

Using Abstracts of Academic journals in Business Source Complete

Abstracts are short summaries of articles. They normally say what the article is about, describe any research methods used and give a brief summary of the findings. Abstracts are very useful when deciding whether an article will be useful to you, save yourself money by always reading the abstract before you print an article.

If you are doing a big piece of research or dissertation, you should read all the relevant article abstracts, even if you don't read the full article. By doing this you will have a good idea of the current research trends, methods and findings in your area.

Once you have narrowed down your search results using the tools in the searching and keywords help sheets, you should have a manageable number. You can now use the Abstracts to decide which articles to read.

The screenshot shows the EBSCOhost search interface. The search query is 'small business AND market*'. The results are displayed in a list format. Two specific results are highlighted with red boxes and callouts:

- Result 1:** Exchanges in Marketing Systems: The Case of Subsistence Consumer-Merchants in Chennai, India. By: Viswanathan, Madhu; Rosa, José Antonio; Ruth, Julie A. *Journal of Marketing*. May2010, Vol. 74 Issue 3, p1-17. 17p. 1 Diagram, 2 Charts. Abstract: A qualitative study of subsistence consumer-merchants (SCMs) in Chennai, India, reveals that they sustain relationships in three interdependent relationship domains: vendor, customer, and family. Relying on long interview data, the authors interpret the subsystems as closed-loop and self-sustaining relationships. Subsystems are managed by SCMs through buying and selling activities alongside the receiving and granting of credit, and these activities engender three facets of commitment: continuance, affective, and normative. Different facets of commitment underlie the relationships in the three subsystems. Through different role-based activities, SCMs enhance or diminish commitment levels to keep all three types of relationships viable while moving their scarce time, energy, and financial resources into the domain with the greatest need. Activities and the management of commitment are performed within 24-hour business cycles, with negligible resource guide recommendations for firms wanting to serve subsistence markets. **Subjects:** INTERPERSONAL relations, **MARKETING** research, INDIA, CHENNAI (India), **Marketing** Research and Public Opinion.
- Result 2:** How Customer Portfolio Affects New Product Development in Technology-Based Entrepreneurial Firms. By: Yi-Renko, Helena; Janakiraman, Ramkumar. *Journal of Marketing*. Sep2008, Vol. 72 Issue 5, p131-148. 18p. 3 Charts. Abstract: This article focuses on how the customer portfolios of technology-based entrepreneurial firms affect new product development. Drawing on knowledge-based, resource dependence, and relational theories, the authors argue that the impact of a firm's customers on new product development depends on the size and relational embeddedness of the customer portfolio and the extent to which the firm is dependent on one or a few dominant customers for a majority of its revenues. The authors test the research model using longitudinal data on young firms operating in business-to-business markets in six technology-based industries. The results indicate that customer portfolio size has an inverse U-shaped relationship to the number of new products developed and that the more relationally embedded the customer set, the more new products the firm develops. Dependence stemming from revenue concentration has a negative impact on new product output. Furthermore, the authors find that relational embeddedness can compensate for too small of a customer portfolio and can help offset the negative effects of a highly concentrated portfolio. These results make important theoretical and empirical contributions to the new product development literature, helping uncover some of the antecedents of innovative productivity particularly relevant for young, technology-based firms. The results also contribute to the broader discourse on how customers affect new product development. [ABSTRACT FROM AUTHOR] DOI: 10.1509/jmk.72.5.131 (AN: 34001287).

Annotations on the screenshot include:

- A callout pointing to the search results count: "I have 33 of the most relevant, high quality articles. I can scroll through them all and pick the best ones to read."
- A callout pointing to the article abstracts: "Use the titles and abstracts to decide which articles to read."

Full Text is another way of describing a whole article. If you want to read an article, you need to have access to the full text version. If an article is not available in full text, you may only be able to see the title, abstract, authors and some other details.

This screenshot shows search results in Business Source Complete. The first result is titled "The Effects of Early Internationalization on Performance Outcomes in Young International Ventures: The Mediating Role of Marketing Capabilities." A callout bubble points to the title, stating: "Click on the title of the article to see more information about it." Another callout bubble points to the "PDF Full Text (614KB)" link, stating: "Most articles are available in Business Source Complete, click here to start reading." A third callout bubble points to the "Full Text Finder" link, stating: "Some articles are not available in Business Source Complete, click the Full Text Finder link to see if it is available elsewhere."

This screenshot shows the Full Text Finder interface. The title "FUNDES: Becoming a strategically mindful nonprofit" is displayed. A callout bubble points to the "View this article in full text from ScienceDirect 01/01/2002 - present" link, stating: "This article is available in Science Direct, click here to go straight to it." Another callout bubble points to the search results area, stating: "This is the Full Text Finder, it looks for full text versions of the article in all our databases and lists them here." A third callout bubble points to the "Top of Page" link, stating: "If no results are listed for an article you want to read, ask your librarian for other ways to access it."

There are a few ways to get hold of articles and books which are not available in the library. If you cannot find an article through Full Text Finder, the library may be able to borrow it from another library for you, this is called **inter-library loan (ILL)**.

If you want the article for your dissertation, you may be able to access it through the Bodleian. Information about these options is available on the library website, or you can ask a librarian for help.

Some publishers restrict access to their most recent articles using an **embargo** delaying a journal becoming available for 6 – 18 months. As far as possible we have obtained access to non-restricted journals. If you find you cannot access a recent article, you may have to wait a few months before reading it.