

# How to access and use Business Source Premier



## Learning Services Guide

# How to access and use Business Source Premier

## What is Business Source Premier?

*Business Source Premier* is a useful source for the latest research across all disciplines of business, including marketing, management, MIS, accounting and finance. It provides

- More than 2,200 full-text journals.
- Full Text dating back to 1965
- Company Profiles
- Industry Reports
- Market Research Reports
- Searchable cited references dating back to 1998
- SWOT Analyses

## Where can I access Business Source Premier?

Find Business Source Premier through the library catalogue: [ehu.ac.uk/library](http://ehu.ac.uk/library)

Type 'Business Source Premier' into the search box and click on the search icon.

Welcome to Edge Hill's library catalogue



business source premier

Business Source Premier

### Helpful Information

[Using the Library](#)

[Library Opening Hours](#)

[Subject Resources](#)

[RefWorks](#)

[Edge Hill Research Archive](#)

Click on 'Business Source Premier'.

Edge Hill University Library

**Business Source Premier**

Access: Business Source Premier

Serial, Periodical: English  
Published Ebsco.

Rate this ☆☆☆☆☆

Next >

Find more by...

Subject  
Business management Online database

Community contributions  
This item is tagged with:  
...  
Log in to tag  
Popular tags  
This item appears on the lists:  
...

Not Reservable Save

Then choose Access Business Source Premier to be taken to a login screen. Enter your Edge Hill username and password to gain full access.

## How to search the database

Enter your key words into the search box. You can add and combine terms using Boolean operators as with other search engines.

Searching: Business Source Premier | Choose Databases

"human resources" SU Subject Terms Search Clear ?

OR personnel SU Subject Terms

AND "public relations" SU Subject Terms

AND [ ] SU Subject Terms + -

Basic Search Advanced Search Search History

Select a Field (optional)

- TX All Text
- AU Author
- TI Title
- SU Subject Terms**
- AB Abstract or Author-Supplied Abstract
- KW Author-Supplied Keywords
- GE Geographic Terms
- PE People
- PS Reviews & Products
- CO Company Entity
- IC NAICS Code or Description
- DN DUNS Number
- TK Ticker Symbol

Search Options

Search Modes and Expanders

Search modes ?

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Limit your results

Full Text


Apply related words

Also search within the full text of the a

Scholarly (Peer Reviewed) Journals

Run the search. If you have too many results, you can refine further. For example, by searching for a specific phrase by enclosing it in speech marks, or using the AND operator to narrow the search to results that contain both terms. You can restrict results to peer-reviewed articles and full text, and change the parts of the article you search using the drop-down menus (e.g. author, all text, abstract only etc.).

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Searching: [Business Source Premier](#) | [Choose Databases](#)

"human resources" SU Subject Terms Search Clear ?

OR personnel SU Subject Terms

AND "public relations" SU Subject Terms + -


[Basic Search](#) [Advanced Search](#) [Search History](#) ▶

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<< Refine Results Search Results: 1 - 10 of 814


The number of results is given at the top of the list. Around 30-40 is a manageable amount. If you need to broaden your search, use OR to retrieve articles that have either of your terms in, or include different ways of expressing a concept (e.g. 'Adult Education' OR 'Higher Education' or 'University Education' OR 'Post-16 Education') to retrieve more results from the database.

Use the options along the left-hand side of the page to refine your results further.

**Limit To** 


- Full Text
- Scholarly (Peer Reviewed) Journals
- References Available


1960 Publication Date 2015




[Show More Limiters set](#)

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**Source Types** 


**Subject: Thesaurus Term** 

**Subject** 

- social media (22)
- interviews (17)
- study & teaching (15)
- awards (14)
- employment (12)
- training of (12)

[Show More](#)

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**Publication** 

- public relations tactics (482)
- public relations quarterly (205)
- journal of public relations research (29)
- american journal of public health (10)
- journal of personal selling & sales management (6)
- international journal of human resource

Academic Journal

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3. [ask the professional.](#)

 By: Willets, Ann. **Public Relations Tactics**. Apr  
 [PDF Full Text](#) (1.8MB)

Academic Journal

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4. [On the Move: Andrew McCaskill, APR, c](#)

 By: Jacques, Amy. **Public Relations Tactics**. A  
 [PDF Full Text](#) (3MB)

Academic Journal

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5. [New Certificate Helps Students Launch I](#)

 By: LaBorde, Melissa C. **Public Relations Tac**  
 [PDF Full Text](#) (1.5MB)

Academic Journal

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6. [How Emotional Labor and Ethical Leade](#)

 By: Xiaojun Lu; Guy, Mary E. **Public Personne**  
Cited References: (93)  
 [PDF Full Text](#) (13.3MB)

Academic Journal

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7. [Ethical Community-Engaged Research: .](#)

 By: Mikesell, Lisa; Bromley, Elizabeth; Khodya  
Cited References: (70)  
 [PDF Full Text](#) (537KB)

Academic Journal

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8. [Crossing the Chasm of Mistrust: Collabo](#)

 By: Pirie, Alex; Gute, David M. **American Journ**  
Cited References: (13)  
 [PDF Full Text](#) (502KB)

Academic

You can click on the arrows in each filter section to expand the options for refining your results further.

Select the boxes to restrict the results shown to those criteria.

The screenshot displays a search interface for Business Source Premier. The search terms are "human resources", "personnel", and "public relations", connected by OR and AND operators. The results page shows "Search Results: 1 - 10 of 22". The first result is "1. Creating news sense: How to sharpen your line of questioning." by Gable, Tom, from Public Relations Tactics, Mar2013, Vol. 20 Issue 3, p12-13. 2p. The second result is "2. Sourcing information: The impact of 'pageview journalism'." by Culp, Ron, from Public Relations Tactics, Mar2013, Vol. 20 Issue 3, p15-15. 1p. Both results include a PDF Full Text icon and are from Academic Journal. A green arrow points from the search terms to the first result.

The search terms and the limits you have selected will appear at the top of the results page for your convenience, important if you are recording your search strategy for an assignment or to plan further more complex searches.

## Using your results

Once you have the results up on screen, click on the title to see the full bibliographic record for an individual article. Click on the PDF full text icon to read or download the article.

The screenshot shows a search results interface. On the left is a 'Refine Results' sidebar with sections for 'Current Search', 'Limiters', 'Limit To', 'Source Types', 'Subject: Thesaurus Term', and 'Subject'. The main area displays 'Search Results: 1 - 10 of 22'. Three results are visible, each with a magnifying glass icon on the right. The third result, 'Setting standards: Measurement qualifications for PR pros.', is highlighted with a white box and a magnifying glass icon is shown hovering over it. Below the highlighted result, there are options for 'PDF Full Text (1.4MB)', 'Add to folder', and 'Full Citation'.

Hover over the document with magnifying glass icon on the right-hand side of the results page to preview further details about the article and scan the abstract. You can add articles to your folder to read later on too.

The screenshot shows a 'Detailed Record' page for an article. The article title is 'How and Where Should Public Relations Be Taught?' by E.W. Brody. The page includes a 'Full Text Contents' table with two entries: 'How and Where Should...' (45) and 'Slips that Pass in t...' (48). There are options for 'PDF Full Text' and 'HTML Full Text'. On the right side of the page, there is a vertical toolbar with several icons. A magnifying glass icon is highlighted with a green arrow pointing to it.

When you open the article online, icons on the right-hand side of the page allow you to print, email, cite, export, create a link or share the document.

## Other Information

You can also find company profiles and SWOT analyses, country reports, industry reports and market research reports using the options on the right-hand side of the search page

The 'Browse' menu is displayed in a blue header. Below it, a white box contains a list of search options: Company Profiles, Country Reports, Industry Profiles, and Market Research Reports (which includes a small bar chart icon). Below this box, a vertical list of search categories is shown: Subjects, Authors, Cited References, Indexes, Publications, Academic Journals, Books/Monographs, Magazines, SWOT Analyses, Trade Journals, and Working Papers.

## Tips

### Create an account

Click on 'sign in' and choose a username and password.

The screenshot shows the top navigation bar with links for 'New Search', 'Publications', 'Company Profiles', 'Thesaurus', and 'More'. On the right, there are links for 'Sign In', 'Folder', 'Preferences', 'Languages', 'Help', and 'Exit'. Below the navigation bar, the search interface is visible, including a search bar with a dropdown menu for 'Select a Field (optio...)', a 'Search' button, and a 'Clear' button. There are also links for 'Basic Search', 'Advanced Search', and 'Search History'.



Sign in each time you use Business Source Premier to add articles, reports, etc. to your own folder.

The screenshot displays the Business Source Premier interface. At the top, a dark blue navigation bar contains links for 'New Search', 'Publications', 'Company Profiles', 'Thesaurus', and 'More'. On the right side of this bar are links for 'Sign Out', 'Folder', 'Preferences', 'Languages', 'Help', and 'Exit'. A yellow banner at the top right says 'Update My Account Not Michelle? Sign in here'. Below the navigation bar, the user's name 'Michelle's Folder' and a 'Back' link are visible. The main content area is titled 'My Folder: Articles' and shows '1-2 of 2' items. A sidebar on the left lists various content categories like 'Articles (2)', 'Images (0)', 'Videos (0)', etc. The first article listed is '1. Knowledge Presentation in Thesis Writing—Examining Move Use in Reviewing Literature.' by Hsiao, Cheng-hua; Yu, Hsueh-ying, published in 'English Teaching & Learning' in 2012. It includes a 'PDF Full Text (706KB)' link and a 'Show all 8 images' option. The second article is '2. Microsoft Corporation SWOT Analysis.' from May 2014, with a 'PDF Full Text (958KB)' link. On the right side of the article list, there are utility icons for 'Print', 'E-mail', 'Save', and 'Export'.

Click on the folder icon in the royal blue bar at the top of the screen to open your personal folder. You can create new separate folders for each assignment you are working on.