



Business Source Ultimate Registration/Access Process

Learning Centre
Indian Institute of Management Indore



About Resource



Business Source Ultimate, an upgraded version of Business Source Complete, is the world's definitive scholarly business database, providing the ultimate collection of bibliographic and full-text contents. Business Source Ultimate offers an unprecedented wealth of 1401+ peer-reviewed, 3507+ full-text journals and other resources that provide historical information and current trends in business. It covers all disciplines of business, including marketing, management, accounting, banking, finance, and more. It has the collection of more than 75,000 videos from the Associated Press, the world's leading news agency, and it also provides detailed company information on finances, subsidiaries, products, employees and industry specifics for more than 1.1 million of the world's largest, public and private companies.

Business Source Ultimate provides students with **MORE** of what they need for successful research:

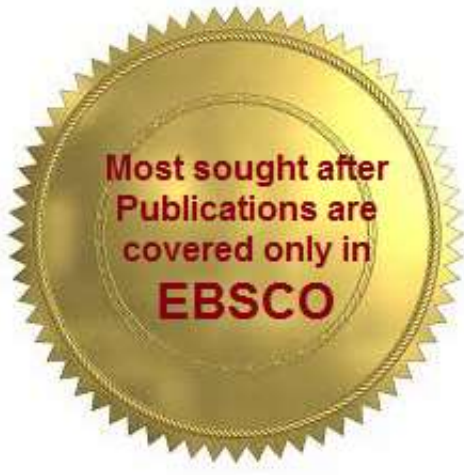
- **MORE** active, full-text peer-reviewed journals
- **MORE** leading business journals
- **MORE** international content with full-text journals from Europe, Asia, Africa, Oceania and Latin America



Subjects Coverage:

- Accounting
- Administration
- Banking
- Economics
- Finance
- Human resources
- Management
- Marketing

Name of the Publication	Publisher	Coverage from	EBSCO
Academy of Management Journal	Academy of Management	01-01-1985	Current Full Text
Academy of Management Review	Academy of Management	01-01-1985	Current Full Text
Administrative Science Quarterly	Administrative Science Quarterly	01-01-1985	Current Full Text
Harvard Business Review	Harvard Business School Publishing	01-01-1985	Current Full Text
Harvard International Review	Harvard International Review	03-01-1990	Current Full Text
Harvard Journal of Law & Public Policy	Harvard Law School Journals	01-01-1990	Current Full Text
Harvard Law Review	Harvard Law Review Association	01-01-1985	Current Full Text
California Management Review	California Management Review	01-01-1985	Current Full Text
Journal of Marketing	American Marketing Association	01-01-1985	Current Full Text
Journal of Marketing & Communication	Journal of Marketing & Communication	01-01-2008	Current Full Text
Journal of Marketing Research (JMR)	American Marketing Association	01-01-1985	Current Full Text
MIS Quarterly	MIS Quarterly	01-01-1985	Current Full Text



Most important publications covered in all variants of Business Source Databases:
Content is the Strength

Top Ten Academic Business Journals, covered in **Business Source Source Ultimate**

Rank	Journal Name	BSU
1	<i>Academy of Management Journal</i>	Active Full Text NO Embargo
2	<i>Journal of Management</i>	Active Full Text NO Embargo
3	<i>Strategic Management Journal</i>	Active Full Text NO Embargo
4	<i>Journal of Marketing Research (JMR)</i>	Active Full Text NO Embargo
5	<i>Journal of Business Ethics</i>	Active Full Text NO Embargo
6	<i>Journal of Consumer Research</i>	Active Full Text NO Embargo
7	<i>Academy of Management Review</i>	Active Full Text NO Embargo
8	<i>Journal of Management Studies</i>	Active Full Text NO Embargo
9	<i>Journal of Finance</i>	Active Full Text
10	<i>Journal of Marketing</i>	Active Full Text NO Embargo

Top Five U.S. General Business Magazines available in EBSCO's all four Business Source Database Variants

Journal Name	BSU
<i>Bloomberg Businessweek</i>	Active Full Text NO Embargo
<i>Forbes</i>	Active Full Text NO Embargo
<i>Fortune</i>	Active Full Text NO Embargo
<i>Harvard Business Review</i>	Active Full Text NO Embargo
<i>Money</i>	Active Full Text NO Embargo



Key content coverage only in Business Source Ultimate

Business Source Ultimate (BSU) is vastly superior to any other databases

Extraordinary differences exist in:

- Inclusion of active full-text peer-reviewed journals, including those with no embargo
- Unique full-text coverage of the highest-ranked business journals
- Global full-text publications
- Non-journal full-text sources, such as:
 - Company Information
 - Company profiles
 - Country reports
 - Industry reports
 - Case studies
 - Conference papers

Non Journal Full Text Coverage

CONTENT TYPE

Books & Monographs
Company Profiles / Information Records
Conference Papers / Proceedings Collections
Country Economic Reports
Faculty Seminars (Videos)
Industry Reports
Interviews (Executive & Analyst)
Market Research Reports
Peer-Reviewed Journals
SWOT Analyses
Trade Journals & General Business Magazines
Working Papers Collections

Key content coverage only in Business Source Ultimate Company Profiles



Business Source Ultimate provides over 32,000+ company profiles, 21,000 of which are unique to BSU Database.

- Company profiles for the 12,500 largest public companies in the world
- Company profiles for the top 900 private companies in the world
- SWOT analyses for more than 4,800 companies

Plus an additional 12,700+ company profiles from other sources

Key Company Information:

- | | | |
|------------------------|-----------------------------|----------------------------|
| • Company Overview | • Key Employees | • Company View |
| • Key Facts | • Executive Biographies | • Locations & Subsidiaries |
| • Business Description | • Major Products & Services | |
| • Company History | • Top Competitors | |

Addition of *Company Information* to *Business Source Versions*

- *Company Information* offers 1.15 million specific companies including complete hierarchical corporate families bringing total records to approximately 2 million
- Company records are split into:
 - 50% top U.S. companies (public and private) ranked by sales
 - 50% top international companies (public and private) ranked by sales

Key content coverage only in Business Source Ultimate

S&P Global

Standard & Poor's Industry Surveys (now CFRA)

Business Source Ultimate contains ALL 52 Standard & Poor's Industry Surveys (now CFRA) with NO embargo (None are available in any other database)

- Aerospace & Defense
- Airlines
- Automobiles
- Banks
- Beverages
- Biotechnology
- Capital Markets
- Chemicals
- Commercial Services & Supplies
- Communications Equipment
- Consumer Finance
- Data Processing
- Electric Utilities
- Electronic Equipment & Instruments
- Energy Equipment & Services
- Food & Staples Retailing
- Food Products
- Gas Utilities
- Health Care Equipment & Supplies
- Health Care Providers & Services
- Hotels, Restaurants & Leisure
- Household Durables
- Household Products
- Information Technology Consulting
- Insurance
- Internet Software & Services
- Life Sciences Tools & Services
- Machinery
- Media
- Metals & Mining
- Multiline Retail
- Oil, Gas & Consumable Fuels
- Pharmaceuticals
- Real Estate Investment Trusts
- Road & Rail
- Semiconductors & Semiconductor Equipment
- Software
- Specialty Retail
- Technology Hardware, Storage & Peripherals
- Telecommunications
- Textiles, Apparel & Luxury Goods
- Thrifts & Mortgage Finance

Region specific:

- Autos & Auto Parts: Europe
- Banking: Europe
- Food & Beverage: Europe
- Food Retail: Europe
- Media: Europe
- Oil & Gas: Europe
- Pharmaceuticals: Europe
- Telecommunications: Europe
- Airlines: Asia
- Telecommunications: Asia

Key content coverage only in Business Source Ultimate

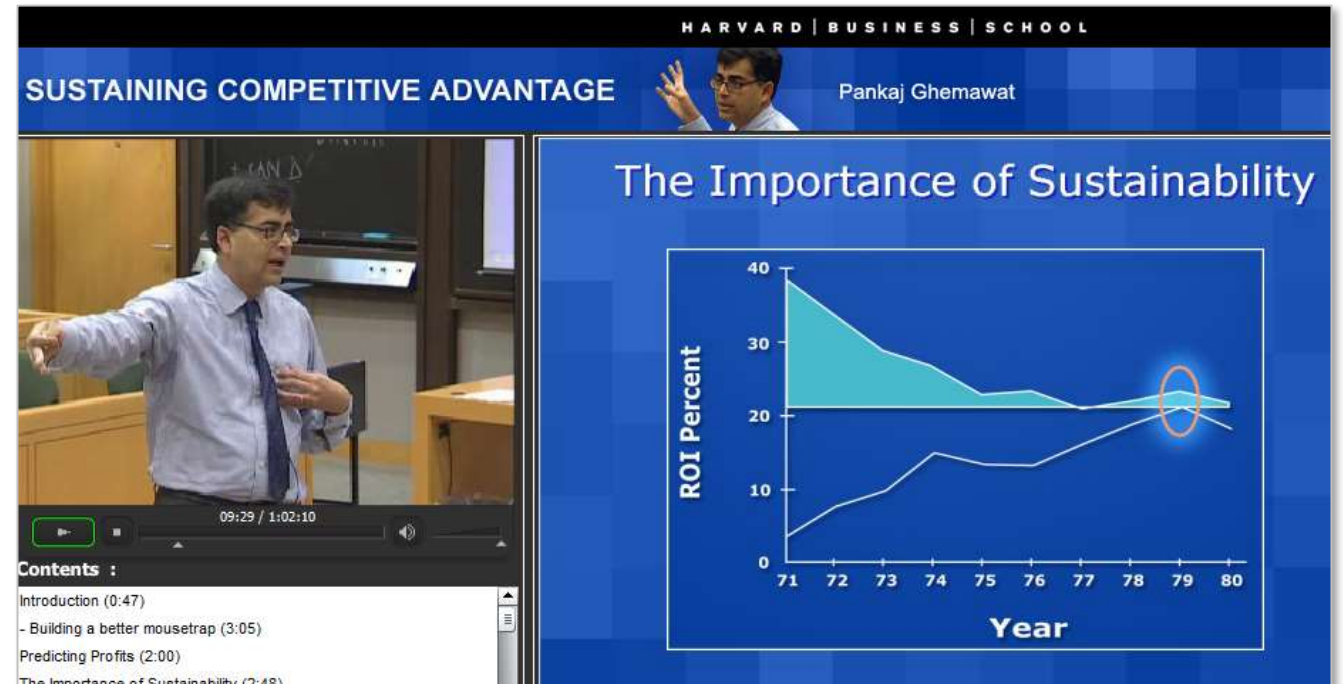


Faculty Seminar Videos

The Faculty Seminar Series features the work and research of prominent professors and experts from Harvard Business School

Topics Include:

- Case Method
- Change
- Communications
- Ethics
- Finance & Accounting
- Global Business
- Governance
- Innovation & Entrepreneurship
- Leadership
- Management
- Organizational Behavior
- Organizational Development
- Sales & Marketing
- Social Enterprise
- Strategy
- Technology & Operations



Sample Seminars Available via the Collection



Authentic Leadership William W. George

What is authentic leadership? How can you become and remain an authentic leader? In this timely presentation, Professor William George outlines what it means to be a leader. Leadership is not about style or emulating another leader. It's about responsibility and stewardship. A true leader appeals not only to people's minds, but to their hearts, as leaders demonstrate through their vision and values. Topics covered: Leadership.



Building Strategy-Focused Organizations with the Balanced Scorecard Robert S. Kaplan

Is your organization strategically focused? If not, you may need to consider developing a Balanced Scorecard strategy map. Professor Robert S. Kaplan first outlines the development of a Balanced Scorecard and describes its use by many successful organizations. Then he uses case studies of successful for-profit and nonprofit organizations to describe how to take the process to the next level, into strategic implementation, using a Balanced Scorecard strategy map. Topics covered: Finance and Accounting; Strategy.



International Entrepreneurial Finance Walter Kuemmerle

How will a global perspective increase my organization's likelihood of financial success? What's most important to consider in local adaptation—economic, political, or social issues? In this presentation, Professor Walter Kuemmerle offers important insights for anyone thinking about starting up or expanding a business in an international context. Topics covered: Finance and Accounting; Global Business; Innovation and Entrepreneurship.

Sample Seminars Available via the Collection



Entrepreneurial Marketing Joseph B. Lassiter III

Products, customers, people, and partners: How do they relate and why should you care? The right combination is critical for success in any venture—an established company or a start-up. Professor Joseph Lassiter combines the entrepreneur's pursuit of an idea with marketing's focus on the customer to create a process that can dramatically increase any organization's performance. Topics covered: Innovation and Entrepreneurship; Management; Strategy.



Boom and Bust in Private Equity Josh Lerner

What does the past tell us about the future of private equity? Are booms and busts a fact of life or a preventable anomaly? Professor Josh Lerner outlines three themes—rightsizing, structure and reach, and transparency—that may be dominant issues in private equity in the future. His conclusion: the business of private equity will look very different a decade from now. Topic covered: Finance and Accounting.



The New Strategic Weapon: Information Technology F. Warren McFarlan

Information technology is not just back-office technology; it is a strategic weapon in today's post-dot-com environment. IT makes companies survive, excel, and win. Professor F. Warren McFarlan expands on this theme amid IT's strands of stability and change, and his insights help you understand where IT is today and predict where it will go in the next forty years. Topics covered: Management; Strategy; Technology and Operations.

ABDC 2019 Journal Quality List

Produced by the Australian Business Deans Council

The 2019 List follows an extensive review conducted by Expert Panels, which assessed journals relating to Business and Taxation Law; Economics; Finance including Actuarial Studies; Information Systems; Management, Commercial Services and Transport and Logistics; Marketing and Tourism; and other areas.

The 2019 List endorses 2,682 journal entries with the following classifications:

A* 7.41% (199)

A 24.27% (651)

B 31.69% (850)

C 36.61% (982)

All journals on the List must meet the substantive business element test and fall within relevant Australia and New Zealand Fields of Research (FoR) codes.



The following analysis compares the full-text coverage of the business journals according to ABDC rankings

- EBSCO's *Business Source*

Case studies mainly from

- Academy of Management
- American Accounting Association
- American Institute of Certified Public Accountants
- American Productivity & quality center
- Marketline
- American Marketing Association
- Harvard Business Publishing
- Springer Science & Business Media B.V.
- Wiley-Blackwell

Full-Text Country Economic Reports

Thousands of Country Economic Reports from many publishers including:

- Business Monitor International
- CountryWatch Incorporated
- OECD (Organisation for Economic Cooperation & Development) Institute for Economic Research
- IHS Global Inc.
- MarketLine
- GoingGlobal
- Political Risk Yearbook
- SeeNews EOOD
- Superintendent of Documents

Off Campus



Note:

If you are residing outside the campus? then use our OpenAthens facility to access **Business Source Ultimate**.

<https://my.openathens.net/auth>

Contact library for OpenAthens account.



Thank You

Please write back at
library@iimdr.ac.in
for further help/clarification.

