Postgraduate Business
Library Guide
Getting Started
This guide shows you how to....

1. Familiarise yourself with the basics of the library
2. Look for books or ebooks on your topic using the catalogue
3. Find an e-journal article on a topic
4. Start your assignment
5. Access databases e-journals etc. when you are off campus
6. Find business databases you can search for your assignment
7. Find articles on your topic in the business database ABI Inform
8. Find articles in the database: Emerald Management Xtra
9. Find articles in the marketing database: Marketline Advantage
10. Find consumer analytics information in the database: GMID
11. Find articles in the database: Academic Search Complete
12. Get more help
Why use the Library?

To do a successful assignment you are expected to use trustworthy sources. Information on the web is not always reliable, correct or free from bias. The library subscribes to quality resources (books, electronic journals, peer reviewed articles, reports etc.) that you can rely on. By connecting to the library, you can access a wide range of quality assured sources for your assignments and research.

Resources available in the Library

Books and print journals related to business are kept in the Blackrock and James Joyce libraries. Your student card gives you access to all five UCD libraries. See our opening hours on the library homepage.

Our online Library is called Findit and contains many electronic journals and business databases that you can search to find information for your assignments and research. These are accessible 24/7.

Borrowing books in the Library

There are four kinds of book collections

Long loan items can be borrowed for 60 days. You can borrow 15 items.

Week loan items can be borrowed for 7 days. You can borrow 3 items (Week loans include thesis).

4 hour loan items can be borrowed for 4 hours. You can borrow 3.

If you are not finished with a book you can renew it as long as you haven’t reached the renewal limit, see our renewing help page for more details on renewing books. There are fines if items are not returned on time. To find out about fines check our fines & charges help page.
If all the copies of the book you want are out on loan you can request the book, see our recalling and requesting items help page for more information.

Theses

UCD library holds research theses by UCD students. You can search for these in the catalogue. For more information about theses just ask a member of staff at the issue desk.

Ask a question

If you have a question, please ask a member of staff at the issue desk in the library for assistance.

Printing & Photocopying

Library printing services are provided by UCD Copi-Print. For information on how to print see the printing information page. The photocopying service in the Library is provided by UCard a university smart card. For more information, see our help page on photocopying. Photocopiers are available in all UCD libraries.

Items not in UCD library

When UCD Library doesn’t have the item(s) you are looking for, we can provide you with library cards or letters of introduction so that you can visit other national and international academic libraries. See our help page on visiting other libraries.
Inter-Library loans

Where an item is unavailable in our library, we can often borrow or obtain a copy of it from another library using our document delivery service or our inter-library loan service. Please see more information on our inter-library loan help page.

Endnote

EndNote is a bibliographic software tool that helps you manage your references and compile a bibliography for your assignment or thesis. UCD library runs lunchtime sessions during term in Belfield. For more information, please see our EndNote help pages on the library website.
Remember to look at the reading list your lecturer gives you for your course. Usually reading lists will give you the names of textbooks useful for your assignments. The catalogue will show you whether or not we have printed books, ebooks, print journals, articles and even UCD theses on your topic in UCD library.

To look for a print book or an ebook on your topic you can just search the catalogue. You do not require an e-reader to view the ebooks in the catalogue. To get to the catalogue click on the link: Explore the catalogue on the library homepage.

This will bring you to the catalogue.
Use the basic search in the catalogue to find print books or ebooks on a particular topic e.g. project management. For more advanced searching click on the advanced search link.

Click on books or ebooks on the left hand format menu to see books we have on this topic. The screen shot below also shows an example of an ebook. To access an ebook simply click on the arrow underneath it.

The example below shows results for printed books on project management.
Click on the + sign underneath a print book you are interested in to reveal the details about the location of the book so you can find it in the library.

The record tells you we have three copies of this book in the Blackrock Library. Two of these are week loan copies and one is a 4-hour loan copy. None of the copies are on loan. Take note of the location, shelfmark: General 658.404 GRA, status and loan type before you go to the shelves. 4-hour loan books are kept behind the issue desk. Just ask a member of staff.
If you are looking for a particular book such as;


You can use the advanced search feature in the catalogue and type in keywords from the title of the book and also type in the author’s surname. Always double check your spelling!
Your lecturer may give you a specific article to find for your assignment or give you a reading list with citations of a few different articles to help you with your project. This section will demonstrate how to find an article from a citation using the example;


To find a journal from a citation, click on e-journals on the library homepage and login using your UCD connect username and password and click on e-journals.

The citation will always give you the information you need. In this case we would type in *Academy of Management Journal* as this is the journal the article is in.

When you have clicked search a listing will display. Click on the title of the Journal: *Academy of Management Journal* to see what years you can access in UCD library.
The citation tells us that the article was published in 2013 so look at the years available, and select the option that provides access to 2013. ‘Available from 1963’ means we have access to the journal for every year from 1963 up to the present. Click on the Go button that gives you access to the year you need.

Once you are in the Academy of Management Journal, check the citation to see what year, volume and issue number the article is in and go to the issue you need.

In this case it’s **2013 volume 56 issue 1** so click on the Vol. 56 Issue 1-Feb 2013.

Once you are in the correct issue of the journal, check the citation to see what page the article is on and then scroll down to find your article.


The article we are looking for is on pages **1 to 13** of this issue. Just click on full article or PDF to see the article in full.
If you find the journal is not available electronically in e-journals, check the UCD library catalogue to see if we stock the print version of this journal. Always search for the name of the journal when using the catalogue. The example below shows a catalogue search for a print journal.

Once the results come up in the catalogue click on the plus sign next to show library holdings to see what years of this journal we have in print.
Imagine you have a project on the following topic:

Determine the topic and compose your research question.

**Sample research question:**
Find information on management in the context of technological innovation and change in business

Identify search terms in your research question.

- **Management**
- **Technology**
- **Innovation/Change**

Think of other terms that describe these concepts as well such as:

<table>
<thead>
<tr>
<th>_management</th>
<th>_technology</th>
<th>_innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>project management</td>
<td>technological</td>
<td>innovative</td>
</tr>
<tr>
<td>manager</td>
<td>IT</td>
<td>change</td>
</tr>
<tr>
<td>managers</td>
<td>Software</td>
<td>developments</td>
</tr>
</tbody>
</table>

You will use these alternative terms to search for information in the library catalogue and databases like ABI Inform.
When off campus, we recommend you access Library resources via your UCD Connect account. Please follow the instructions below.

1. Login to UCD Connect using your username and password
2. Go to the My Library tab in UCD Connect
3. Search for items or select Databases A-Z

If you are on campus, go to the library homepage and click on databases.
Databases provide high level research and are good quality resources to search by topic for your projects. They can contain articles, abstracts, images, reports, case studies, reviews, conference papers and more. For any project that you do you should search a few different databases.

We have a number of databases in UCD library that are useful for business.

<table>
<thead>
<tr>
<th>Company information</th>
<th>Fame</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Global Market Information Database</td>
</tr>
<tr>
<td></td>
<td>Marketline Advantage</td>
</tr>
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</table>

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<tr>
<th>Financial and economic database</th>
<th>Banking Information Source</th>
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<tbody>
<tr>
<td></td>
<td>Global Economic Monitor</td>
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<td></td>
<td>Global Forecasting Service</td>
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<thead>
<tr>
<th>Business databases</th>
<th>ABI Inform Global</th>
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<tbody>
<tr>
<td></td>
<td>Business Source Complete</td>
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<tr>
<td></td>
<td>Emerald Management Xtra</td>
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<table>
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<tr>
<th>Entrepreneurship database</th>
<th>Proquest Entrepreneurship</th>
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<table>
<thead>
<tr>
<th>Management databases</th>
<th>Emerald Management Xtra</th>
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</table>

<table>
<thead>
<tr>
<th>Marketing, Advertising, Market research &amp; consumer analysis databases</th>
<th>Marketline Advantage</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Mintel</td>
</tr>
<tr>
<td></td>
<td>WARC</td>
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</table>

<table>
<thead>
<tr>
<th>Multi-disciplinary databases</th>
<th>Academic Search Complete</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>JSTOR</td>
</tr>
<tr>
<td></td>
<td>Nexis (Newspapers)</td>
</tr>
<tr>
<td></td>
<td>Proquest</td>
</tr>
<tr>
<td></td>
<td>Science Direct</td>
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<tr>
<td></td>
<td>Springer Link</td>
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<tr>
<td></td>
<td>Scopus</td>
</tr>
<tr>
<td></td>
<td>Taylor and Francis</td>
</tr>
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<td></td>
<td>Web of Science</td>
</tr>
</tbody>
</table>

Multi-disciplinary databases contain information on various different disciplines. These are worth searching if your topic relates to another industry as well as business.

To see all the databases that relate to Business, click on databases on the library homepage or click on databases in the library tab of UCD connect if you are off campus and login using your UCD connect username and password.
Click on the subject tab and then click on your area of study e.g. Business from the drop down menu then click on search.

This will bring up a list of databases for Business. To find out more about each individual database click on the “i” button opposite the database.
The “i” button will give you information on the type of content in the database. Databases that cover general business will have a variety of content, so are worth searching for your topic. Click on the name of the database if you want to access the database and start searching.
ABI inform is a good general business database. It contains business and financial information along with content on business conditions, management techniques, business trends, management practice and theory, corporate strategy and tactics, and competitive landscape.

To access the database click on database on the library homepage (if you are off campus follow the off campus instructions) login with your username and password, click on the title tab and type in the name of the database ABI inform and click on search.

To access the database, just click on the name of the database: ABI Inform.
This will bring you into ABI Inform where you can search for research articles on your topic. In ABI inform click on advanced search, this provides more options.

Searching for a term in the title, as in the example below, will help you retrieve more relevant results just choose document title from the drop down menu.

Use Boolean operators (AND OR NOT) to connect your search terms:

**AND** retrieves less results, all the search terms must be in results.

**OR** retrieves more results, documents containing either search term will be in the results.

**NOT** excludes a term so you will reduce the number of results.

To reduce the list of results to the most relevant, use the filters on the right hand side, of your results e.g. full text, source type: scholarly journals, subject: technology adoption, date range: 2010-2019. To apply a filter, click on the filter to select it and scroll down and click update.
Where you see a PDF icon or full text icon, click on this to see the full text of the article.
Please note, not all databases provide the full text articles. If there is no PDF icon, click on the **findit@UCDLibrary** button, this checks our electronic journals at UCD to see if we have it in full text (you may need to click on a link to get the articles).

If we do not have it electronically click on the citation or title to see the details and check if we have the journal in print by searching the catalogue for the name of the journal.

If it is not available, talk to a member of staff about getting the article via inter-library loan from another library.
**Emerald Management Xtra** contains a large collection of peer-reviewed management articles and reviews from the top 300 management journals.

To access the database, click on databases on the library homepage (if you are off campus follow the off campus instructions) login using your UCD connect username and password.

In the title tab, type in the name of the database Emerald Management Xtra and click search.

Click on the name, in this case Emerald Management Xtra to access it.
This will bring you into Emerald Management Xtra where you can search for research articles on your topic. Click on advanced search in the left menu and do a search for management in content item title and technology in all fields and innovation in abstract.

Searching particular areas of the document such as the abstract or title can help you retrieve more relevant results. In this database you can use the search in results box to search through results for a particular word e.g.: SME. This will extract all the articles in the results list that mention SME.
Click on View HTML or view PDF to open an article. Preview will open the abstract—a concise summary of the article. Another nice feature of this database is the related articles option. If you find an article that is particularly good for your research click on related items underneath it to see other related articles.
There are lots of databases in UCD library - a good one for marketing information is called Marketline Advantage.

**Marketline Advantage** contains company, industry, financial, and country information extending across every major marketplace worldwide. It also holds case studies, which offer concise evaluations of the latest innovative company strategies.

To access the database, click on databases on the library homepage (if you are off campus, follow the off campus instructions) login using your UCD connect username and password.
In the title tab, type in the name of the database *Marketline Advantage* and click search.

Click on the name, in this case *Marketline Advantage* to access it.

This will open up the database Marketline Advantage which you can search or browse by industry, geography or by company.

Click on *Industries* and click on *Technology and Services*. 
Refine your results with the words innovation and change and click on the looking glass to search.

You can refine your results further using the menu to the right of your results. The example below shows the results refined to Europe under Geography, the last two years under publication date and case studies from the menu above the results.

Click on the title to view the record.
In the case study, you can jump to the table of contents, overview, analysis conclusions or appendix or click on download report to save it.
The Global Market Information Database (GMID) contains international statistical information and market analysis by country, company and consumer market.

To access the database, click on databases on the library homepage (if you are off campus, follow the off campus instructions) login using your UCD connect username and password.

In the title tab, type in the name of the database GMID and click search.

Click on the name, in this case Global Market Information Database to access it. You will need to scroll down and click accept in the licence page.
To search the database, click on search on the menu bar. Click on the category you are interested in. This time we will do a search for consumer finance. Click on Consumer Finance to select it; this will send your selection to the category summary box. Next, click on the Now choose geographies button.

Select the country or predefined selection e.g. EU countries. Click on run search to see the results.
Once the results are displayed you can filter using the left hand menu or click on individual results. Click on statistics to see data or analysis to view commentary.

The example below shows the statistics results. You can click the buttons above the data to export the data table to excel or PDF or print them out.
<table>
<thead>
<tr>
<th>Banked Population</th>
<th>Historic ‘000 People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key: Related Analysis &amp; Chart this Row</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Change Date</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banked Population</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Czech Republic</strong></td>
<td>7,590.0</td>
<td>7,600.0</td>
<td>7,650.0</td>
<td>7,700.0</td>
<td>7,750.0</td>
<td>7,900.0</td>
</tr>
<tr>
<td><strong>Hungary</strong></td>
<td>6,102.5</td>
<td>6,122.2</td>
<td>6,156.1</td>
<td>6,194.8</td>
<td>7,168.9</td>
<td>7,238.7</td>
</tr>
<tr>
<td><strong>Poland</strong></td>
<td>22,119.0</td>
<td>22,916.9</td>
<td>23,119.4</td>
<td>23,513.2</td>
<td>24,207.8</td>
<td>24,763.7</td>
</tr>
<tr>
<td><strong>Romania</strong></td>
<td>6,718.9</td>
<td>7,147.7</td>
<td>7,644.6</td>
<td>8,220.9</td>
<td>8,418.6</td>
<td>8,590.3</td>
</tr>
<tr>
<td><strong>Austria</strong></td>
<td>6,772.3</td>
<td>6,817.2</td>
<td>6,950.0</td>
<td>7,080.8</td>
<td>7,130.0</td>
<td>7,150.0</td>
</tr>
<tr>
<td><strong>Denmark</strong></td>
<td>4,335.0</td>
<td>4,450.0</td>
<td>4,600.0</td>
<td>4,203.0</td>
<td>4,216.0</td>
<td>4,253.0</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td>49,586.4</td>
<td>49,498.7</td>
<td>50,600.4</td>
<td>50,871.1</td>
<td>50,385.6</td>
<td>50,125.0</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>70,384.7</td>
<td>70,576.0</td>
<td>70,515.2</td>
<td>70,903.6</td>
<td>70,241.2</td>
<td>70,174.0</td>
</tr>
<tr>
<td><strong>Greece</strong></td>
<td>8,264.2</td>
<td>8,299.0</td>
<td>8,366.0</td>
<td>8,467.8</td>
<td>8,590.0</td>
<td>8,290.0</td>
</tr>
<tr>
<td><strong>Italy</strong></td>
<td>39,493.3</td>
<td>40,585.4</td>
<td>41,006.0</td>
<td>42,322.8</td>
<td>42,764.0</td>
<td>43,361.0</td>
</tr>
<tr>
<td><strong>Netherlands</strong></td>
<td>15,519.0</td>
<td>15,369.1</td>
<td>15,437.7</td>
<td>15,115.3</td>
<td>15,517.5</td>
<td>15,819.0</td>
</tr>
<tr>
<td><strong>Portugal</strong></td>
<td>7,427.4</td>
<td>7,646.5</td>
<td>7,823.4</td>
<td>8,003.5</td>
<td>8,235.5</td>
<td>8,448.5</td>
</tr>
<tr>
<td><strong>Spain</strong></td>
<td>22,292.9</td>
<td>24,692.1</td>
<td>25,929.0</td>
<td>26,621.2</td>
<td>26,920.4</td>
<td>26,777.2</td>
</tr>
<tr>
<td><strong>Sweden</strong></td>
<td>7,211.9</td>
<td>7,264.7</td>
<td>7,440.3</td>
<td>7,970.1</td>
<td>7,600.0</td>
<td>7,450.0</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td>46,594.8</td>
<td>47,126.9</td>
<td>47,226.3</td>
<td>47,273.5</td>
<td>47,325.3</td>
<td>47,265.0</td>
</tr>
</tbody>
</table>
Some databases in UCD library are multi-disciplinary and contain content on a number of different subject areas. These can be another good source of information for projects.

**Academic Search Complete** is a multi-disciplinary database. It contains full text articles and records for 1800 publications as well as images, for nearly every academic field of study.

To access the database, click on databases on the library homepage (if you are off campus, follow the off campus instructions) login using your UCD connect username and password.
In the title tab, type in the name of the database *Academic Search Complete* and click search.

![Database search interface](image)

Click on the name, in this case *Academic Search Complete* to access it.

**Database List**

Search for "Contains - Academic Search Complete" found 1 Databases

<table>
<thead>
<tr>
<th>Database Name</th>
<th>Go to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Search Complete</td>
<td>Subject Search</td>
</tr>
</tbody>
</table>

This will open up the database *Academic Search Complete*. Try searching for *change* and *technology* in all text and narrowing your search with another word or phrase e.g. *executive coaching* in the abstract only.
You can narrow the results using the different options in the left hand menu (full text, peer reviewed, publication date, source type, subject etc).

Publication can be a useful refining option to use. Select publications that relate to your topic e.g. training and development to tailor your results even further.
If you have any questions just ask at the information desk in the library.

To arrange a research consultation, email the liaison librarian, contact details for the liaison librarian are available on the library website. For more help, see our tutorials and guides on our supporting your learning web pages.