

# Business Cornerstone: Tools for Business Research

UHD Library

Ask a Librarian: <http://www.uhd.edu/library/ask.html> or 713-221-8187

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## Finding business journal articles and other database resources

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- **To connect to UHD databases**, go to the Library's Web site at <http://www.uhd.edu/library/> and choose "Research Databases." Then choose a database under "Browse by Subject" or "View All Databases."
- **If you are off campus**, you will be asked to log in with your User ID and User PIN for student e-services. For more information, see <http://www.uhd.edu/library/howto/connect.html>.

Some of the most useful UHD databases for articles on business-related topics include:

[\*Business Source Complete\*](#) provides indexing and, in many cases, full-text coverage for over 8000 business periodicals and other sources, including scholarly journals in management, finance, accounting, international business, and more. The first database you should try.

[\*JSTOR\*](#) is an archive of full-text peer-reviewed journals in business, economics, and finance (as well as non-business journals). It does not provide articles from the last few years.

[\*Accounting & Tax Database\*](#) contains abstracts of newspaper and journal articles related to accounting and tax issues. Also includes many full-text articles.

[\*EconLit\*](#) contains citations and abstracts gathered by the American Economic Association back to 1969. It provides excellent coverage of the academic economic literature.

[\*Emerald Fulltext\*](#) includes scholarly management journals in a variety of disciplines including strategy, leadership, information management, marketing, and human resource management.

[\*Omnifile\*](#) covers magazine and journal articles in business, law, the humanities, the social sciences, and the sciences, as well as popular magazines, such as *Consumer Reports*, *Forbes*, and *Fortune*.

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## Finding business news

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\*[\*Wall Street Journal\*](#) (\*UHD database) contains full text articles from the newspaper, dating back to 1984. *WSJ* offers in-depth coverage of national and international finance as well as thought-provoking articles on other topics.

\*[\*Lexis Nexis Academic\*](#) (\*UHD database) is a full-text database of articles from major American newspapers and magazines since 1980. It also includes company data, business and industry news and accounting information. The legal section includes federal and state cases and laws.

*CNN Money* (<http://money.cnn.com/>) contains up-to-the-minute pieces about current financial and business events.

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## Finding books, e-books, multimedia, and journals

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Use the Library Catalog on the Web by going to <http://library.uh.edu/> to find materials owned, or subscribed to, by the library.

*Finding Books and Journals (continued)*

- Use keyword searching if you're looking for e-books, books, or videos on a topic
- Use title searching if you know the exact title of the book you need
- Use journal title searching if you need to find a magazine or journal in the library

The Library Catalog is shared by UHD, UH, and UH-Clear Lake. Items at UHD will have "UHD" or "Downtown" listed as their location. [Tip: To limit your search to items at UHD, once you have your search results, click on the down arrow next to "View All Libraries" and change the location to "UH Downtown".]

If a book you want is checked out or only available at another UHS campus, you may click on the "Request" button in the Library Catalog and ask the Library to obtain it for you. You must have registered with the Library and received a barcode on your UHD ID card in order to use this feature.

The UHD Library also makes over **55,000 e-books** available, through *\*netLibrary* and *\*ebrary* (\*UHD Databases). Use of ebrary requires downloading the free ebrary Reader; the Reader is already available on the computers in the library. Several important business presses have books in netLibrary and ebrary.

## Finding business information on the Web

**Start with a subject guide.** Subject guides are created by human beings knowledgeable in a specific area, as opposed to being computer-generated. This means that they cover much less material than search engines, but tend to be of a higher quality.

*CEOExpress* (<http://www.ceoexpress.com/>) Calls itself a "business portal for executives" – pulls together a lot of useful business sites in an easy-to-use format.

*Wall Street Executive Library* (<http://www.executivelibrary.com/>) Includes a news center, search & computer section, magazines and journals, and a business toolkit.

*Knowledge@Wharton* (<http://knowledge.wharton.upenn.edu/>) provides academic overviews of business issues, such as ethics, marketing, and human resources.

**Use a search engine** with a large database and good relevance ranking to cover a much broader set of material than subject guides do. To see recommended search engines, check out the Tool Kit for the Expert Web Searcher at <http://www.ala.org/ala/lita/litaresources/toolkitforexpert/toolkitexpert.htm>.

## Finding company information

*Yahoo! Finance* (<http://finance.yahoo.com/>)

Provides company profiles, stock price charts, financial statements, historical prices, insider trades, message boards, news, SEC filings, analyst upgrades/downgrades, institutional/mutual fund ownership, competitors, ratios.

*\*Business & Company Resource Center* (\*UHD database) provides articles and press releases; detailed information for domestic and international companies and associations, including information on corporate hierarchical structures; investment reports; corporate chronologies and company histories; brands and product information; and industry and company rankings.

*\*MarketLine Business Information Center* (\*UHD database) includes Datamonitor's data, analysis, and trend prediction for over 10,000 companies, 2,000 industries, and 50 countries.

### **Finding Company Information (continued)**

The current version of this document is always available at:

<http://www.uhd.edu/library/guides/BusinessCornerstone.pdf>

\* [Mergent Online](#) (\*UHD database) contains up to 10 years of financial information on more than 10,000 U.S. based public companies. Allows building of customized reports on companies within an industry that meet certain requirements such as annual revenues, total assets, city or state, stock exchange, and more.

\* [Reference USA Business Database](#) (\*UHD database) includes basic information about 13 million American businesses, including contact information, company officers, size of the business, type of business, credit rating, and more. The Customer Search allows you to find all of the businesses in a zip code or city, or all of the nearby businesses of a certain type or size.

*SEC Filings* (<http://edgar.sec.gov/>)

EDGAR contains SEC filings of all publicly traded U.S. companies from May 1996 on. Filings are available as they are processed by the SEC.

*Annual Report Service* (<http://www.annualreportservice.com/>)

Not all publicly traded companies are included in this site, but it's a great resource for finding annual reports quickly. Membership is required, but is free.

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## Finding industry information

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\* [Business Insights](#) (\*UHD database) provides a collection of book-length industry reports on sectors of technology, consumer goods, healthcare, finance, and energy. About 400 reports provide a clear picture of the size and growth of markets, the competitive arena, trends and issues affecting the marketplace, and future forecasts.

\* [MarketLine Business Information Center](#) (\*UHD database) includes Datamonitor data, analysis, and trend prediction for over 10,000 companies, 2,000 industries, and 50 countries.

*Industry Portals* (<http://www.virtualpet.com/industry/mfg/mfg.htm>)

This site links to hundreds of industry related web sites. This is a great place to find sites focused on a specific industry.

\* [Plunkett Research Online](#) (\*UHD database) provides portals to research materials for several industries, including computers, energy, finance, retail, and others. Each portal includes market research and trends, company profiles, export company contacts, statistics, associations / organizations, and a glossary of industry terms.

\* [D&B Key Business Ratios](#) (\*UHD database) is the online version of the industry standard ratio source, providing three years of ratios for each industry it covers. The 14 key business ratios cover all critical areas of business performance-solvency, efficiency, and profitability. The industries are arranged by Standard Industrial Classification, or SIC (<http://www.osha.gov/pls/imis/sicsearch.html>).

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## Finding international business information

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*Business & Human Rights Resource Centre* (<http://www.business-humanrights.org/>)

Collection of news and official documents about the international human rights practices of corporations. The information is organized by country/region, industry, and individual company.

***Finding International Business Information (continued)***

\*[CountryWatch](#) (\*UHD database) provides country-specific geopolitical intelligence on each of the 192 countries of the world. Economic, investment, social, and environmental overviews provide needed information for doing business with each country.

*Country Information* (<http://www.uhd.edu/library/databases/countries.html>) The UHD librarians have collected a set of websites, most of them free, which provide general information about countries.

*Country Reports on Human Rights Practices* (<http://www.state.gov/g/drl/rls/hrrpt/>) These annual U.S. State Department reports include information on labor and social conditions – treatment of women and children, working conditions, discrimination against minorities, and more.

*GlobalEDGE: Resource Desk* (<http://globaledge.msu.edu/ibrd/ibrd.asp>) Well-organized listing of resources by Michigan State University's Center for International Business Education and Research. They provide "Country Insights"; other useful country sites are found under "Research: Multi-Country," including the CIA World Factbook (<http://www.cia.gov/cia/publications/factbook/>).

\*[World Data Analyst](#) (\*UHD database) Statistical profiles of 217 countries with data on demographics, the economy, education, and more. The "Current Comparisons" section includes many more specific statistics than the "Country Snapshots."

\*[World Development Indicators](#) (\*UHD database) is "the World Bank's comprehensive database on development data, covering more than 600 indicators, 208 economies, and 18 regional and income groups. The extensive collection of development data includes social, economic, financial, natural resources, and environmental indicators for more than forty years, 1960 to 2004, where data are available."

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## **Finding economic and demographic statistics**

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\*[Conference Board](#) (\*UHD database) is a database of full-text research reports on business trends, leadership decisions, performance excellence, corporate governance, HR, productivity, CRM and more. Economics material includes topline US and global economic indicators and analysis and forecasts of regional, national, and international economic conditions.

\*[Business Cycle Indicators](#) (\*UHD database) provides access to commentaries, charts, and data for a variety of standard economic indicators in the United States.

\*[STAT-USA](#) (\*UHD database) includes economic indicators and statistics, market and industry analysis, country reports, and more, authoritatively compiled by the U.S. federal government.

*Statistical Information* (<http://www.uhd.edu/library/databases/statistics.html>)

The UHD librarians have collected a set of websites, most of them free, which provide statistics.