# 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

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'.

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.



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.).

**ehu.ac.uk/uniskills**                    **ehu.ac.uk/ls**

**Library & Learning Services**

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 ▸

« **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.

**ehu.ac.uk/uniskills**                    **ehu.ac.uk/ls**

**Library & Learning Services**

**Limit To**

☑ Full Text

☑ Scholarly (Peer Reviewed) Journals

☐ References Available

| 1960 | Publication Date | 2015 |

Show More
Limiters set

**Source Types** >

**Subject: Thesaurus Term** >

**Subject**

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

Show More

**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

3. **ask the professional.**
By: Willets, Ann. **Public Relations** Tactics. Apr
🔴 **PDF Full Text** (1.8MB)

Academic Journal

4. **On the Move: Andrew McCaskill, APR, d**
By: Jacques, Amy. **Public Relations** Tactics. A
🔴 **PDF Full Text** (3MB)

Academic Journal

5. **New Certificate Helps Students Launch**
By: LaBorde, Melissa C. **Public Relations** Tac
🔴 **PDF Full Text** (1.5MB)

Academic Journal

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

7. **Ethical Community-Engaged Research:**
By: Mikesell, Lisa; Bromley, Elizabeth; Khodya
Cited References: (70)
🔴 **PDF Full Text** (537KB)

Academic Journal

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.

**ehu.ac.uk/uniskills**                    **ehu.ac.uk/ls**

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.

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.



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



# Tips

## Create an account

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



**ehu.ac.uk/uniskills**                    **ehu.ac.uk/ls**

**Library & Learning Services**

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



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.