Slide 1
Slide notes: Business Source Complete is a database used to conduct International Industry research.

Slide 2
Slide notes: Business Source Complete:
- Is a comprehensive database, with citations and full-text content, for scholarly and trade business journals.
- Covers the fields including but not limited to: marketing, management, accounting, finance and economics.
- Also, carries case studies, market research reports, country profiles, and other information.

Slide 3
Slide notes: When navigating through the Laurier Library website, to access business databases click "Research Materials."
Slide 4
Slide notes: This will open a drop-down menu that will provide the link to "Databases." Click this link.

Slide 5
Slide notes: This will automatically navigate you to the "Databases" page, by default the databases are organized "By Subject." From the menu, select "Business."

Slide 6
Slide notes: You will automatically navigate to a page containing main business databases as well as other useful databases, in alphabetical order, that could assist you in conducting your research.
Slide 7
Slide notes: Select the database that appeals to the research you are conducting. In this instance, we will select the “Business Source Complete” database.

Slide 8
Slide notes: When accessing Business Source Complete through the Business subject page, on the Laurier Library Website, you will automatically navigate to the advanced search page.

Slide 9
Slide notes: On this page, you can conduct a general “Keyword Search” at the top of the page, or, conduct a more refined search through the “Search Options” section, provided below.
Slide 10
Slide notes: In this instance, we will use the “Keyword Search.” For this example, we will conduct a search for the “Airline Industry,” type “Airlines,” in to the search box. Click, “Search.”

Slide 11
Slide notes: As you can see, on the panel to the left, there are 136,885 results currently, for the keyword “Airlines.”

Slide 12
Slide notes: As you browse through your current search results, the term “Airline Industry” is visible in the article’s “subjects” field. This is a more targeted search that you could use to further refine your search.
Slide 13
Slide notes: Remove "Airlines," and type “Airline Industry.”

Slide 14
Slide notes: Using the drop down menu to the right, select “Subject Terms,” and click “Search.”

Slide 15
Slide notes: Now, the panel to the left displays 57, 264 results.
Slide 16
Slide notes: To further narrow our search, we will focus on the competitive landscape of the airline industry. In order to find reports containing the words competition or competitor, we will type competit* (with an asterisk) in the second search box at the top of the page.

Slide 17
Slide notes: And, select "Subject Terms" from the drop down menu. Click, “Search.”

Slide 18
Slide notes: As you can see, the search results reflect the current specified keywords. To further narrow down the search, use the panel to the left.
Next Steps...

Proceed to select either of two options:

- Learn more about Wild Card and Truncation symbols, as well as Boolean Operators...
- Proceed to continue with the search...

Slide 19
Slide notes: At this point we will proceed to learn more about Wild Card and Truncation symbols, as well as Boolean Operators.

Slide 20
Slide notes: If you would like more information on options to refine your search, such as Wild Card and Truncation symbols, and Boolean operators, click the question mark icon to the right of the search box.

Slide 21
Slide notes: This will open a pop-up window containing information on various topics; use the panel to the left to select the preferred topic.
Slide 22
Slide notes: Here you have information for “Wildcard and Truncation Symbols.”

Slide 23
Slide notes: As you can see, we have now navigated to view information on “Booleans.”

Slide 24
Slide notes: At this point we will proceed to continue with the search.
Slide 25
Slide notes: The articles that are currently visible go back as far as 1929. In order to find more up to date results, you can change the Publication Date to a more current time frame.

Slide 26
Slide notes: Under “Refine Search” use the tool to obtain search results for the last three years, by changing the date from 2010 to 2013.

Slide 27
Slide notes: And then, click “Update.”
Slide 28

Slide notes: To further refine search results, we can use the various other options available, in the left panel. We could further specify by “Source Type” by selecting: Trade Publications, Academic Journals, and/or Magazines, among many other options. However, in our case, we will leave the default option as “All Results.”

Slide 29

Slide notes: Lastly, we would like to further narrow our results by region, under the “Geography” heading, select “United States” and “China.”
Slide 31
Slide notes: Click the box to the left, and then click “Update.”

Slide 32
Slide notes: As you can see, the panel to the left now displays your current search criteria; a total of 38 results have appeared on the results page.

Slide 33
Slide notes: Currently, your results are organized by default, by date in descending order. You can use the dropdown menu, if you would like to organize your results either by relevance, source, author or ascending date. In our case, we can leave the list of results organized by descending date.
Slide 34
Slide notes: From the results that have appeared, we will select the article that is most applicable to the search we are conducting. In this case, it is the article titled “Patterns and Effects of Entry in U.S. Airline Markets,” and “China takes to the African Skies.”

As you can see below the search result, I can view the first article through “Get it! Laurier.” Click the link provided.

Slide 35
Slide notes: This will open another tab, containing four links that will allow you to either view the article electronically, through the “Scholars Portal,” or potentially (depending on if the journal is available in print) obtain a hard copy, through the “Primo Library Catalogue.”

In this case, we would like to view the electronic version of the article. Click the first link provided.

Slide 36
Slide notes: This will open a secondary window containing your article, which in this case is on the “Scholars Portal” database.

At this point, I can click the link titled “PDF” at the top of the report to view the report in a pdf format, in a secondary webpage.
Slide 37
Slide notes: As you can see, the report is now visible in another web page. You now have the option to either print, email or download the report.

Slide 38
Slide notes: Another useful article that might help you conduct your research, and get a better understanding of the competitive landscape of the American and Chinese airline industry is the article “China takes to the African skies.”

As you can see there are two options available to view the article, you can either view it in “HTML Full-Text” or “PDF Full-Text.”

Let’s view it in “HTML Full-Text.”

Slide 39
Slide notes: As you can see, you have the option to listen to the entire document in audio format, you can also print, email or save the HTML file using the panel to the right as well as access the pdf located on the panel to the left.
For more information:
Please visit the Business subject page located on the Laurier Library website www.library.wlu.ca/subject/business and Click the Industry Research tab

Slide 40
Slide notes: You have just learned how to conduct an International Industry search using Business Source Complete. If you would like more information, please visit the Business subject page located on the Laurier Library website at www.library.wlu.ca/subject/business and Click the Industry Research Tab.