The Sainsbury Library
One of the Bodleian Libraries

The SAINSBRURY LIBRARY GUIDE

This aim of the Sainsbury Library and its staff is to give you whatever help you might need to explore the information resources to which you, as a member of SBS, now have access: to pursue your personal or professional interests, or to explore how the library collections can enhance your experience of your chosen programme.

We are all very proud of the extraordinary breadth and wealth of the totality of the Oxford resources.

As head of the Sainsbury Library, I invite you to take advantage of them, and to call on us at any time to help you in any way we can to support your use of them.

Rebecca Hutchins
Acting Bodleian Business Librarian

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1. Contacts, access and URLs

To contact the Library:
library@sbs.ox.ac.uk
+44 (0) 1865 288 880

Staff available:
Monday-Friday 9am - 7pm
(9am - 5pm during vacation)

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The Sainsbury Library also supports a library service at the School’s Egrove campus for participants of its executive education custom programmes.
For more information, contact the staff of Sainsbury-Egrove at: execlibrary@sbs.ox.ac.uk +44(0)1865 422701

KEY WEB LINKS

The Sainsbury Library’s website: http://www.bodleian.ox.ac.uk/business:
This is your starting point for the Sainsbury Library’s services and resources, including a pathway to the wider resources of the entire Bodleian Library.

Our website explains all we do and includes the listing of the databases for management and business, including guides to their use.

SOLO: http://solo.bodleian.ox.ac.uk: This is the library catalogue, where you will find all the books in the Sainsbury and across the other Bodleian Libraries.

TROUBLESHOOTING: Problems & Contacts

<table>
<thead>
<tr>
<th>Problem</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cannot log-in to library PC, problems with SBS network, printing etc.</td>
<td>IT Helpdesk: (01865 2)88868, IT Helpdesk <a href="mailto:it@sbs.ox.ac.uk">it@sbs.ox.ac.uk</a></td>
</tr>
<tr>
<td>SSO (Single Sign-On) problems</td>
<td>IT Services staff: <a href="http://www.it.ox.ac.uk/help">http://www.it.ox.ac.uk/help</a></td>
</tr>
</tbody>
</table>
2. The Sainsbury, the Bodleian and access

- The Sainsbury Library is one of the Bodleian Libraries.

- **Why use the Sainsbury website?** The Sainsbury’s website is the site through which you will find information and support for the location and use of information resources in the management, business and finance areas. You will also find our LibGuide in which is located the links to all the core databases in these areas.

- **What about the other subject information resources?** We also provide, through our webpage, links to the wider resources available from across the entire Bodleian libraries. In particular, you will find on the Sainsbury Library page links to SOLO - the catalogue for the whole of the Bodleian Libraries - and OXLIP+ - the listing of all the databases for all subject fields served by all the University libraries.

- **What do I need to access the websites?** The only thing you will need to access our website is an internet browser. However, to access the databases when offsite, you will be prompted to enter your SSO.

- **What is the SSO?** The SSO (the University of Oxford’s Single Sign-On) is the authentication and identification mechanism that the University uses to ensure that only those people entitled to access University resources can do so. It is requested on your behalf by SBS, but supplied and administrated by IT Services.

- **How does the SSO work?** If you happen to be working within one of the Bodleian Libraries, or are located within the University of Oxford domain or using a University wireless service, you will be able to access some, but not all, of the databases directly without the use of your SSO, but as soon as you are outside the Oxford university domain, you will not be able to access any products without your SSO. The SSO allows you to access the databases, from anywhere in the world, and at any time.

- **What do you need to do to use your SSO?** As soon as you have been assigned an SSO, you should go to the IT Services site to activate your SSO. This is necessary to enable it to work.

- **Bodleian card and SBS card.** Your Bodleian card (often called the Blue card) is in effect your University card. It permits your entry to most Oxford buildings and the other Bodleian libraries. To enter the SBS and the Sainsbury Library requires use of the School’s access card.
3. Physical space, facilities and the print collections

The Sainsbury Library:

- The Sainsbury Library is located on two floors in the Park End Street building and features a group study level on the lower floor and a quiet zone on the upper; an additional small collection is located at the School’s Egrove campus. The collection of books is mainly based around course texts, but users have access to the vast collection of the Bodleian Libraries, the second largest library collection in the UK.

The Sainsbury Library has 3 Bloomberg terminals and a number of PCs and Macs, which are accessed via the SBS network username and password that is assigned to SBS course participants by SBS IT. Wireless access is available for laptop users. Printers, photocopiers and scanners are available on the lower floor and paid for using a PCAS account.

SBS students and course participants with personal building access cards can access the library 7 days a week, 7:30am (8am at the weekend) to midnight.

The Bodleian Libraries:

- The Bodleian has a collection of over 12 million books. The collection is dispersed across a number of subject libraries dotted across Oxford, but with the bulk of its collection located in an offsite book repository from which items can be requested daily for consultation in a Bodleian reading room. These books are indicated in the SOLO catalogue as “closed stack”.

These repository books can be requested for delivery via the SOLO catalogue to any of the Bodleian libraries, including the Sainsbury. However they can only be consulted within the libraries, during the staffed hours, and they cannot be borrowed.

Many of the Bodleian Libraries - such as Duke Humfrey’s Library or the Radcliffe Camera are iconic Oxford buildings worth a visit, as are the Bodleian Quadrangle and Bodleian Shop, all located in the centre of Oxford.

Radcliffe Camera CC_BY: Tom Murphy VII
4. Information searching: about databases

About Databases:

A “database”, in library speak, is a collection of like things – industry reports, journal articles, electronic books and so on – aggregated in such a way as to be searchable via a single search interface. In broad terms, databases are distinguishable in two essential ways:

- The content – this determines what the database will provide you that may be pertinent to your research.
- The searching interface – this determines both how you can search the content and what you can do with the content over and above extracting some of it: for example, some of the financial databases will enable you to construct comparisons of financial or market data across a range of companies.

Your search strategy will be enhanced the more you form an understanding of these two variants, and how you can use them to get better results, more quickly and more effortlessly.

Database types:

Each of the databases provided to you while you are on an SBS programme differs in functionality and content. The list of databases at the end of this document describes briefly what is contained in each – some contain a mixture of different types of content, while some focus exclusively on the one content type or one industry sector.

For ease of reference however, the main management and business databases can be clustered into 5 broad types as follows:

- Company and financials  e.g. *Fame, Capital IQ, Mergent*
- Journal articles and e-books  e.g. *Business Source Complete, ABI/Inform, Ebrary*
- Newspapers  e.g. *Factiva, Nexis*
- Industry and market reports  e.g. *IBIS, Mintel*
- Citation searching  e.g. *Scopus, Web of Knowledge*
5. Database searching in brief

Boolean

Refers to the use of the Boolean “operators” – AND, OR, and NOT. They determine how the words you enter into a search box will be processed by the system, as shown below:

- **Wine OR Beer**
  - Everything about wine plus everything about beer
  - = 14,771

- **Wine AND Beer**
  - Only where beer and wine both occur
  - = 161

- **Wine NOT Beer**
  - All wine, but excluding anything about beer.
  - = 8,375

Boolean operators can be used in combination to indicate more complex search statements. Where more than one Boolean operator it is necessary to indicate how you are wanting those Boolean operators to be processed. This is done by use of parentheses.

Use of parentheses

Parentheses are used to indicate the order of processing that is required when using more than one of the Boolean operators. Words within the parentheses will always be processed first, and the result will be processed with the words outside the parentheses.

For example:

(milk or cheese or dairy) and (market or markets) and (china or asia) will retrieve articles on the market for cheese, milk or dairy products in either China or Asia

Field searching

Use field searching where provided to locate your search terms within a pre-defined field, for example, in the “subject area” or in the “abstract”, rather than anywhere in the reference and/or text. The ability to search within a specified field is not available in all databases however, but it is available in the two main management journal databases: ABI/Inform and Business Source Complete. There is limited field searching in Factiva.

Two particularly helpful fields are the ABSTRACT and KEYWORDS fields. If you find that using either of these retrieves too many references, try searching in the TITLE field, but do so only to retrieve sufficient references from which you will compile additional terms for a more structured approach.
**Truncation**

The truncation symbol is most frequently indicated by an * at the end of a root word (or, less commonly, ? or #). It is used to capture all **variants** of a word, including extensions of root words.

For example: “market*” will retrieve “market”, “markets”, but be aware that this will also capture “marketing”. If *marketing* is not desired, consider using the Boolean operator “or” instead, ie. “market or markets”.

**Proximity searching**

Proximity operators are used to specify **the order** of the words as well as **their proximity** to each other, when using more than one search word, thereby increasing the precision of results for multi word search strings. Proximity searching is available only in some databases, and is applied differently across those that offer this functionality.

**Proximity searching in the main text based databases:**

The table below indicates how the proximity feature would be used in the main four text based databases in the management field.

<table>
<thead>
<tr>
<th>DATABASE</th>
<th>Within specified proximity but in <strong>any</strong> order</th>
<th>Within specified proximity but in the <strong>specified order</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABI/Inform</td>
<td>near/3</td>
<td>pre/4</td>
</tr>
<tr>
<td></td>
<td>e.g. market near/3 share</td>
<td>e.g. market pre/3 share</td>
</tr>
<tr>
<td></td>
<td>Will capture “market share”, and “share of the market”</td>
<td>Will capture “market (any number of words, up to three in number) share”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BUT NOTE: this will not capture “share of the market”</td>
</tr>
<tr>
<td>Business Source Complete</td>
<td>n4</td>
<td>w4</td>
</tr>
<tr>
<td>Factiva</td>
<td>near4 (maximum number allowable=10)</td>
<td>w/4 (maximum number allowable=10)</td>
</tr>
<tr>
<td></td>
<td>same (in same paragraph)</td>
<td></td>
</tr>
<tr>
<td>Ebrary</td>
<td>WITHIN-4</td>
<td></td>
</tr>
</tbody>
</table>
6. Selected databases with screen shots

FACTIVA

Factiva is one of our newspaper databases. In the example provided here, the search is for content of more than 1000 words [wc>1000] that deal with the market, markets and marketing of both wine and beer, in China, and where the words appear in the headline or lead paragraph of the articles [hlp=]. Searching only for material that has appeared in the last year.

TIPS:
- Use hlp= to search the words in the headline and lead paragraph
- Use wc> to indicate the number of words - wc>1000 = greater than 1000
- Use Boolean AND, OR and NOT to group words for a particular meaning
- Use truncation * to search base words, plus their extensions in one simultaneous go
- Use ( ) brackets to indicate order of processing when using more than one Boolean operator
- Use the e-mail option to send articles to yourself.
BUSINESS SOURCE COMPLETE

EXAMPLE: for articles on performance (as a subject) with either the words charisma or charismatic, located within 8 words of any of the words leaders or leadership or CEO or ceos, located in the abstract.

EXAMPLE: for articles on “employee morale”, from the journal Harvard Business Review.

TIPS:
- Subject terms use Abstract or Author-Supplied Abstract as a subject field.
- Geography use if and when a geographic region is important.
- Refine to specify full-text and scholarly (peer reviewed) or academic results.
- Truncation use the symbol * to simultaneously search base words, plus all their extensions.
- Use the “Publication name” field when looking for articles within a specific journal.
- Refine “scholarly (Peer reviewed) journals to limit to academic articles.
CAPITAL IQ

Like many of the company databases – Capital IQ is useful for searching out financial details relating to a specific company as well as creating a list of companies that share specified desired criteria, and allowing you to export specific financial or other data for the target company or company group that has been created.

EXAMPLE: Use the SCREENING tab to create lists of companies that fit specified criteria. Either select criteria from the list, or use the search bar.
In addition to reading the Executive Briefings, you can read the latest news and views pertaining to the industries listed in the left hand panel.
EBRARY

A collection of over 88,000 e-books from over 500 academic publishers. SSO holders may download books for 14 day loans (loan limit of 10). To be able to fully use the full-text and downloading functionality, make sure you enter as an Oxford SSO.

Uses both Boolean and proximity searching. For proximity searching use WITHIN -X, and make sure all Boolean operators are in CAPS. The example below specifies that the word “leadership” is within 10 words of the word “transformational”.
There will be times when all you will be wanting to do is locate a specific article in a specific journal, for which you have the full reference. **If a journal article is not available in full-text in a database you are using, use the following instructions to establish if the full-text is available elsewhere within another database set.**

Let us assume for example that you are wishing to locate the article:


1. First start at our library home page: click on the E-Journals link in the QUICK LINKS drop down menu.
2. Enter the journal name, or part of the journal name in the search box and click “GO”.

3. Select your journal from the choice of titles retrieved.

4. From this next screen, you will see that the full-text of the journal *Strategy and Leadership* in available in *ABI/Inform Global*. If there are multiple options here, you should check which years they cover, and select the appropriate one.

To access any of the databases remotely, you will need to use your University of Oxford Single-Sign-on (SSO).