

Finding Business Research Sources

© 2006 James Falkofske


Graphics courtesy of Microsoft Clipart

What Type of Information is Needed?

- Credible / Reliable
- Timely / Recent
- Accurate / Replicated
- Unbiased / Balanced
- Specific / Detailed

Credible / Reliable

- Professional / Academic Peer-Reviewed Journals
- Governmental institutions
- Educational institutions
- Not-For-Profit Professional Societies
- Major corporations
- Popular Press (Trade & Consumer Magazines)
- Individuals





Timely / Recent

- Most recent is best
- Where possible, published in last 1 - 9 months
- Online article databases make finding recent information much easier
- Older sources okay if supported by newer findings


Accurate / Replicated

- Information conforms to same results and predictions as provided for in other sources



Unbiased / Balanced

- Attempt to find information from neutral reporting sources.
- When presenting from non-neutral sources, also present points of view and major points of competition groups (i.e. NRA versus Gun-Control organizations)



Specific / Detailed

- Resources should provide specific, quantitative evidence to incorporate into your writings
- Situations and assumptions should match those in your study / thesis



Finding Sources

- Library Academic Databases
- Effective Google Searches
- Business Websites
- Current News Events

Library Academic Databases

- EbscoHost (peer-reviewed journals)
- NexisLexis (news and politics/government)
- InfoTrac (information about organizations)
- ERIC – Educational Resources Information Center (education related literature)
- FirstSearch (mainly abstracts, articles must be obtained through inter-library loan)

Effective Google Searches

- Use “quotes around phrases” for better matching
- Restrict to certain domain site(s) or sub-domains
site:.gov “search term”
site:mnsu.edu “search term”
- Use + to force a match and – to force an exclude
site:.gov +“Minnesota taxes” –cigarette

Business Websites

- Search by specific phrase that might yield research & development results:
site:ibm.com “business trends”
- Search by specific product name or service mark
site:3m.com respirators healthcare “Post-It”
- Search by specific personnel / executives, who often are quoted in news articles (for example, Lawson Software's CEO “Harry Debes”)

Current News Events

- Search Engines
News.Yahoo.Com
News.Google.Com
- Media Sites
CNN.com, NPR.org, StarTribune.com
- RSS Feeds into Portals
my.Yahoo.com (pick content with RSS)

Documenting Sources

- www.citationmachine.net
- APA Style
 - <http://owl.english.purdue.edu/>
 - <http://www.westwords.com/guffey/apa.html>
 - <http://www.liunet.edu/cwis/cwp/library/workshop/citation.htm>