



LIBRARY RESEARCH GUIDE: ECONOMICS, ACCOUNTING AND BUSINESS

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General Tips for Searching E-resources

(Note: The following techniques usually work with online catalogs, periodical databases, reference databases, search engines, and other standard library resources):

- To search for exact phrases, enclose them within double quotation marks:
 - “social media”
 - “attention deficit disorder”
- To search for multiple endings of words, use an asterisk/star in place of the variant endings. This technique is known as “truncation.”
 - environment* (retrieves “environment,” “environments,” “environmental,” “environmentalists,” etc.)
- To find more than one term, use the “and” command between all of the terms. This command narrows your search.
 - brands and consumers
 - NOTE: Certain resources (e.g., Google) *assume* an “and” between multiple search terms, so you don’t need to include one there.
- To find synonymous/equally acceptable terms, use the “or” command (and enclose the phrase within parentheses):
 - Consumers and (advertisements or commercials or ads)

Finding Reference/Background Materials

- You can find brief introductory articles in [Credo](#) and [Oxford Reference](#), reference databases made up of hundreds of individual reference works in all subject areas.
- Relevant print books are located here in the library’s Reference Area:
 - Economics: 330s
 - Management and Public Relations: 650s

Finding Books

- To find books, both print and electronic, in Converse’s Mickel Library, go to our [Discovery Service](#), type your terms in the search box, and select “Converse Catalog”; to find borrow-able books in South Carolina

college/university libraries, go to our [Discovery Service](#), type your terms in the search box, and select “PASCAL Delivers”:

- women and (advertising or marketing)
 - “human resources” and (grocer* or supermarkets)
- To find books in libraries throughout the U.S., use [WorldCat](#).

Finding Periodical Articles

- [Business Source Premier](#) -- one of the world’s largest business databases, comprising thousands of periodicals in areas such as marketing, economics, finance, etc.
 - Sample search:
 - “prepared foods” and grocer* and consumer*
 - “used cars” and “internet marketing”
- [Business Abstracts with Full Text](#) – covers hundreds of core magazines and academic journals in business, over 500 of which include the full text of the articles
 - Sample search:
 - “musical instruments” and retail and (internet or online)
- [Regional Business News](#) – includes more than 80 regional business publications, most of them in full-text format.
 - Sample search:
 - “krispy kreme” and “south Carolina”
- [Academic Search Complete](#) -- one of the world’s largest academic multi-disciplinary databases, *Academic Search Complete* provides indexing to over 12k periodicals (the majority are peer-reviewed journals) and includes the full text of over 8k of these.
 - Sample search:
 - “walmart neighborhood market”

Finding “Everything”

Use the library’s [Discovery Service](#) to search MILLIONS of journal articles, books, book chapters, etc. In the search box, key in your search terms and select “Everything.”

Finding Out If Our Library Owns a Particular Periodical

- To find complete articles for which you’ve found only a citation or abstract, you’ll first want to click the “[Periodicals Available at Converse](#)” link on the [library’s](#)

[home page](#) (under “Research” and then “Other Resources”). Key in some or all of the journal’s name (NOT the title of the article itself), and you’ll see a listing of periodicals the library owns in electronic format as well as those it owns in print/physical format. For those in electronic format, their records will provide links to the database(s) that include(s) them. Occasionally these records will be incorrect or confusing; if you have any trouble determining whether the library has access to a particular journal article, please contact us through the “Ask a Librarian” service.

Using Interlibrary Loan/PASCAL Delivers

- Once you’ve determined that our library doesn’t own a book or article (etc.) that you need, you’re encouraged to go through either of the two services below to get it. We can borrow from among millions of resources held by thousands of libraries across the country.
- If you need a **BOOK**, first check PASCAL Delivers by going to our [Discovery Service](#), keying in your search terms and selecting “PASCAL Delivers.” If you find the book there, click on it, sign in, and click on “Request via PASCAL Delivers.” These books generally arrive within a few business days.
- If you need a **BOOK NOT HELD IN PASCAL DELIVERS**, or if you need an **ARTICLE OR ANY OTHER NON-BOOK SOURCE OF INFORMATION**, go [to Interlibrary Loan](#) and select the correct form. Articles generally arrive – sometimes in electronic format, sometimes in photocopied print format - within 2-7 business days. Books generally take a little longer: 5-10 business days.

