articles.

8. You can **sort your results** by Relevance (default) or Newest.

Doing both will ensure the most relevant results as well as the most current ones.

Your other option would be to sort by relevance and then limit your range of years.
9. To view an abstract, or summary, of the article, click on the Magnifying glass icon.

10. For full text, click on HTML Full Text or PDF Full Text link. Note: HTML may not include images, graphs, or charts. If you don’t see your article available full text (typically in PDF format), then click on the Find It link.

Citing an article from Business Source Complete?
For resources to help with citing business sources, visit ODU Library’s Quick Reference at www.ohiodominican.edu/library/quickref & click on APA, MLA, & Other Styles.

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