STEP-BY-STEP:

SEARCH STRATEGY TIPS FOR PROQUEST BUSINESS, BUSINESS SOURCE COMPLETE AND FACTIVA

Learn how to retrieve and use scholarly articles, trade articles, and news articles to better understand industry trends using three databases – ProQuest Business, Business Source Complete, and Factiva.

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OVERVIEW OF ARTICLE TYPES

There are three main types of articles in business research: scholarly articles, trade articles and newspaper & magazine articles. All 3 types can be valuable sources of industry information and have different purposes.
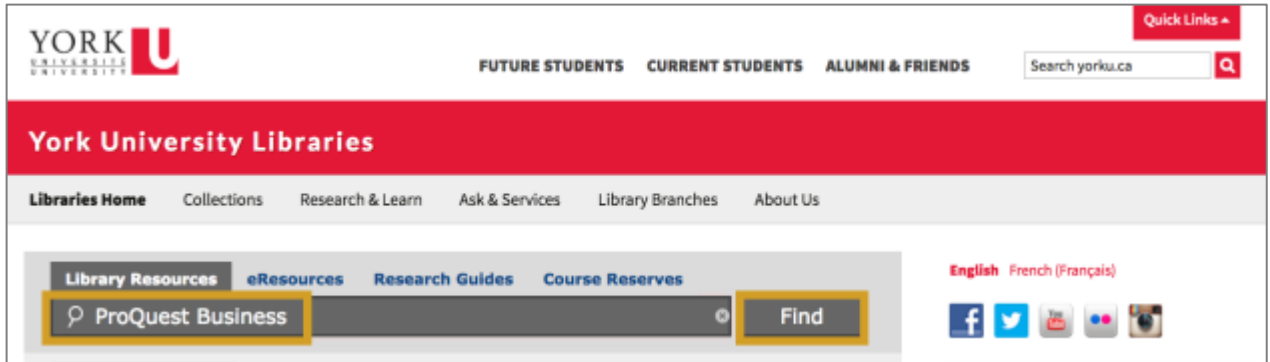
COMPARISON OF ARTICLE TYPES

	…are written by	…for	...and include
Scholarly articles	Scholars or researchers, and are peer reviewed	Business scholars, researchers and students	Lengthy bibliographies
Trade articles	Industry practitioners, and are published by professional organizations	Other industry practitioners	Discussions of current industry issues
Newspaper & magazine articles	Journalists	The general public	News and developments related to the industry or company in question

For more information about these types of articles and more in-depth analysis on industry trends and issues, please consult our Business Articles Guide.

PROQUEST BUSINESS

Use ProQuest Business, a database that covers **scholarly and trade content** really well, to find articles about a specific industry for your business assignments.

1 Start at the York University Libraries homepage. Enter **ProQuest Business** in the search bar, and click **Find**.
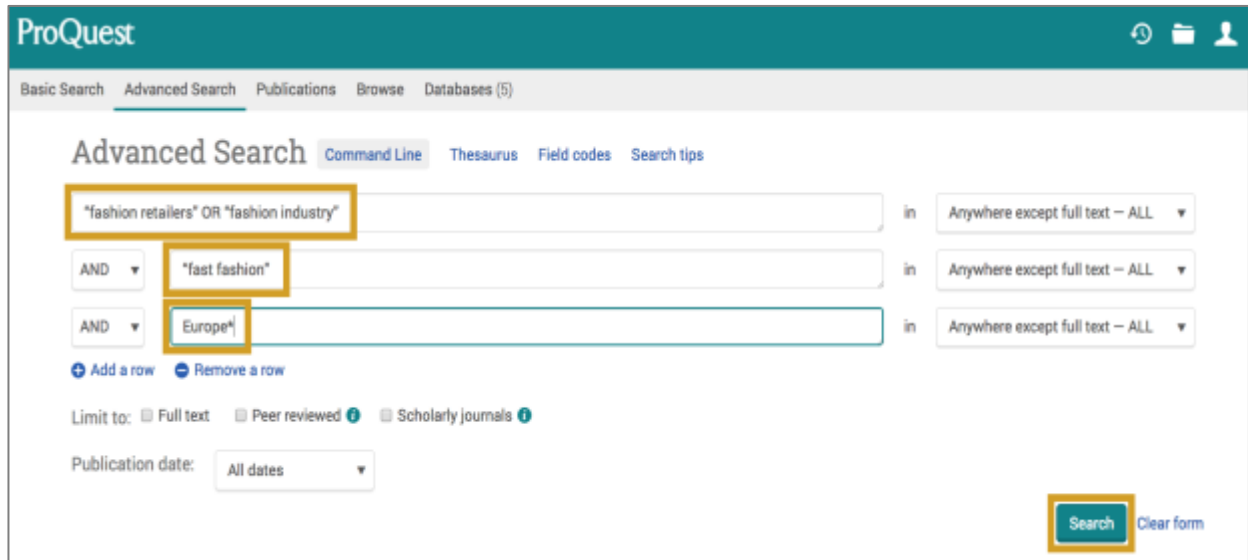

2 Click **Click to access this resource**.

3 On the **Advanced Search** page:

- Use " " (double quotation marks) for keywords with more than one word (i.e. "fast fashion").
- Use an * (asterisk) to search for variant endings of a word (i.e. Canad* for Canada and Canadian).
- Use OR to combine your synonyms or like terms (i.e. "fashion retailers" OR "fashion industry").
- **Additional tips:** You will most likely need to try more than one search that includes a variety of keywords. Useful keywords include variant forms of your industry's name, industry trend(s) and the geographic region you are interested in.

Click **Search** once you have inputted your keywords.

4 Once you have generated your list of results, you can refine your search by selecting the type of article source you need for your research. For example, select Trade Journals under **Source Type**.
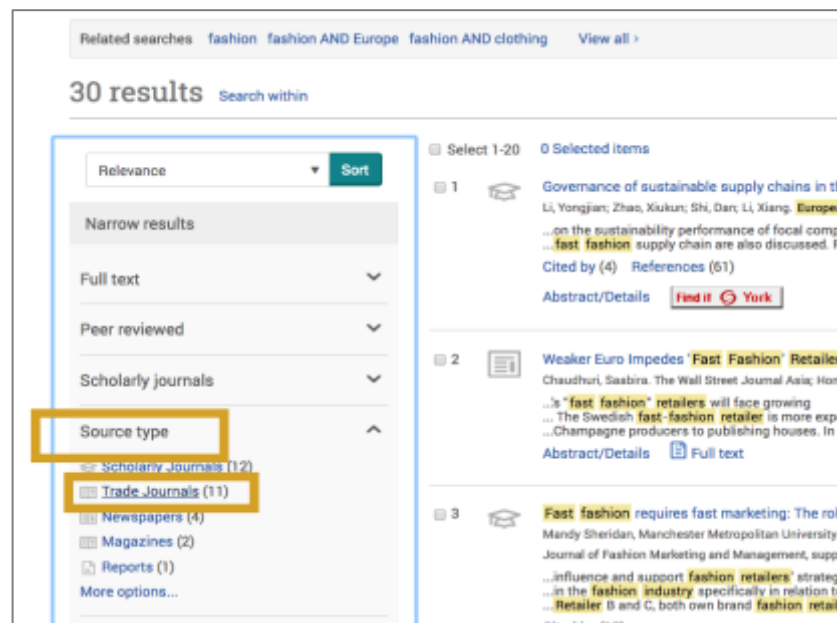
5 Scroll down to the **Publication title** heading and expand the section by clicking the expand arrow icon beside it. You can see that most of these trade journals are retail-focused.
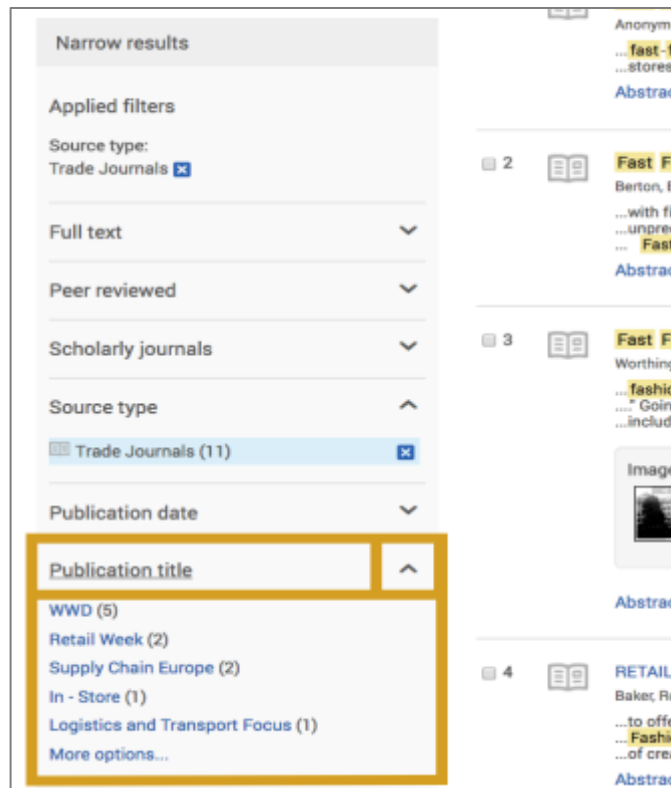
6 To open the article(s) you would like to read, click the link to the **Full Text** article in the database. If there is no link to the full text, look for the **Find it @York** button. This will take you to a new page.

7 **Find it @York** takes you to the page with links to the article you are interested in. If you still cannot access your article, ask a business librarian for assistance.

BUSINESS SOURCE COMPLETE

Use Business Source Complete, a database that covers **scholarly and trade content** really well, to find articles in a specific industry for your business assignments. Business Source Complete also provides you with access to the Harvard Business Review, a key business trade journal.

1   Start at the York University Libraries homepage. Enter **Business Source Complete** in the search bar, and click **Find**.
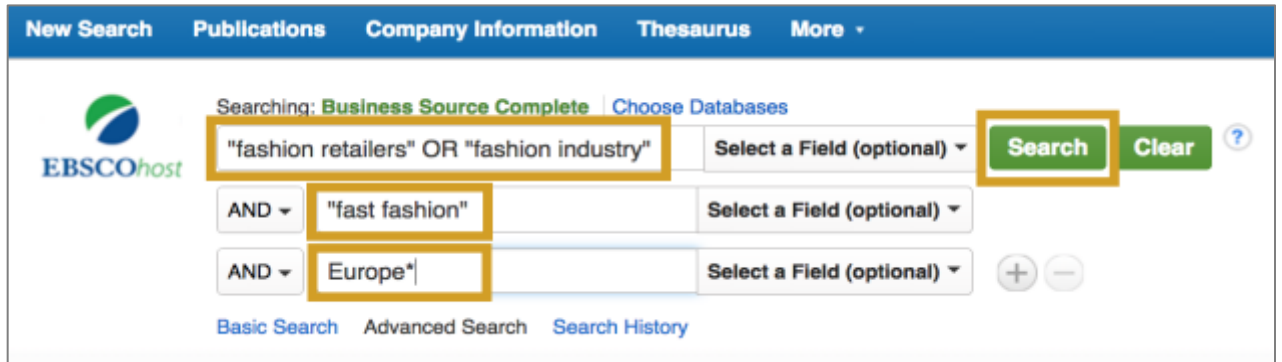

2   Click **Click to access this resource.**

3 On the **Advanced Search** page:

- Use **" "** (double quotation marks) for keywords with more than one word (i.e. "fast fashion").
- Use an ***** (asterisk) to search for variant endings of a word (i.e. Canad* for Canada and Canadian).
- Use OR to combine your synonyms or like terms (i.e. "fashion retailers" OR "fashion industry").
- **Additional tips:** You will most likely need to try more than one search that includes a variety of keywords. Useful keywords include variant forms of your industry's name, industry trend(s) and the geographic region you are interested in.
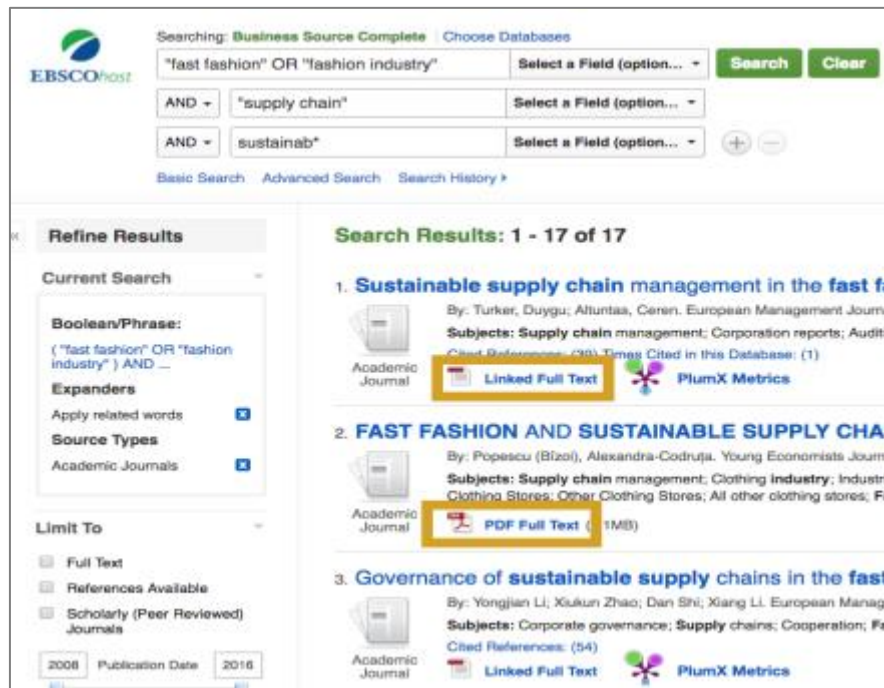
Click **Search** once you have inputted your keywords.

4 Once you have your list of results, you can refine your search by selecting criteria such as **Academic Journals** under **Source Types**.
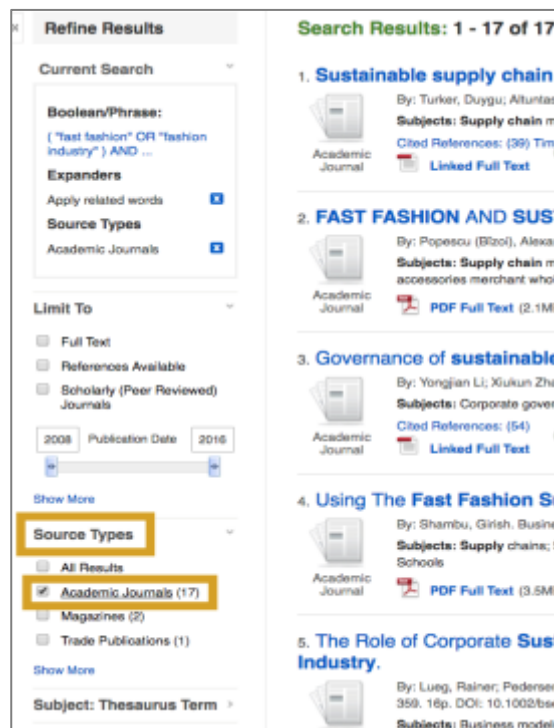
5 To open the article(s) you want, click the **Linked Full Text** or **PDF Full Text** link in the database, depending on what appears as available below each of them.

6 If there is no link to the full text, look for the **Find it @York** button. This will take you to a new page with links to the article you are interested in.

7 Click the link to the article you are interested in. If you still cannot access it, ask a business librarian for assistance.

FACTIVA

Use Factiva to search for newspaper and magazine articles on industry trends for your business assignments. Factiva is one of the leading sources for news articles, as it searches over 3,000 international, national and regional news sources including valuable content published by the Wall Street Journal, the New York Times, and the Globe and Mail.
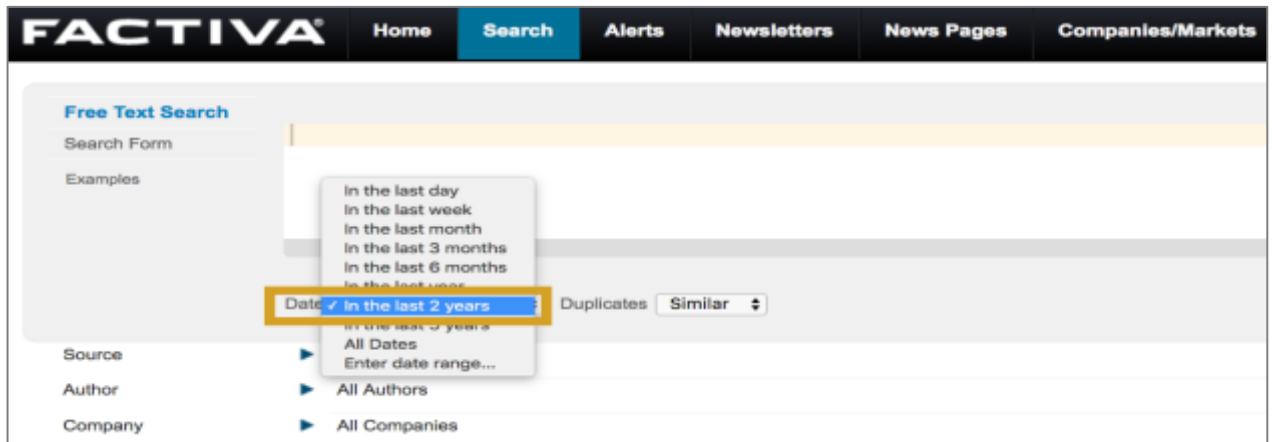
1 Start at the York University Libraries homepage. Enter **Factiva** in the search bar, and click **Find**.
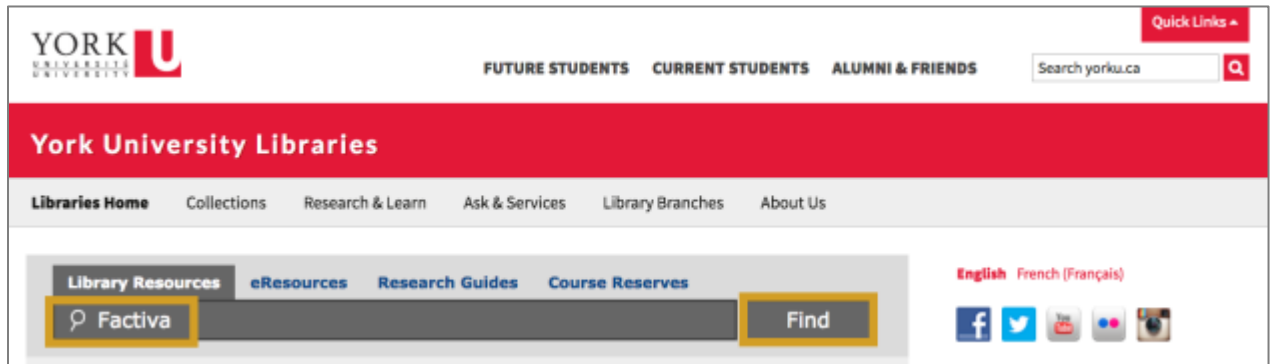
2 Click **Click to access this resource.**
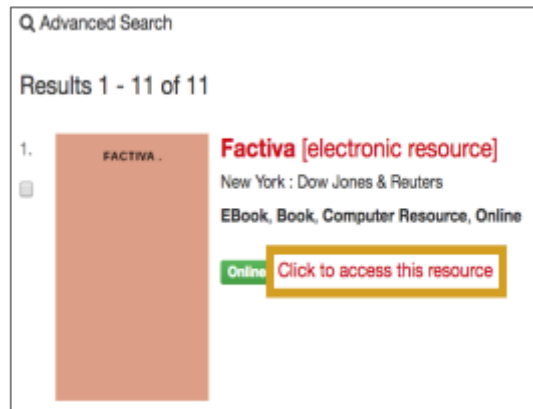
**3**   Choose the date range you are interested in by clicking the dropdown menu beside **Date**.

4   You can enter very specific search operators under **Free Text Search**. For example, "fast fashion" near20 ("corporate social responsibility" OR sustainability) will retrieve articles that include the phrase "fast fashion" within 20 words of either "corporate social responsibility" OR "sustainability". Click **Examples** to learn more about the search operators in Factiva.

5 You can limit your source type to search only major news and business sources by clicking the arrow beside **All Sources.** Use the dropdown menu and select **Top Sources** and then click **Major News and Business Sources** to add this criteria to your search.

6 There are other search criteria that you can use such as **Subject**, **Industry,** and **Region**. However, the more filters you add, the more limiting your search will be.
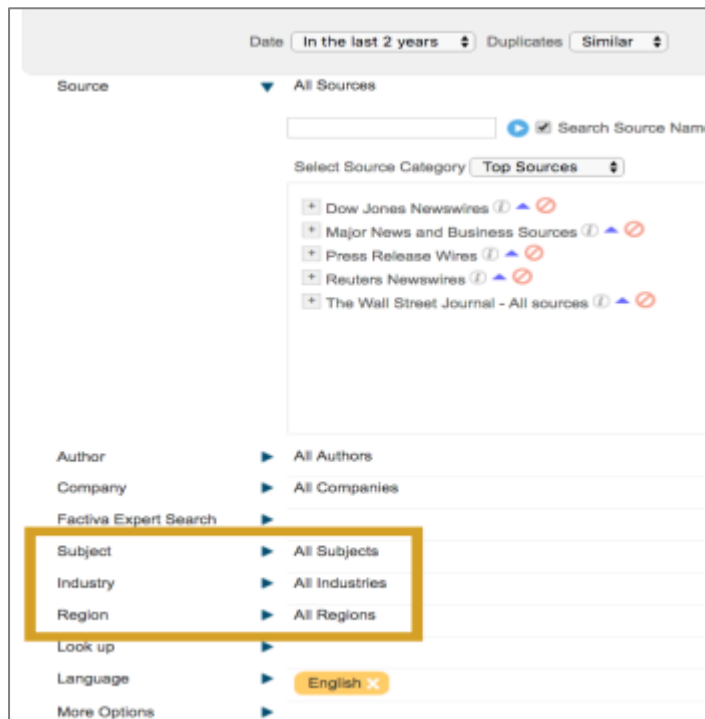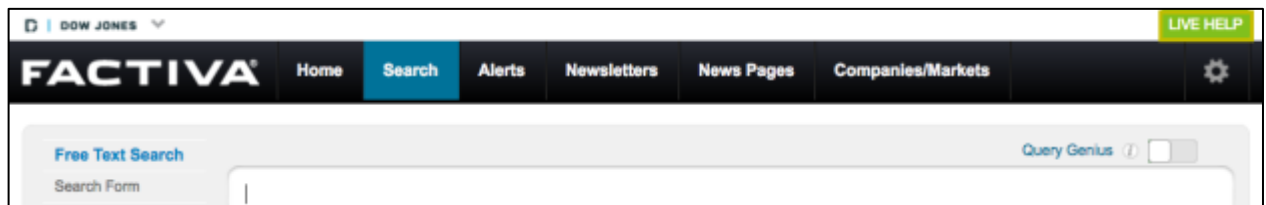
7   After you have inputted your search operators, click **Search** to generate a list of results.

8   For more help understanding how to use Factiva's search operators, refer to this handy search tips document. If you need further assistance, click **LIVE HELP** to chat with a Factiva Customer Service representative.

For a video demonstration, see the video on how to *Find Industry News with Business Source Complete & ProQuest Business* in the BRYT (Business Research at York Toolkit) section of York University's Library website.