Business 147: Service Operations Management

Library Research Session
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Objectives

1. Review library resources & services
2. Explore some commonly used databases
   i. Business Source Complete
   ii. Science Direct
   iii. Mergent’s Online
   iv. Emerald Insights
3. How to find primary sources for company information: SEC, research from various professional organizations, company website
4. Citing and writing
This guide should help you get started with some essential resources and tools:

http://libguides.sjsu.edu/bus147
Searching for Case Study, Company and Industry Information

• Commonly used databases from SJSU King Library

  ➢ **Business Source Complete**: quick search for SWOT, case studies, company profiles
  ➢ **ABI/INFORM**: company profiles, news items
  ➢ **Emerald Insights/ Management Xtra**: management issues, case studies
  ➢ **Kanopy**: online streaming videos including documentaries, films, interviews plus a range of short video series.
Databases – ABI or BSC from library.sjsu.edu

Industry Profiles

Look on the R. side box to locate <Cited References> & <SWOT> tabs
More on BSC

Dropdown menu

Time period and document type
Searching for Company Information

Primary Sources:
- Company website
- SEC EDGAR filings: Annual Report, Financial Data, etc.

Secondary Sources:
- Databases –
  1. Business Source Complete, ABI/INFORM
     (These databases are easy to locate a company’s profile, case studies, SWOT analysis, research reports, etc.)
  2. Reference USA
     (This is a good source to search for company by location, revenue by store, and more. NOTE: SJPL subscription, log in with San Jose library 14-digit card.)
Reference USA from SJPL

Use <advanced Search> to choose your qualifiers
Sample Search Using Emerald

See the search history and results.
Public Company –
https://www.tesla.com/
Locate <ABOUT > tab

Information about company, financial reports, legal issues, etc.
SEC EDGAR Filings

Start here to search for company filings.
Private Company 

uber.com

Even click on the menu tab, it doesn’t link you to company information.
Databases to Search
Private Company

• PrivCo (this is a SJPL database; login with 14-digit SJ library card, NOT SJSU Tower ID)

• Reference USA (this is a SJPL database; login with 14-digit SJ library card, NOT SJSU Tower ID)

• ABI/INFORM and Business Source Complete
Tools to Help Better Manage and Write a Professional Paper

• **RefWorks** (use rwsjsu as the group code to sign up for a personal account in the cloud)

• **Citing & writing** help

• **Online tutorials** to help you become a better searcher
After Graduation

• If you are in San Jose area
  – Come to the King Library during regular business hours to access databases in the library

• Out of the area
  – Use SJPL databases: Reference USA, PrivCo, Value Line, etc. See http://sjpl.org/business for complete list of e-sources for business research from SJPL

• Use <GoogleScholar> to search multiple SJSU databases and download the results to <RefWorks>; then request full-text articles/reports from your local library
To Get Help

• Email me with bus147 on the subject line Diana.wu@sjsu.edu
• Call me at 408-808-2087 or main line at 408-808-2300 if I am not in my office
• Meet me in my office at the King Library
• For more information, visit library web site http://libguides.sjsu.edu/bus147
• Come to King during regular hours