

James Madison University Libraries

Guide to the library for online graduate students in the College of Business

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1. Using library resources off-campus

The James Madison University Libraries provide access to a variety of specialized databases that contain articles from peer-reviewed journals, magazines, newspapers and trade publications covering a variety of business topics. The advantages of using these sources include:

- Access to academic quality sources that can't be found on Google
- identify and download peer-reviewed scholarly articles (if your instructors required them)

Directions for accessing library materials

1. To access library resources from off-campus, start at the JMU Libraries website.
2. Find and click on the resource.
3. Login to the JMU page with your eID and password.
4. Complete [Duo authentication](#).
5. Access your resource.



Connect to JMU's Online Resources from Off-Campus

JMU students, faculty, and staff can access online journals and electronic resources from off-campus. However, you must set up your off-campus computer and devices to be recognized by these sites as a JMU user.

Read on to learn how to research like a Duke.

NOTICE: JMU has officially implemented Duo for two-factor authentication. Please review the Pre-Sign In Notification to view additional instructions for connecting from off campus with Duo. See JMU IT's [Two Factor Authentication \(Duo\)](#) page for more information.

Try our Chrome shortcut for quick Proxy access: [Windows](#) | [Mac OSX](#)



OpenAthens (Testing/Beta/In Development)

Pulse Secure

JMU Library Proxy Server

Tutorial

- [JMU Off-campus access](#)

2. Research jargon

You might see these words mentioned on this guide, or used by your professors:

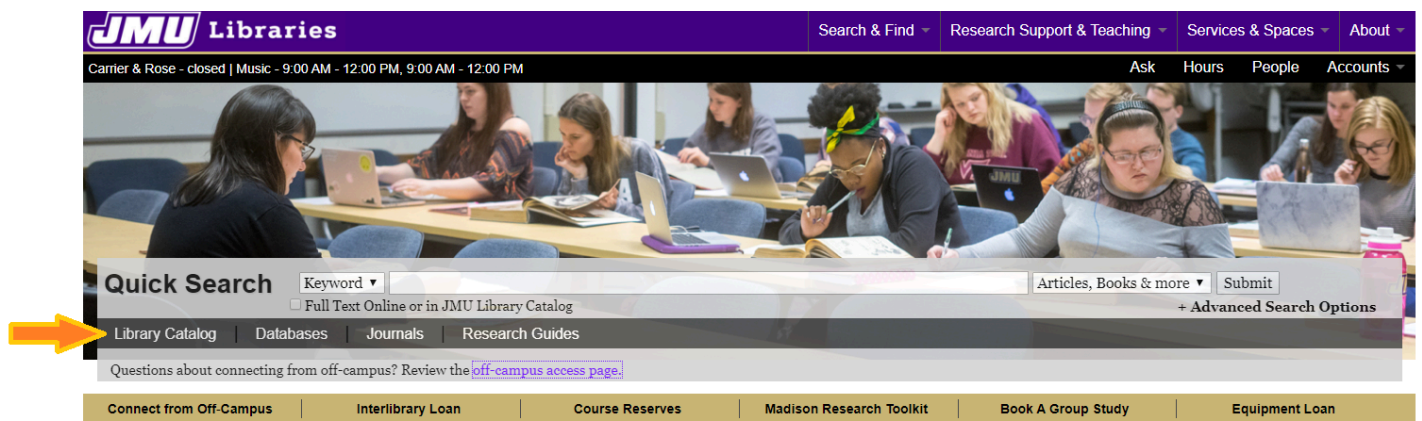
Liaison librarian = An expert researcher in the subject area who can be consulted for course projects.

Article = A piece of writing included with others in a newspaper, magazine, journal or other publication. [Which MBAs make more?](#) is an article from the magazine *Harvard Business Review*.

Research databases = Search interfaces that enable library users to find articles from journals and magazines. [This infographic](#) explains the relationship between articles, journals and databases.

Peer-reviewed journals = Scholarly publications in which articles are approved by other specialists in the field before they are printed. Many library databases allow you to filter results to see only peer-reviewed articles. [This infographic](#) explains the peer-review process.

JMU Library Catalog = [Search the print books, e-books, films, etc.](#), that you can access as a JMU student.



Interlibrary loan (ILL) = [Request materials that JMU doesn't own](#) (such as books, articles or films). These are loaned from other libraries and usually have no cost to the student.

Off-campus access = JMU pays for you to have access to highly specialized research databases. Therefore you must have a JMU e-ID and password to access them.

- [JMU Off-campus access](#)

Tutorials

- [Know your sources](#) [infographic]
- [What is a library database?](#) [video]
- [What are peer-reviewed articles?](#) [video]
- [Anatomy of a scholarly article](#) [video]
- [How to read a scholarly journal article](#) [video]

3. Which library databases are best for MBA topics?

The JMU Libraries subscribe to several databases that are focused on business information - but you have access to the databases that are tailored to every other major, too. [Full list of JMU databases.](#)

General business databases (JMU subscriptions)

- [Business Source Complete](#): The best database to use most of the time.

News (JMU subscriptions)

- [Nexis Uni](#): Search for company or industry information as well as world news.
- [Regional Business News](#): U.S. and Canadian regional business publications.
- [Access World News](#): Full-text for over 600 US and over 700 international news sources, including local papers in Virginia such as the Daily News Record.

Companies and industries (JMU subscriptions)

- [Mergent Online](#): Comprehensive source of financial on public companies.
- [Mergent Intellect](#): Company information on global private companies, both active and inactive.
- [CB Insights](#): Information about market trends in venture capital, startups, patents and partnerships.
 - NOTE: Users must create a free, personal account
- [IBISWorld](#): Provides economic, demographic and government data on 700+ industries.
- [ProcurementIQ](#): Analyst reports that assist with buying decisions in supply chains and sourcing.
- [BizMiner](#): Industry benchmarks on more than 16,000 lines of business in the U.S..
- [Value Line](#): Appraisal of stock at the corporate and industry level both available.

Consumer preferences/advertising (JMU subscriptions)

- [Mintel Academic](#): Reports on current issues in a wide array of domestic and international markets
- [Passport GMID](#): Market research tool containing global information on consumer spending, industry information, country profiles
- [Statista](#): Data covering worldwide markets, industries, and societal topics.
- [Warc](#): Advertising best practices, benchmarks, spending data, evidence, and insights

Security and information technology (JMU subscriptions)

- [Gartner](#): Reports, news, case studies, best practices, market analysis on IT management
 - NOTE: Available only to current students, faculty and staff on the JMU network.
- [IEEE Computer Society Digital Library](#): Scholarly articles, magazines, transactions, proceedings, e-books, pre-prints
- [ACM Digital Library](#): Abstracts and full-text scholarly journals, e-books, transactions, and tables of contents of ACM conference proceedings.

Tutorials

- [Basic searching in Business Source Complete from EBSCOhost](#) [video]
- [Advanced searching in Business Source Complete from EBSCOhost](#) [video]
- [ProQuest basic search \(for ABI Inform\)](#) [video]
- [ProQuest advanced search \(for ABI Inform\)](#) [video]
- [Using Wikipedia for Academic Research](#) [video]

4. What if I need statistics for a presentation or report?

These are some of the best free sources of statistics, depending on your information need. The right data can be tricky to find - ask the business librarian for assistance if you get stuck.

Demographics

- [State & County quickfacts \(U.S. Census\)](#) - Demographic info at the state, county and city level.
- [DataUSA](#): Search, map, download, and compare U.S. data
- [Weldon Cooper Center for Public Service](#): The Demographics Research Group at UVA produces the official annual population estimates for Virginia and its localities

Health

- [Centers for Disease Control Data & Statistics](#): Data & Statistics for different health conditions in the United States, broken down by condition.
- [County Health Rankings](#): The Robert Wood Johnson Foundation ranks the health of nearly every county in the United States.
- [Kaiser Family Foundation](#): State health facts

Careers

- [Occupational Outlook Handbook](#) - The best site for job training information, current national salaries, prospects for the future, etc.
- [O*NET Online](#) - Particularly useful for analyzing individual occupational titles and average salaries in a particular state for a certain type of job.
- [Bureau of Labor Statistics](#) - Federal agency looking at labor economics including salaries & benefits.

Economics

- [Consumer Price Index \(CPI\)](#) - Average price change over time in the prices paid by urban consumers.
- [U.S. Census \(Business & Industry\)](#) - Business & Industry data by geography.
- [Bureau of Economic Analysis](#) - GDP, consumer spending, etc. at national and regional levels

International

- [Data | The World Bank](#): Economic and development indicators by country, from 1960 to present.
- [UNData](#): Contains more than 60 million data points cover a wide range of themes including Agriculture, Employment, Health, Industry, Information and Communication Technology, Refugees, Trade, etc.
- [World Economic Outlook](#) Macroeconomic data by country from the International Monetary Fund.

Everything else

- [Data.gov](#): One-stop search engine for U.S. federal data on topics from Agriculture to Science.
- [USAFacts](#): Data visualization tool that analyzes federal, state and local data from 70 sources.
- [Census.gov](#) - All topics from the U.S. Census Bureau
- [DataVA](#): Non-sensitive, public information about the Commonwealth of Virginia.

Polls and surveys

- [Pew Research Center](#) - Survey data on the issues, attitudes and trends shaping America and the world.
- [Harris Interactive](#) - Searchable data from Harris opinion polls from 1963-present.
- [Nielsen NewsWire](#) - News stories tracking trends in areas such as consumer behavior and media.
- [Gallup](#) - Data-driven news based on U.S. and world polls, daily tracking and public opinion research.

5. How is searching library databases different than searching Google?



Source: Pixabay

First, there is the difference in **what** is being searched.

Google searches the text of entire web pages. You get LOTS of results, but they may not be entirely relevant.

Library databases usually search the text of articles, a much smaller and more reliable set of text. Some databases may look only in significant parts of the article, such as the title, abstract (summary), or subject headings to identify articles that are truly ABOUT your topic.

Important: Each database is searching for articles in a different set of newspapers, magazines, and academic journals. If you are not getting results, **you may need to try a different database**. If you would like help in deciding which database to try, contact your liaison librarian [Elizabeth Price](#).

Second, there is a difference in how you should construct searches. Google often ignores many of the words you type in; articles (a, an, the) and prepositions (in, of, to, from). Library databases may search for **every** word you enter. **Choose a few words that best describe your topic.**

Don't type in a question! Library databases don't recognize them. Also avoid using comparative words in your searches, such as effect, pros, cons, impact, etc.

Lastly, both Google and databases allow you to be more specific when you search. Put key phrases into quotation marks to get the most relevant results. For example, try searching "social media" AND news.

If you don't, your results will contain both **social** and **media** but they could be anywhere in the document. They won't necessarily be next to one another. Save time, use quotation marks! (Source: [Baker College](#))

Tutorials

- [How Search Works](#) [interactive infographic]
- [Google vs. Database](#) [video]
- [Selecting the right number of keywords](#) [video]
- [What are Boolean Operators](#) [video]

6. Connecting Google Scholar to James Madison University



You may be familiar with Google Scholar (scholar.google.com). This is the more academic side of Google.

Not every result that appears in Google Scholar has the full-text available. But you can link your Google Scholar searches to the James Madison University Libraries to see what articles you can access, using the **Check for Full-Text at JMU** button.

(FYI: This feature works automatically when you're on campus).

The other disadvantage about using Google Scholar is that not all articles will be scholarly (or peer-reviewed). Your search will also return books, conference proceedings, white papers, and reports.

Bonus tip: If you have a citation for an article you need, Google Scholar is the easiest way to find it. Search the article title in quotation marks and it should be your first result.

Tutorials

- [Linking your Google Scholar account to James Madison University Libraries](#) [step-by-step directions]
- [Google Scholar search tips](#) [document]
- [Using Google Scholar and other Google resources for education](#) [video]
- [Google & Google Scholar](#) [video]

7. Popular free-ish business sites you should know

The sites listed here are news sites, magazines, trade journals and credible blogs that you might find interesting or useful to your studies. Most of them are free, or have some free access.

U.S. news

- [The Wall Street Journal](#) (JMU provides all students with a subscription to the digital edition).
 - Reminder: The Wall Street Journal is a newspaper, not a peer-reviewed journal!
- [New York Times BusinessDay](#)
 - The newspaper's paywall hits after a certain number of articles per month
- [NPR Business News](#) and its blog/podcast [Planet Money](#)
- [Moneybox](#): A business and economics blog from [Slate](#)
- [Business Insider](#): Business website with deep financial, media, tech, and other industry verticals.

International news

- [BBC Business](#)
- [Al Jazeera Business](#)

Magazines

These have limited online access but most articles can be accessed free in JMU's databases. Search the JMU Libraries website using the Journals link to see your access options.

- [Harvard Business Review](#)
- [Bloomberg Businessweek](#)
- [The Economist](#)
- [Fast Company](#)
- [INC](#)
- [Entrepreneur](#)
- [Forbes](#)

Pro tip: Try following the WSJ, Bloomberg Businessweek, and the New York Times on Facebook or Twitter. They frequently share articles that have free access.

8. Tools for Group Work

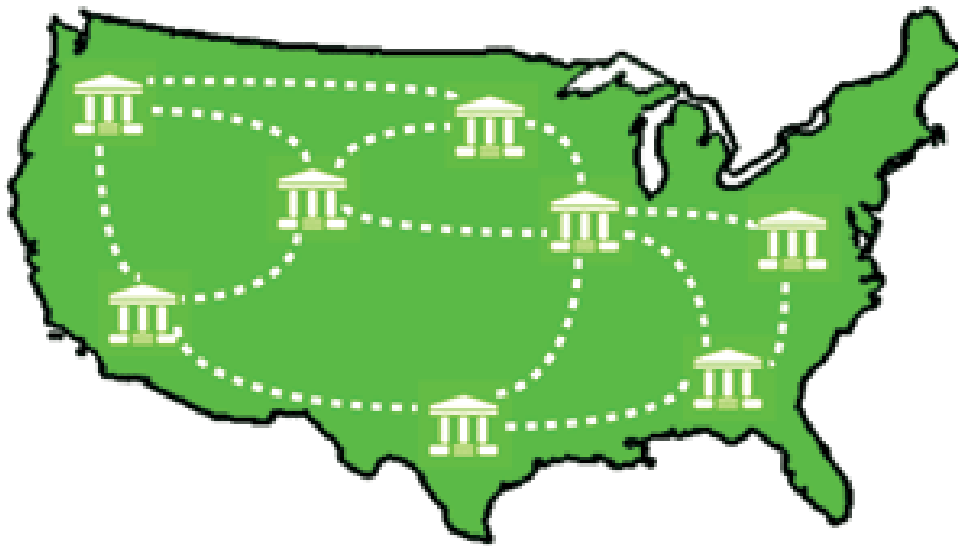


Source: [Uitleg & tekst/Flickr](#)

Group work can be difficult for online or distance students. Here are some different products that can make the process easier for all of you.

- [Join.Me](#) is a secure online screensharing application that allows users to share their screen with remote users. ([Getting started with Join.Me](#))
- [GroupMe](#) is a free group message app that allows you to coordinate with collaborators via a private chat room.
- [Slack](#) is a collaboration and communication tool.
- [Google Hangouts](#) allows you have video chats with group members. It's free for video chats and allows you to set up groups. Requires a Gmail account.
- [Trello](#) is a tool for project management that allows you to organize and prioritize tasks.
- [Google Drive](#) will allow you to share and collaborate while working on documents, spreadsheets and presentations.
- [Dropbox](#) is file-storage and file-sharing tool.
- [OneDrive for Business](#) is a Microsoft tool that is similar to Google Drive and allows you to manage and share documents in the cloud.

9. Interlibrary loan - how can I get items sent to me?



Source: [GWU library](#)

Interlibrary Loan (ILL) service allows you to request items that aren't owned by JMU. You can have the books sent from another library to pick up at either Rose or Carrier Libraries, or request articles be sent to you electronically via email.

Using ILL is mostly **free*** for JMU students. You just have to sign up for an account through ILLiad.

*Occasionally, other libraries will charge fees to loan items. You will be given the option to cancel your request instead of paying this fee.

Tutorials

- [What is Interlibrary Loan?](#) [document]
- [Place a Request through ILL](#) [document]
- [Request a Renewal in ILL](#) [document]

10. What are Research Guides?



Each major at JMU has a Research Guide that points students toward the best library resources in that area. The business librarian maintains these Research Guides:

- [Accounting](#)
- [Business \(general\)](#)
- [Computer information systems & business analytics](#)
- [Economics](#)
- [Entrepreneurship](#)
- [Finance & Business Law](#)
- [International Business](#)
- [Management](#)
- [Marketing](#)
- [MBA](#)

If you are researching the business of health care or entrepreneurship in education, you'll find useful resources on the guides for those majors.

- [Complete list of JMU Research Guides](#)

If you need help searching outside of the business literature, contact business librarian [Elizabeth Price](#).

11. JMU help resources



Source: <http://openclipart.org/>

Sometimes you need help answering a question about JMU resources, whether in the library or elsewhere on campus. How to get help:

- [Ask the Library](#): JMU libraries staff will answer your questions via chat, email, or telephone.
 - Phone number: (540) 568-6150
 - Operating hours: <https://www.lib.jmu.edu/hours/>
- [The University Writing Center](#) will do online consultations with distance students to help them become more effective writers. Check out their website for more information about how they can help online students through one-on-one consultations. Appointments can be scheduled online.
 - Resource library: <https://www.jmu.edu/uwc/link-library/index.shtml>
 - Appointment scheduler: <https://jmu.mywconline.com/>
 - Operating hours: Monday - Thursday from 10 a.m. - 8 p.m., Friday from 8 a.m. - 2 p.m., and Sunday from 5 p.m. - 8 p.m.
- [Information Technology Help Desk](#): This helpdesk service can help you with password issues and Network account problems.
 - Phone number: (540) 568-3555
 - Online help form: <https://remedy.jmu.edu/CompIssue.asp>
 - Operating hours: http://www.jmu.edu/computing/helpdesk/hours/wm_library/Exceptions.pdf
- [Canvas Help Guides](#)

12. Writing and citing

All business professors will expect you to adhere to [JMU's honor code](#) and attribute any resources you use through an accepted citation style. All sources that are quoted, paraphrased or summarized need to be cited through [in-text citations](#) and [reference pages](#).

Most business disciplines require students to use the American Psychological Association style of citing (APA 6th). Fortunately, there are many tools and tutorials online that can help you with your citing and avoiding plagiarism.



Image source: [Wikipedia](#)

What is plagiarism? Tutorials

- [Why is citation important?](#) [video]
- [How to read a citation](#) [video]
- [What is plagiarism?](#) [interactive tutorial - access in Internet Explorer or Edge browser]
 - Note: Some content specific to Indiana University
- [Paraphrasing, Patchwriting, Direct Quotes](#). [interactive tutorial]
- [Purdue OWL](#) [guide to many different components of academic writing]

What about citation generators?

Citation generators are programs that assist you in creating bibliography entries. Some are online, like [RefWorks](#) (available through JMU). [Microsoft Word](#) contains its own built-in citation generator, as well.

It is not cheating or plagiarism to use a citation generator. But use them wisely.

Ensure that the citation generator:

1. is from a reliable source (ask the librarian if you aren't sure!)
2. that it is using the most recent version (APA 7th, MLA 8th)
3. that you provide it with the correct information (e.g., the type of source, correct publication information).

No citation generator is 100% accurate. Proofread all citations generated for you, even from library databases.

Citation tools

- [Basics of APA style](#) [interactive tutorial]
- [APA assistant](#) [guide]
- [Purdue OWL APA Formatting Guide](#) [guide]
- [Citing Business Sources from UNCG](#) [guide]
- [EasyBib Citation Guides](#) [Download the APA Citation and Visual guide for free]
- [EasyBib Citation generator \(annual fee for APA\)](#) [citation manager]
- [APA Style Blog: Help with unique citing problems](#) [guide]