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Business Source Complete Database Review

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ccAdvisor Business Source Complete Review

Title of Product or Resource: Business Source Complete
Product URL: https://www.ebscohost.com/academic/business-source-complete

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Free Text Keywords: Business Source Complete | aggregator databases | database evaluation | EBSCO Information Systems | business databases | market research resources | industry research resources | scholarly journals | database review | company profile information |

Primary Category (put an X in one box only):

		Art & Architecture
	x	Business & Economics
		Ethnic, Gender, and LGBTQ Studies
		General Reference
		Government Information
		History & Area Studies
		Humanities
		Language and Literature
		Library and Information Science (LIS)
		Medicine, Nursing & Health
		Multidisciplinary (or interdisciplinary)
		Music, Theater, Film Studies
		Philosophy & Religion
		Political Science & Law
		Science, Technology, Computers, Engineering

	(including Environment)
	Sociology, Education, Anthropology, Psychology
	Other

Secondary Categories (put an X in as many boxes as apply):

	Art & Architecture
	Business & Economics
	Ethnic, Gender, and LGBTQ Studies
	General Reference
	Government Information
	History & Area Studies
	Humanities
	Language and Literature
	Library and Information Science (LIS)
	Medicine, Nursing & Health
x	Multidisciplinary (or interdisciplinary)
	Music, Theater, Film Studies
	Philosophy & Religion
	Political Science & Law
	Science, Technology, Computers, Engineering (including Environment)
x	Sociology, Education, Anthropology, Psychology
	Other

Type of product being reviewed (put an X in as many boxes as apply):

x	Abstracting & Indexing
x	Aggregator database
	App for mobile devices
	Bibliographic tool
	Biography
	Blog or social media
	Data sets
	Discovery tool
	Image database
	Ebook collection
	Ejournal collection
	Encyclopedia/Handbook
	Library tool
	Newspaper or news source
	Primary source digital content
	Publisher or Organization content /repository
	Reports
	Software
	Statistical database
	Streaming video
	Website
	Other

Target Audience (Put an X in as many boxes as apply):

	Secondary
	General public
x	Undergraduate (including community colleges)
x	Graduate/Faculty/Researcher

Access (put an X in one box only)::

	Open Access (OA)
	Hybrid (some OA)
	One-time purchase
x	Subscription

Abstract

Business Source Complete is an aggregator database that provides access to scholarly and practitioner resources such as peer-reviewed journal articles, industry reports, market research reports, and company profiles. The intended audience for this resource would include undergraduate students, graduate students, and faculty members in the fields of business, management, and finance. This database has an easy-to-use intuitive interface that makes navigating, searching, and browsing seamless. The content of this database is robust and supports both the academic and practitioner audiences.

Pricing Options

Business Source Complete is an annual fee-based database. Institutional subscription prices are based on a full-time equivalent student scale with the possibility of negotiation, including for consortia. Pricing of Business Source Complete is not publicly disclosed and interested parties may contact EBSCO for a quote. Note: some sources within Business Source Complete may be open access, however, to access them requires a subscription.

Product Overview/Description

Business Source Complete is one of six iterations of business content offered by EBSCO Information Services for the academic market. The product is web-based and is accessible off-site via authentication. The database is most appropriate for institutions supporting business administration and management and organizational science programs. As both trade publications and peer-reviewed literature are included in Business Source Complete there is comprehensive coverage for both practitioners and academics.
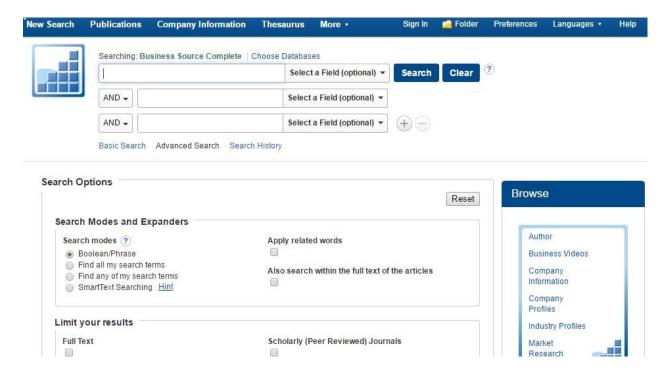
Business Source Complete offers full-text access to a myriad of content. Academic journals, newspapers, magazines, trade publications, case studies, company profiles (including SWOT

analyses), country reports, industry and market research reports, conference papers and proceedings, government documents, grey literature, pamphlets and working papers are all included.

More than 3,800 full-text periodicals are available and of those 1,975 are peer-reviewed. There are more than 20,000 international company profiles, including providers such as MarketLine, Informa and Aquisdata. In addition to the company profiles, brief financial information is available for select firms using the Company Information module of the database. For industry and market research, there are approximately 11,000 reports available from 31 publishers. Country profile coverage includes 10 different publishers and more than 1,200 reports. Videos and images are also available from the Harvard Business School Faculty Seminar Series as well as an Associated Press collection.

User Interface/Navigation/Searching

The Business Source Complete Interface is detailed yet organized. Visually, the interface uses shapes, colors, drop down menus, and check boxes to help organize all the search functionality. The visual and spatial cues help to create sections, thus making it easier to read.

First, three search boxes are on the top left corner. These boxes have drop down menus allowing users to select a search field and provide Boolean searching options between boxes. There is also the option to do a basic or advanced search, or to check your search history. Second, moving down the page, there is section titled, Search Modes and Expanders. Of note is the SmartText

Searching feature, which gives users an option to enter in a sentence, phrase, paragraph, or more, into a text box allowing for flexible searching. Third, moving down the page, there is a section called limit your results. This section allows the user to limit their results to document type, publication type, language, NAICS code, product name, image type, etc.

Fourth, moving to the right, there is a vertical box that allows users to browse by categories such as Author, Business Videos, Company Information, etc. This handy box gives users an additional way to access items, other than the traditional searching. Finally, there is a blue bar across the top that provides access to features such as signing into an account, preferences, and help. Further, on this top bar, the More drop-down menu allows to do cited reference searches and author profile searches.

All the features on the interface help researchers explore the various ways to navigate and search. The interface facilitates traditional Boolean searching, as well as SmartText, cited reference, author profiles, browsing in a variety of ways, as well as easily filtering searches. There is a search history feature, which enables the user to keep track of his or her search strategy and results. Searching and navigation are intuitive and flexible.

In their promotional material, EBSCO states that they test all their platforms for accessibility in mind. They meet or exceed standards outlined in Section 508 Electronic and Information Technology Accessibility Standards (EBSCO Information Services 2016), and they support the use of technologies for those who are visually and physically impaired (EBSCO Information Services 2016). A Voluntary Product Accessibility Template (VPAT) is available for EBSCO products upon request (Libraries for Universal Accessibility 2016).

Critical Evaluation

Search Features
This platform provides flexible and varied searching, to accommodate varied skill levels and searching preferences. Researchers can search using the advanced or basic search screens, highlighting a traditional Boolean search approach, and then apply limits to help narrow or focus results. In addition to this traditional type of searching, researchers can also browse different categories, can search or browse author profiles, cited references, company profiles, images/business videos, and indexes. Business Source Complete also facilitates their SmartText search, which allows researchers to enter sentences, paragraphs, or pages into a text box for searching. Overall, this platform gives researchers several different ways to search or browse. There is also the search history feature, which easily allows researchers to monitor their search strategies and results.

Search Interface
The search interface is visually appealing, clean, and organized. There are many different search features, and the interface is presented in a way that effectively uses space, color, drop down menus, check boxes, and expandable menus. The interface is easy to use, requires little instruction, and is intuitive.

Display
Researchers can customize how results are displayed by selecting the preferences menu on top right of the page. This allows for customization of page format, page format, how results are sorted, and the number of results that will be displayed on one page. After a search has been completed, there is a Page Options drop down menu that also facilitates customization.

Sharing Results
The Business Source Complete functionality makes it easy to share search results. There is a Share drop down menu that displays with the search results. The options available here include adding results to a folder or using a permalink that when put into a browser will reliably retrieve the same results. If results are saved in a folder, the items can easily be printed, saved, emailed, or exported (including full-text items if they are available). It is also straightforward to create alerts (email and RSS), to facilitate continued sharing of results as they become available.

Help Features
The help functionality is very detailed, and searchable. There are small question mark icons strategically placed around the search interface, around pain points. When you click on the question mark, a very useful help window pops up. In addition, there is a Help link on the top left of the page that is always visible. The help window is searchable, detailed, and well organized.

Search Engine
The search engine is effective, in that it does everything you expect it to. When researchers sort and filter, the results come quickly and are accurate.

Content of the Product
Business Source Complete offers a variety of content including 1,300 full-text peer reviewed titles. We evaluated periodicals within Business Source Complete based on Journal Citation Reports for journal titles in the Business, Business Finance, and Management categories and their 5-year impact factors. Of the top 35 ranked journals, 21 were available in full-text, four were available in full-text with a 12-month embargo, and ten were not available in full-text in Business Source Complete. While this product does provide access to many top ranked journal titles, it may not solely provide adequate access to resources for research-intensive academic business, management, or finance environments.

Business Source Complete does a good job supporting a business practitioner environment, as it provides access to *Harvard Business Review* online, as well as over 20,000 international company profiles, and nearly 11,000 industry and market research reports.

This platform provides access to a wide variety of reports. This may be useful for libraries with limited acquisitions budgets and may not be able to individually subscribe to databases focused on market and industry research.

Overall, the strength of Business Source Complete is its platform. The interface, display and search features make it easy to navigate and use this product to get relevant articles. Another strength is the variety of resources within the product as there are peer-review articles as well as company profiles, market, and industry reports. If an academic institution supports academic

business/management research, this database may not be adequate to support a research-intensive program on its own.

Competitive Products

The most direct competitor to Business Source Complete would be ProQuest Business Collection, in terms of content types and searching capabilities. Both Factiva and LexisNexis Academic have like content, but do not offer the depth of peer-reviewed journals. Hoover's, S&P Capital IQ NetAdvantage, Business Insights and Mergent Online are other products supplying company profiles and financials. Products offering industry and market research include IBISWorld, Mintel Academic, MarketResearch.com Academic, First Research and Passport.

Purchase & Contract Provisions

Business Source Complete is an aggregator database and is therefore dependent upon publisher agreements for content. These agreements can change month to month and content stability is reliant upon publishers; embargoes of 6-18 months can occur with little notice. EBSCO is the sole aggregator for the *Harvard Business Review* with full-text archives and current access; however, there is one stipulation related to course materials. As of 2013, "*Harvard Business Review* made 500 of its most popular articles 'read-only' on the EBSCOhost Business Source databases" (Ojala 2014, 71). The 500 articles are still available via Business Source Complete as read-only copies, but persistent links to course or learning management systems are disabled. Additionally, these articles cannot be printed or downloaded (Flegg 2013, par. 7).

Content within Business Source Complete is permitted for interlibrary loan use, providing that copyright law and publisher restrictions are adhered to for each document. EBSCO does note their preference for interlibrary loan content to be faxed rather than electronically delivered (EBSCO Information Services 2016, par. 1). Subscriptions to Business Source Complete are for non-commercial use only; guests and/or alumni may use the database only while on-campus. There is no archiving or ongoing availability of content within Business Source Complete should EBSCO cease operations.

EBSCO does provide MARC21 records for Business Source Complete content and updates it monthly. MARC21 records are freely available via the EBSCOadmin console. EBSCO is also a member of Project COUNTER and provides usage reports for Business Source Complete including: Journal Report 1 (JR1), Journal Report 5 (JR5), Database Report 1 (DB1), Database Report 2 (DB2), Platform 1 (PR1), Consortium Report 2 – SUSHI only (CR2), Book Report 1 (BR1), Book Report 2 (BR2), and Book Report 3 (BR3).

Authentication

Business Source Complete supports a variety of authentication products including Shibboleth, OpenAthens, OpenURL, EZProxy and 360 Link. Usernames and passwords are available for

subscriptions without IP authentication. EBSCO's customer support team provides support for authentication and security options.

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Previous Reviews of Business Source Complete

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About the Author

Nicole Nolan is a Research and Instructional Services Librarian at the C.B. "Bud" Johnston Library at Western University in London, Ontario, Canada. She has worked in a variety of librarian and administrative roles in academic libraries for nearly ten years. She received a

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Alie Visser is a Library Assistant IV at the C.B. "Bud" Johnston Library at Western University in London, Ontario, Canada. She has worked as both a library assistant and a business librarian in academic libraries for over ten years. She received a Master of Library and Information Science from Western University and a Bachelor of Arts from Brescia University College, both in London, Ontario, Canada.

Scoring

Composite Score:	Score 4	

Content	4	Business Source Complete provides access to a variety of resources including peer-reviewed scholarly research, market and industry reports, as well as company profiles.
User Interface/Searchability	4.5	The interface is a strength of this product. It is easy to navigate, and there are many different search, browse, and filtering options.
Pricing	N/A	Pricing is confidential; however, the vendor is willing to negotiate with individual institutions and consortia.
Purchase/Contract Options	3.5	Limitations on the 500 most-read articles from the *Harvard Business Review* are an impediment. Content stability is dependent upon publisher contracts and is subject to change.