



BUSINESS SOURCE ALUMNI

Guide for INSEAD Alumni

INTRODUCTION

Business Source Alumni is designed for the research needs of business executives. This database includes publications in every area of business including marketing, management, MIS, POM, accounting, finance, econometrics, economics and more. It contains full text from top academic journals such as:

- *Administrative Science Quarterly, Academy of Management Journal, Academy of Management Review, California Management, Review, Journal of Management Studies, Journal of Marketing, Journal of Marketing Research* etc.

Many of them with PDF full text back to the first published issue

- Country economic and political reports
- Industry profiles from Marketline Advantage
- Company profiles from Marketline Advantage for about 10,000 companies, with SWOT analysis for 2,000 of them
- Career guides covering 22 countries,
- Business magazines such as *Business Week, Fortune, Newsweek*

CONNECTING TO BSA

As a member of an INSEAD alumni association, you have access to BSA through MyINSEAD.

- Login to: <https://my.insead.edu>

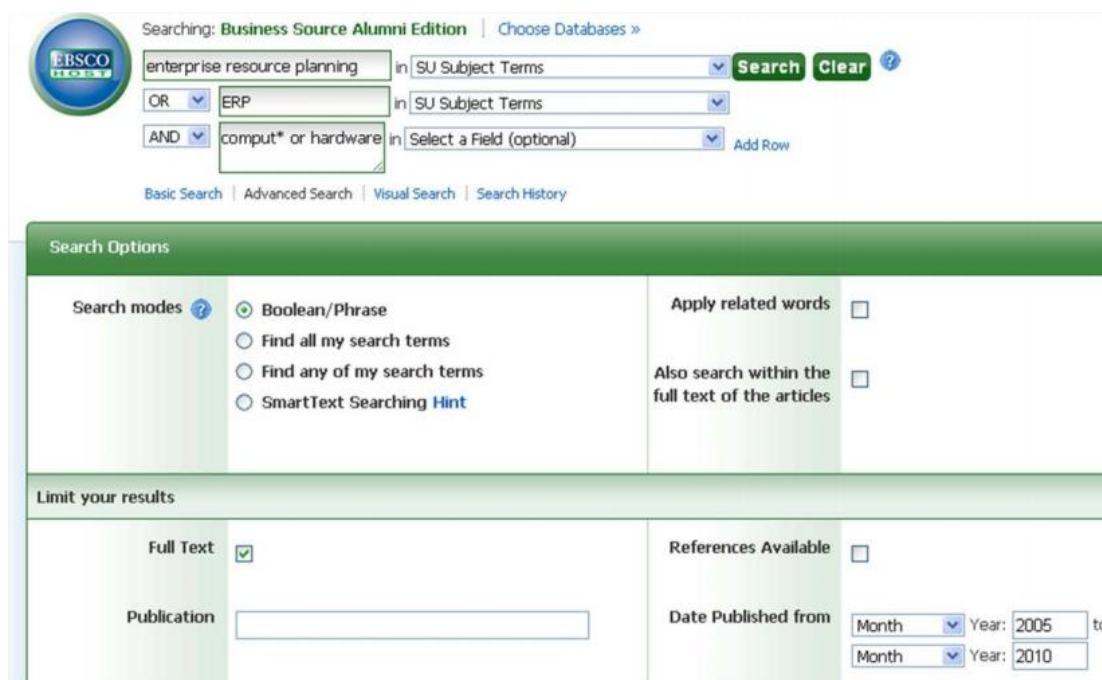
Using your alumni account. For further information on alumni passwords, contact the INSEAD Alumni Association at logins.alumni@insead.edu.

- Go to **My Association** tab
- Click on **Services and Information** then click on **Research Resources > Business Source Alumni**

BASIC AND ADVANCED KEYWORD SEARCHING

There are multiple searching options when you do a keyword search in BSA. You can type in one word and click on the “Search” button to do a basic, quick search, or you can use all three text entry boxes, the field limits, and the other limits to perform a complex search.

See the diagram and search tips below for an explanation of how to search.



Searching: Business Source Alumni Edition | Choose Databases »

enterprise resource planning in SU Subject Terms Search Clear ?

OR ERP in SU Subject Terms

AND comput* or hardware in Select a Field (optional) Add Row

Basic Search | Advanced Search | Visual Search | Search History

Search Options

Search modes ?

- Booleen/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Apply related words

Also search within the full text of the articles

Limit your results

Full Text

Publication

References Available

Date Published from Month Year: 2005 to Month Year: 2010

SEARCH TIPS

Truncation

Use the asterisk * to search using the root of a word. For example, typing “comput* ” is equivalent to typing “computer or computers or computing”.

Exact searching

To restrict your search to an exact phrase, type quotation marks around the phrase, for example “enterprise resource planning”. On the other hand, typing *enterprise resource planning* (no quotation marks) is the equivalent of typing *enterprise and resource and planning*. This will broaden your search since the words may appear anywhere, not necessarily together, and in any order.



Boolean operators: and, or, not

Type the operators within one text entry box, or choose the appropriate operator from the dropdown menu

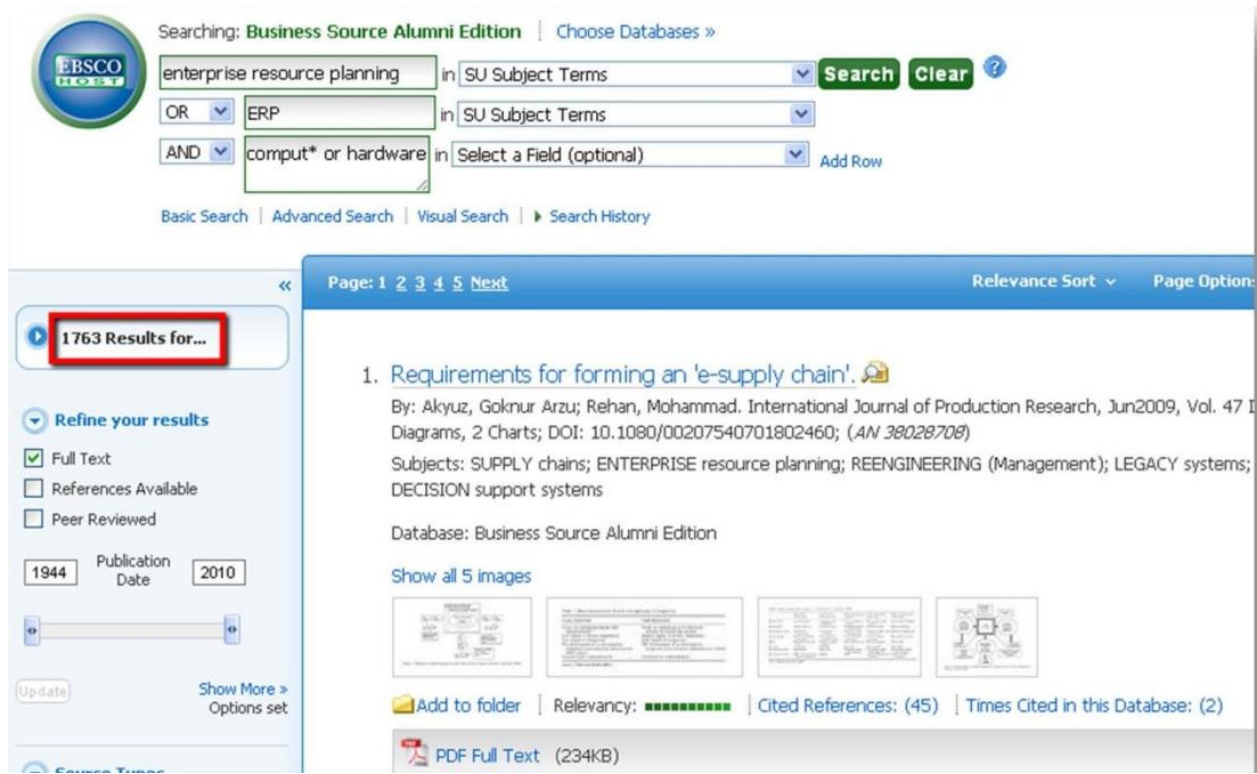
- **and** retrieves records that include both search terms: *France and Germany*
- **or** retrieves records with either search term: *France or French*
- **not** retrieves records with the first search term, but not the second: *Europe not France*

Search Limits

- The **dropdown field list** beside each text entry box allows you to refine your search; by choosing a specific field, you are telling the database to search for your terms in only that field. The default fields which are searched include the title, the author, the subjects, and the abstract.
- Special **limiters** can be found on the bottom of the Basic or Advanced search page. You can limit your results to only articles published in scholarly (peer reviewed) journals, records that include the actual text of the article (full text), articles which were the cover story in a magazine, articles of a certain length (number of pages), etc.

VIEWING THE RESULTS

Once you have clicked on the Search button, the results are displayed in a list below the search boxes.



Searching: **Business Source Alumni Edition** | [Choose Databases >](#)

enterprise resource planning in SU Subject Terms **Search** **Clear** ?

OR ERP in SU Subject Terms

AND comput* or hardware in Select a Field (optional) [Add Row](#)

Basic Search | [Advanced Search](#) | [Visual Search](#) | [Search History](#)

Page: 1 2 3 4 5 Next Relevance Sort ▾ Page Options


1763 Results for...

Refine your results

Full Text
 References Available
 Peer Reviewed

1944 Publication Date 2010

[Update](#) [Show More > Options set](#)


1. [Requirements for forming an 'e-supply chain'](#). 

By: Akyuz, Goknur Arzu; Rehan, Mohammad. International Journal of Production Research, Jun2009, Vol. 47 I Diagrams, 2 Charts; DOI: 10.1080/00207540701802460; (AN 38028708)

Subjects: SUPPLY chains; ENTERPRISE resource planning; REENGINEERING (Management); LEGACY systems; DECISION support systems

Database: Business Source Alumni Edition

[Show all 5 images](#)



[Add to folder](#) | Relevancy: | Cited References: (45) | Times Cited in this Database: (2)

[PDF Full Text](#) (234KB)

Navigating through the results

By default, the results are displayed chronologically with the records for the most recently published articles appearing first. You can change the sort order using the 'Relevance sort' link. The total number of results retrieved is displayed at the top, followed by navigation tools. Click on the 'Next' to go to the next page of results, or click one of the page numbers to go to that page.

The brief record display

The brief record for an article is displayed in the list of results. First you will see the title of the article which is hyperlinked, then the author(s), the source (title of journal or magazine), the date and issue information, the first page number (ex. p20), and finally the total number of pages (ex. 4p). If the full text of an article is included with the record, you will see a link which says either **PDF Full Text** or **HTML Full Text**. PDF is the scanned image of the original printed publication, so offers an advantage when viewing graphics or tables of data. The available format depends on the publication.

VIEWING THE DETAILED RECORD

Once you click on the title of a record in the results list, the **detailed record** for the article will be displayed.



Navigation options

The top of the screen gives navigation options to view successive records or to go back to the results list.

Output options

On the right hand side of the screen, you have the option of printing, emailing, saving the individual record.

To print the article

- Click on Print.
- Select the output format, e.g. citation details and abstract / full text (when available).
- Click on Print. Click OK at the printer dialog box.
- Use Back to return.

To email the article

- Click on Email.
- Fill in the email address and the subject line.
- Select the email format, i.e. citation details and abstract / full text (when available) / PDF as separate attachment (when available).
- Click on Send. At the confirmation screen, click on Continue to return to the full record.



To save the current article

- Click on Save.
- Select the output format, i.e. citation details and abstract / full text (when available). Click on Save.
- Click on File / Save as, then choose the destination for your file.
- Click on Back to return.

To save the record

Click on the Add to folder icon. The Folder is like an 'online shopping cart' and is useful for grouping articles from different searches in order to later print, email or save the records in one batch.

Please note: To print or save the pdf version, you first need to open the PDF document in Acrobat Reader by clicking PDF Full Text. Then click the printer or save icons on the Acrobat Reader toolbar below the web browser buttons and follow the instructions in the dialog box.

Hypertext links

The hypertext links that appear in the record are useful to start another search by journal, author, subject, company name, people, or any other field that has a link. Just click on the link and the search will be automatically performed.

Persistent Links

If you wish to cite an article you've found in BSA, or if you wish to return to the full record for article at a later time, use the Persistent Link to this Article which appears on the right hand side of the record. This is the correct URL to use.

SEARCHING BY PUBLICATION

There are two ways you can search by publication in BSA.

- 1) If you are looking for articles **on a particular topic in a certain publication**, do a keyword search by clicking the Advanced Search tab. Type in the journal or magazine title in the first text entry box, and limit your search to the "SO Publication Name" field using the dropdown menu. Type the keywords for the topic in the next text entry box.

Searching: **Business Source Alumni Edition** | [Choose Databases »](#)

industry week in SO Publication Name

AND strategic planning in SU Subject Terms

AND in Select a Field (optional)

- 2) If you would like to **view the articles in a certain issue** of a publication, click on the Publications button at the top of the screen. Enter the title of the publication in the Browsing Publications box and click Browse. A list of publication titles will appear with information on the coverage: dates, abstracts, full text in pdf and/or html. The page also indicates whether there is any embargo on the most recent issues. Click on a publication to go to the Publication Details page (see below).

Publications

◀ Previous Record | Next Record ▶ Se

Publication Details For "Academy of Management Review"

<p>Title: Academy of Management Review</p> <p>ISSN: 0363-7425</p> <p>Publisher Information: Academy of Management P.O. Box 3020 Briar Cliff Manor New York 10510-3020</p> <p>Bibliographic Records: 01/01/1976 to present</p> <p>Full Text: 01/01/1976 to present</p> <p>Link to this Publication: http://search.ebscohost.c</p> <p>Publication Type: Academic Journal</p> <p>Subjects: Business; Management</p>	<p>All Issues</p> <p>+ 2010</p> <p>+ 2009</p> <p>+ 2008</p> <p>+ 2007</p> <p>+ 2006</p> <p>+ 2005</p> <p>+ 2004</p> <p>+ 2003</p> <p>+ 2002</p> <p>+ 2001</p> <p>+ 2000</p> <p>+ 1999</p>
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The Publication Details page provides the following information:

- Title
- Publisher
- Publisher URL
- Coverage Information for abstracts and full text (dates and if there is an embargo on recent issues)
- Persistent link to the publication
- List of issues available for this publication. To View an Issue: click on + for the year, then click on the issue. The Search Results page will be displayed with all the articles from that issue listed.



FINDING COUNTRY REPORTS

To find country reports, do the same type of search that you would do for a publication, click on Publications at the top of the screen. Instead of typing the title of the publication, type the country name and click Match Any Words. A list of all the publications with the country in the title will appear. The country reports are provided by various well-known publishers:

- **CountryWatch**: yearly reports include geographical, political, economic, corporate, & environmental information on every country. Type: the country name, followed by **Country review**
- **Datamonitor**: yearly reports covering the political, economic, social, technological, legal and environmental climate. Type: the country name, followed by **Country profile**
- **OECD** provides economic information on 35 countries, including a general overview, special topics of current interest, and extensive statistical information. Type: **OECD economic surveys**, followed by the name of the country
- **PRS group**: yearly reports covering the political and business climate. Type: **Political risk yearbook**, followed by the name of the country

FINDING INDUSTRY PROFILES

BSA includes over 4000 Marketline Industry Profiles. From the search page, enter the **industry name** in one of the search boxes; in the Limiters, under the Publication Type menu, choose '**Industry Profile**'.

FINDING COMPANY PROFILES AND SWOT ANALYSES

BSA provides access to Marketline Company Profiles for the world's largest companies and SWOT analyses for about 2000 companies.

- In the top navigation bar, select 'Company Profiles'.
- Type the name of the company, then click on the Browse button.
- Click on the PDF icon to open the report.

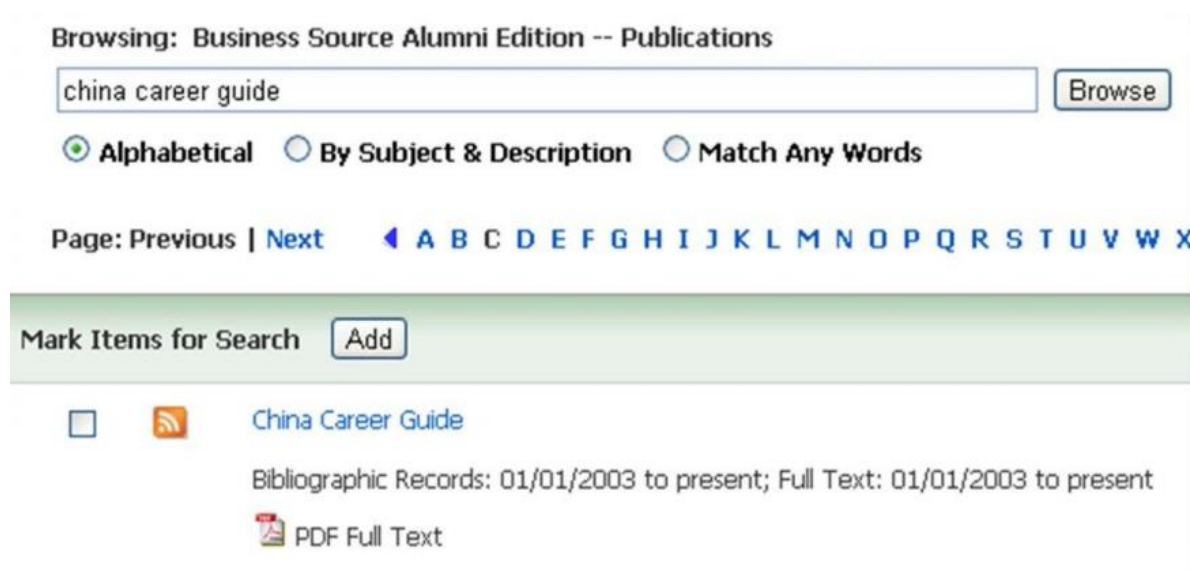
The profile is divided into the following sections:

Company overview, key facts, business description, history, key employees, SWOT, major products and services, top competitors, locations and subsidiaries.

FINDING CAREER GUIDES

BSA contains Career Guides published by Going Global for 22 countries. To find them, click on the Publications button on the button bar at the top of the screen. Enter “career guide” in the Browse Publications box and select Match Any Words. Then click on the Browse button to get the list of all guides.

TIP! To find a career guide by country directly, just type the name of the country followed by the word career:




Browsing: Business Source Alumni Edition -- Publications

china career guide


Alphabetical By Subject & Description Match Any Words

Page: Previous | Next ◀ A B C D E F G H I J K L M N O P Q R S T U V W X

Mark Items for Search

 China Career Guide

Bibliographic Records: 01/01/2003 to present; Full Text: 01/01/2003 to present

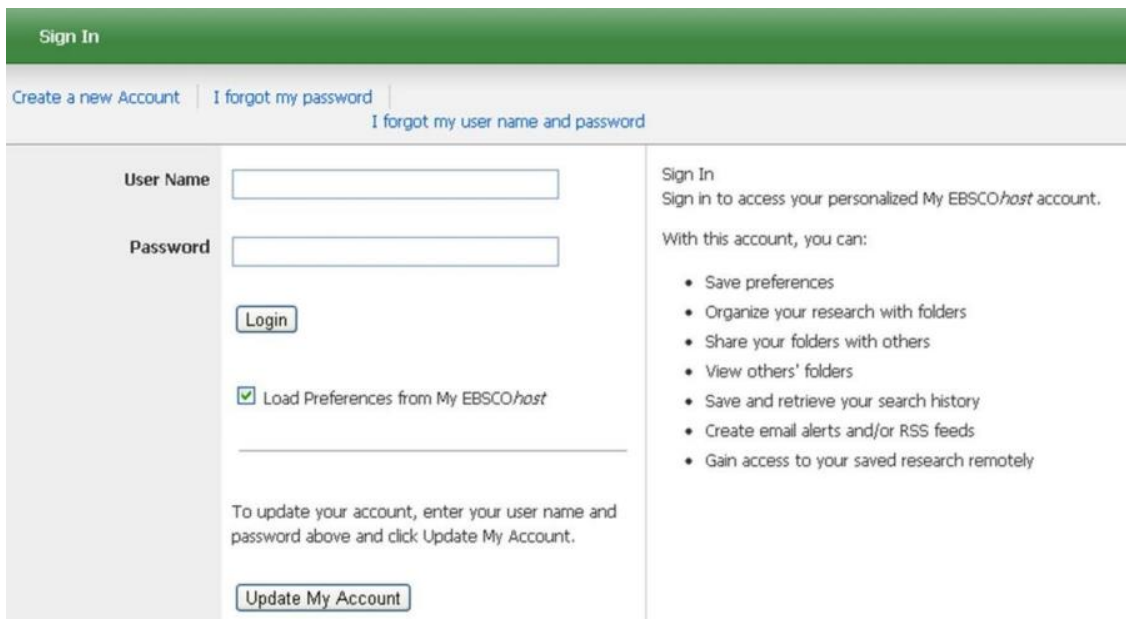
 PDF Full Text

MY EBSCOhost

The EBSCOhost portal allows you to customize your searching experience by using the My EBSCOhost features. Two of the most useful features are the search alerts and the journal alerts. You must create your own personal account before being able to use My EBSCOhost:

- Click on Sign In to My EBSCOhost on the left of the top button bar
- Click on I’m a new user.

You can choose whichever username and password you prefer, and all the information (first and last name, email address, username, password) is kept confidential. Follow the instructions on the screen to sign up and then login. You will know you have signed in properly if you see your name on the top left of the screen.



The screenshot shows the 'Sign In' page for My EBSCOhost. At the top, there are links for 'Create a new Account', 'I forgot my password', and 'I forgot my user name and password'. The main form contains fields for 'User Name' and 'Password', a 'Login' button, and a checkbox for 'Load Preferences from My EBSCOhost'. Below the form, there is a section for updating the account with instructions and an 'Update My Account' button. On the right side, there is a 'Sign In' heading, a brief explanation of the account, and a list of features available with the account, such as saving preferences, organizing research with folders, and creating email alerts.

SET UP A SEARCH ALERT

If you regularly run the same search, you can set up the search to run automatically and have BSA email the list of results to you.

- Connect to BSA and do a keyword search as you normally would. You can use any limiter.
- Once you are happy with your search, view the Search History by clicking on the Alert/Save/Share link above the search results navigation links:
- Click on Email Alert and follow the steps. If you haven't yet signed in to My EBSCOhost, you will be prompted to do so.
- You will receive an email confirming that the alert has been set up shortly thereafter. The emailed search alert will provide a link to the full text in BSA (if available), but will not actually send you the text.

SET UP A JOURNAL ALERT

If you would like to receive the table of contents of a favourite business magazine or journal by email, you can set up a journal alert.

- Do a publication search
- On the Publication Details page, click on the Alert/Save/Share link which appears on the right.
- Click on Email Alert or RSS feed and follow the steps. If you haven't yet signed in to My EBSCOhost, you will be prompted to do so.



- N.B. The emailed journal alert will provide a link to the full text in BSA if available, but will not actually send you the text.

GETTING HELP

If you have any problems using BSA, please do not hesitate to contact us:

Doriot Research & Learning Hub (Europe Campus)

Email: doriot.fb@insead.edu

Telephone: + 33 (0)1 60 72 43 98

Tanoto Research & Learning Hub (Asia Campus)

Email: tanoto.sg@insead.edu

Telephone: + 65 6799 5261

