EBSCO MegaFILE

EBSCO MegaFILE is comprised of the databases Academic Search Premier, MasterFILE Premier, Business Source Premier, and Regional Business News. It provides full text for nearly 12,000 total publications as well as indexing and abstracting for more than 16,000 publications. While these publications cover a wide range of interdisciplinary subjects, this database is best for finding business and management sources.

Basic and Advanced Searching

The Basic Search interface is similar to all EBSCO database interfaces. You can enter the search phrase you have created, either using keywords or Boolean logic, and limit your search with a number of predefined limiters.

MegaFILE also offers an Advanced Search option, located below the search bar, where you can combine terms using Boolean operators and limit your search to specific fields. If you are not comfortable creating search strings, using the advanced search interface is a useful alternative. You are also able to limit your search to

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scholarly publications and by publication type and date as well as other limiting parameters.

Search Tips
Phrase searching ("xxxx") is utilized by MegaFILE. However, if the phrase contains a "stopword," most often an article or preposition, the results will contain variations on the stopword. For example, if you were looking for the movie "In America" you might get results that include "On America," "About America," etc. The system will search for plurals and possessives of any singular term entered.

You can use Boolean operators to limit your search either in the Advanced Search tab using the drop down choices or by creating a search string in the Basic Search field.

| Quotation marks “ “ | Searches for words between the quote marks exactly as they appear.  
<table>
<thead>
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<tbody>
<tr>
<td></td>
<td>*Example: “information literacy”</td>
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| AND | Searches for items where all of the terms appear. More inclusive with fewer results.  
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<td>*Example: university AND achievement</td>
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| OR  | Searches for all the search terms listed. The more terms listed the more results you get.  
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<tr>
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<td>*Example: information OR literacy OR media</td>
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| NOT | Removes certain words from the search. Allows you to limit result you might not want.  
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<td>*Example: “information literacy” NOT K-12</td>
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</table>

| Nesting () | Groups similar terms together for better search results.  
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<tbody>
<tr>
<td></td>
<td>*Example: “information literacy” AND (college OR university)</td>
</tr>
</tbody>
</table>

Wildcards allow you to search for multiple terms at one time.

- The asterisk (*) represents any number of characters including no characters at all at the end of a word. For example, searching environ* will return results containing environment and environmental.
- The pound sign (#) represents any single character (e.g., wom#n)
The question mark (?) represents from zero to nine additional characters. You can include a specific number after the question mark to indicate the maximum number of characters to replace.

Take care when using wildcards as you may not want to use one with all searches.

**Thesaurus**

MegaFILE provides a thesaurus for you to search to ensure you search using the proper terms. Articles are classified according to the terms used in the thesaurus. If you are not finding the results you think you should be getting, search the thesaurus for the word you should be using.

For instance, if you’re interested in learning more about outsourcing, but are not getting the results you expect. To browse a thesaurus of terms available, click on the **Subject** button at the top of any page. Then, by entering “outsourcing” into the search field, you learn that the proper search term is “contracting out.”

![Thesaurus Image]

Clicking on one of the subject terms allows you to see any broader or narrower terms that may be available by clicking on the word of interest. You can add term(s) to a search by clicking on the box next to the word, and clicking **Add** near the top of the page. If you are interested in adding another term, use the subject term list to search.
for that term, and add it to the search. You’ll notice the search box at the top populates with the terms. When finished, click **Search** at the top of the page.

**Company Profiles**

If you’re looking for information about a particular company, an efficient tool to use is the **Company Profiles** index, located at the top of any page. Usually updated annually, these profiles provide a detailed record of over 12,000 company, including locations, key employees, products and services, and Revenue and SWOT analyses. You can access the most recent MarketLine Report directly from your search results or click on the company title to open up the complete record.

The **Related Information** box on the left side of the complete record page also allows you to search the entire MegaFILE database for related articles, trade publications, books, and reports.

**Search Results**

There is a great deal of information contained on the search results page. If you see **PDF Full Text** or **HTML Full Text** below an item’s title, you know that document is available to you in full text. Simply click on the link to the article. If a journal article is
not available in full text from this database, clicking on the UMM Find It button by or below the article’s title links you to a page indicating where the article is available.

If you determine you want to further limit your search after you see the results you can choose to see only specific types of publications by clicking on the links in the left pane under Source Types. You can also limit the results to Full Text, Scholarly (Peer Reviewed) Journals or by publication date.

Clicking on the title of the article will open up the complete record for the article. This will include all the necessary items need to correctly cite the article including the article title, author(s), source (journal name), and date information. The record will also include subject headings which are terms that describe what the article is about, many of
which are hyperlinked to other articles with the same heading. An abstract (summary) of the article may also be present.

Thumbs Up, Sales Up? The Contingent Effect of Facebook Likes on Sales Performance in Social Commerce.

Authors: Lee, Kyunghee
Lee, Byungtae
ChK, Wonsuk


Document Type: Article

Subject Terms: 
* INFORMATION asymmetry
* INTERNET marketing
* INTERNET sales
* PRODUCT attributes
* SOCIAL media in marketing
* LIKES & dislikes
* SOCIALIZATION

Author-Supplied Keywords: 
deal characteristics
Facebook likes
information asymmetry
online sales
product characteristics
social commerce
social network sites
social utility

Reviews & Products: 
FACEBOOK (Web resource)

NACIS Industry: 54110 Electronic shopping and mail-order houses

Codes: 424111 Electronic Shopping

Abstract: In this study we investigate whether social reference systems, such as Facebook “likes” (FBLs), promote sales in social commerce, whereas adverse selection and quality uncertainty often severely damage consumer trust and impede efforts to achieve sustainable growth. We also examine the extent to which product characteristics (product uncertainty and product training) and deal characteristics (bargain points, discount rates, and deal durations) moderate the social selling stimulated by FBLs. On the basis of 1,327 samples collected from a major social commerce platform provider, we identify several interesting empirical regularities regarding the relationship between FBLs and social commerce sales. The findings suggest that FBLs drive

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This button links you to a page indicating where the article is available. In this case, the library does not have a print subscription or availability in another database. Therefore, the article must be requested through ILL.
To continue the process, click the **Find or Request** icon. If you haven’t logged into your university account yet, you’ll need to do so now. Once you’ve logged in, click on the **Interlibrary Loan** icon below the Find or Request tab to be taken to the request form.

The request form will be autofilled in with the citation information, but it’s a good idea to double-check that everything is accurate. You must also check the box at the bottom of the form indicating that you understand the copyright information. Finally, click the Request button at the bottom of the page. You will receive a confirmation that the request was submitted and an email with instructions for accessing the item.