

FINDING BUSINESS CASE STUDIES USING PASSPORTS' ARTICLE DATABASES

Emerson Library – Webster University

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CASE STUDIES PUBLISHED IN PERIODICALS

Unlike commercial business cases written for educational purposes, case studies published in business periodicals often contain **both** the case “facts” **and** solution(s) as written by practitioners in the field. The definition of a “case study” varies widely among different periodicals. Sometimes the article will be in the more traditional model of case facts followed by solution. Other times, an article may study an organization or issue in greater depth.

We will use *Business Source Premier* for our example, but searching looks and works similarly in most of the Passports' databases.

SEARCHING FOR CASE STUDIES

Access

The library subscribes to three(3) major business periodical databases which are quite good for finding case studies: *Business Source Premier*, *ABI/Inform Complete*, and *Business and Company Resource Center*. To access these databases, from Passports' (<http://library.webster.edu>) follow the link to [Articles / Databases](#). You will find these three databases listed by title under the “Choose a Database /Provider” pull-down menu and/or under the database by subject links for [Business & Finance](#) and [Management & Human Resources](#).

Keyword Searching

As an example, let's look for business case studies about human resources. Some of the Passports databases use the subject term, personnel. A search in *Business Source Premier* might look like this:

Find:	<input type="text" value="case stud*"/>	in	<input type="text" value="Default Fields"/>	<input type="button" value="v"/>	
	<input type="button" value="and v"/>	<input type="text" value="human resource* or personnel"/>	in	<input type="text" value="Default Fields"/>	<input type="button" value="v"/>
	<input type="button" value="and v"/>	<input type="text" value=""/>	in	<input type="text" value="Default Fields"/>	<input type="button" value="v"/>

* In Business Source Premier and many other databases, the asterisk * serves as the truncation symbol. When used, the computer will search for multiple endings. Thus this search will find articles with the phrase case study or case studies.

Focusing Your Search

You can, of course, add additional words to your search to focus the results. Perhaps you want an HR case which specifically focuses on compensation. Your search might look like this:

Find:	<input type="text" value="case stud*"/>	in	<input type="text" value="Default Fields"/>	<input type="button" value="v"/>	
	<input type="button" value="and v"/>	<input type="text" value="human resource* or personnel"/>	in	<input type="text" value="Default Fields"/>	<input type="button" value="v"/>
	<input type="button" value="and v"/>	<input type="text" value="compensation or wages or salar*"/>	in	<input type="text" value="Default Fields"/>	<input type="button" value="v"/>

A second way to focus your search is to look for articles in which case studies is a subject heading assigned to the article. This means the indexer has determined the article to be a case study (based on how the database defines a cast). Use the pull down menu to change the search field to subject.

Find: in
and in

SEARCHING FOR CASE STUDIES IN *THE HARVARD BUSINESS REVIEW*

Harvard Business School is one of the premier publishers of commercial educational business cases. HBS also publishes cases in *The Harvard Business Review*. You may use *Business Source Premier* to search for, and retrieve the full-text of, cases and articles from this journal.

Your search might look like this:

The screenshot shows a search interface with the following elements and callouts:

- Limit your results:** A callout points to this section, stating: "The box for optional limits is found below the search boxes. Leave the search boxes blank and begin your search here."
- Full Text:**
- References Available:**
- Scholarly (Peer Reviewed) Journals:**
- Published Date:** Month Yr: to Month Yr:
- Publication:** A callout points to this field: "Type in the name of the periodical"
- Publication Type:** A dropdown menu with options: All, Academic Journal, Periodical, Trade Publication.
- Document Type:** A dropdown menu with options: Book Review, Case Study, Company Report, Directory. A callout points to this field: "Change Document Type to case study"

To further focus your search to case studies in *HBR* on a certain topic you may, of course, add key words or phrases in the search boxes at the top of the search screen.

This document is available (in Adobe) online at <http://library.webster.edu/datguides/tips casestudies.pdf>

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