BUS 183:  
Global Entrepreneurship

Start Here:  
Global Entrepreneurship Research Guide  
libguides.sjsu.edu/globalentrepreneurship

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**Recommended Databases**

*Note: This is a partial list of useful business databases subscribed by the University Library. Visit [http://libguides.sjsu.edu/az.php](http://libguides.sjsu.edu/az.php) for a more comprehensive list of resources arranged by academic disciplines. Use the drop down menu to select Business to explore all the resources available to you.*

**SJSU Resources**

**Business Source Complete**

Indexing and full-text for newspapers, books, and more than 1,300 scholarly journals and standard business periodicals and country economic reports. Also includes:

- Market Research Reports
- Industry Profiles
- Company Profiles

**IBIS World**

IBISWorld provides in-depth reports on over 700 industries. Each report consists of 30 to 40 pages of key statistics and analysis on market characteristics, operating conditions, current and forecast performance, market size, market share of competitors, and industry growth rates. U.S. Specialized Industry Reports cover niche and emerging industries. Global Industry Reports provide world industry analysis.

**CountryWatch**

CountryWatch provides critical country-specific intelligence and data that covers PESTLE (Political, Economic, Social/cultural, Technology, Legal, and Environmental information).

**Passport GMID**

This business intelligent database has extensive coverage on a range of international market research on industries, companies, consumer information from around the world; daily articles offering topical reaction to news events; 25,000 sources of further research information; market share and brand share rankings ... and more.

Experts from Euromonitor analyze over 115 million internationally comparable statistics. These analytical reports are available under the Analytics tab at the top of the menu bar in the database. Information from analytics can be critical for market trends and outlooks, merger & acquisitions, risk analysis, etc.

Other useful databases from SJSU Library:

- ABI/INFORM, Factiva, Mergent Online.

**SJPL Resources**

San Jose library card (14-digit barcode) needed to login

**ReferenceUSA Business Directory**

Detailed directory information on more than 12 million U.S. businesses and 1.3 million Canadian businesses, including address, sales by location, headquarter and subsidiary information, and SIC and NAICS numbers, minority owned, etc.

**PrivCo**

A source for business and financial research on major privately held companies, including private market M&A, venture capital, and private equity deals.

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**Questions?**  
Contact: Christa Bailey | [christa.bailey@sjsu.edu](mailto:christa.bailey@sjsu.edu) | 408-808-2422 | ver. F18
Websites to explore

When looking for country information, don’t forget to visit:

- Government agency websites
  - Embassy websites
  - Government website for the country of interest

Other websites that support entrepreneurs

- Office of Innovation and Entrepreneurship
  US Economic Development Administration
  http://www.eda.gov/oie/index.htm

- US Association for Small Business and Entrepreneurship
  usasbe.org/

- National Venture Capital Association
  www.nvca.org/

- Angel funding and information for startups in Silicon Valley
  angel.co/silicon-valley

Searching Databases

As recommended by your textbook, use library databases to find newspaper articles, trade journals, and competitor company information.

Recommended databases for searching this type of information:

- Business Source Complete
- ABI/INFORM

Consider the key concepts or terms that you want to use in your search. These will become the keywords that you use to search the database.

For this example, you want to find information on H&M’s marketing strategy. Most databases have two or more search boxes. Enter the subject of your search—your keyword—in the first search box, enter H&M.

Notice the drop-down menus next to the search box, use this to help narrow your search. Since you are looking for company information, you can select CO Company Entity. This will help refine the search to articles specifically about H&M, the company.

Notice you have a choice of how to combine the search boxes: AND, OR, or NOT. Most often you’ll choose AND. AND makes your search smaller; OR makes it bigger; and NOT is a way to leave something out of your results.

Because you want to find specific information about H&M’s marketing strategy, you want to add another term to the second search box.

Phrases

If your subject includes two or more words—such as “marketing strategy” — put quotation marks around them.

That way, the database will search on the phrase rather than on each individual word. This works in Google and the library catalog, too.

Refine Results

Much like Amazon, most databases let you limit your search by time, type of resource and more.

Look on the left side of the screen to find the following (and more) limit options: peer-reviewed articles, may also be labeled scholarly articles, publication date, and under resource type – notice trade publications are listed.