IST 678 -- Outline and Screenshot of Class Demonstrations

Helpful Links

IST 678 Online class guide with links to the databases: (http://researchguides.library.syr.edu/ist678)

Or use the Databases listing from the library main page. (http://library.syr.edu/)

RefWorks Guide with login and tab with tutorials (http://researchguides.library.syr.edu/rw)

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IST 678 (2017): Databases for IST678

- **Business Source Elite**
  Use to find interviews, case studies and articles. Includes a Company Profile search. Covers business, management, and marketing publications and economics journals.

- **Business Insights: Essentials**
  Useful for company information. Can find companies by city. May be used to find companies in this area. For example, cities in and around Syracuse include: Syracuse, DeWitt, Manlius, Salina, Cicero, Clay, including smaller towns of East Syracuse, Baldwinsville, Liverpool, Elbridge, Cazenovia, Oneida, Solvay, Skaneateles, and Fayetteville.

- **Mergent Intellect**
  Provides access to information about U.S. and international public and private companies, company news, and key business ratios. Searchable by company, person, or industry, this resource includes and greatly expands content in D & B Million Dollar Database and offers FirstResearch industry profiles, indeed job search, Nielsen demographics, and a residential directory.

- **eMarketer**
  Includes interviews.
  Includes daily research articles, Interviews, analyst reports, and a database of ebusiness and online marketing statistics, aggregated and analyzed from over 2,800 sources.
  more...

- **Marketline Advantage**
  Includes case studies and current company profiles. Resources cover company, country, industry and product intelligence as well as business strategies and news and opinion. Browse by industry or search by specific company.
Class Demo Search Examples Screenshots

Using IST Class Online Guide Select Business Source Elite

Using the Business Source Elite database

Using the Business Source Elite database

In the left column narrow by company, e.g. Cisco Systems or narrow by subject, e.g. internet security

Consider what career position you want to put in your search. For example.

- Application analyst
- Data analyst
- Database administrator
- IT consultant
- IT technical support officer
- Systems analyst or systems developer
- Information security analyst
- Computer Systems Analysts
- Information systems manager
- Health IT specialist
- Mobile application developer
- Web developer
- Computer forensic investigator

Information systems manager
You will get many more results with searching information systems rather than information systems manager.

What are other words for measures of success? e.g. innovation, performance, achievement, originality, leadership

Using the refinement options in the left column, select a subject or company.

Click on the title to open the full record, then check the Abstract to verify the reference is actually an interview.

Consider using Chief Digital Officer or Chief Information Officer when looking for an interview.

It may be easier to find an interview for a CIO rather than a manager.

Using the refinement options in the left column, select a company.
What are some indications of failure? Data breach, software failure, computer outage, cyber-attack. Consider being specific.

Case studies searched in Business Source Elite.

Not all may be a case study; check the descriptor subject terms to see if case studies is listed.

Add a company name or use the left column to restrict by Company Name or Industry
We showed how to export references to RefWorks at this point.
Finding Company Profiles and Company information Using Business Source Elite

Business Source Elite also offers a Company Profiles search. This will give you MarketLine Reports for a company. Or you can use the MarketLine Advantage database.

Here is a way to find more company profiles and articles on a company in Business Source Elite.

Click on VMware, Inc for company information and news and articles. Click on the PDF link to open the report. After you open the report as a PDF, click on the Download PDF link to download the report.
Click on the company name to get more information. The linked company name will conduct a search in Business Source Elite for articles about that company.

Resort the results by Date Newest (see yellow highlighting above) so that you have current articles about your company first.
Find Company Information using Business Insights Essentials

Use our IST 678 class guide to access this database (http://researchguides.library.syr.edu/ist678)

At the homepage, enter the company name in the search box.

Search by SWOT Report, Financial Reports, etc.

Includes history, SWOT reports, Company Info, etc., when available. Click on Companies and select the information you want to search by.

Then search using the Search within Results box.
Business Insights Essentials can also compare companies.

Find **Local** Company information using Business Insights: Essentials

Under Companies, select Company Finder if you want to search by location.

Select State and click Update, then select City, then click Update

Local cities and towns: Syracuse, DeWitt, Manlius, Salina, Cicero, Clay, including smaller towns of East Syracuse, Baldwinsville, Liverpool, Elbridge, Cazenovia, Oneida, Solvay, Skaneateles, and Fayetteville
Finding Company Information using Mergent Intellect:

Search your company by name in the search box.

OR use Advanced Search to find a company with specific criteria.
You may find financial details, company overview, competitors, annual report, etc.
This is a Company Brief.

Finding Company Information using MarketLine Advantage

You can use this database to search for reports and case studies.

If you know the company or product that you want to use for a report or case study, enter the name in the search box.

Or browse by industry or company.

Start at the home page

Scroll through the page.
Note: The EXPORT TO REFWORKS DOES NOT GIVE A COMPLETE REFERENCE for MarketLine Reports. Please see class guide for how to cite MarketLine reports and case studies.

The Citing Business Database in APA page offers information on citing from various business databases.
More citing information for Business Insights Essentials from [Bentley University Library guide](https://library.bentley.edu/research/guides/business-insights-essentials)
Using eMarketer to find interviews

Type a word in the search box. For example, success or a company name.

Then click on the interview tab.

Use the left column to narrow by Industry or Topic.

You may also start your initial search with the company name and then select the interview tab.

See the class online guide for how to cite an interview from eMarketer.
Business Information guide - Company Information

(ftp://researchguides.library.syr.edu/business/company)