

Keywords and indexing terms in Business Source Complete

The help sheets about finding journals showed you how to search Business Source Complete using the keywords small business and market*. This help sheet shows you how to find and choose the best keywords to find the most relevant articles in Business Source Complete.

Some keywords work better than others because they are **indexing terms**. If we had used 'small enterprise' instead of small business we would have had less relevant results because small enterprise is not an indexing term.

Connect to **Business Source Complete** through the [moodle database course](#) or the [library website](#).

The first screen that appears in Business Source Complete should be the **Advanced search** screen. Follow the instructions and reproduce the screenshots below to see how the keywords and indexing terms work for yourself.

Try to use indexing terms when choosing your keywords. You can find out which keywords are indexing terms in 2 ways.

- a) All the indexing terms for an article are listed with its other details. If you find an article that is particularly helpful, look at its indexing terms and use these when searching.

The screenshot shows an article titled "1. GLOBAL INTERFIRM NETWORKS: THE DIVISION OF ENTREPRENEURIAL LABOR BETWEEN MULTINATIONAL ENTERPRISES (MNEs) AND SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)". The author is BUCKLEY, PETER J.; PRASHANTHAM, SHAMEEN. The abstract discusses the relationship between MNEs and SMEs. A callout box with a purple border and a speech bubble shape points to the "Subjects" line, which reads: "Subjects: BUSINESS networks; LABOR; INTERNATIONAL business enterprises; **SMALL business**; ENTREPRENEURSHIP; EMERGING markets". The callout box contains the text: "These are the indexing terms for this article. The ones we searched for are in bold." Below the subjects line, there are thumbnails for images and a link for "PDF Full Text (583KB)".

- b) The Thesaurus is a list of all the indexing terms used in Business Source Complete. Type in any keyword to find out if it is an indexing term, or what indexing terms would be better.

The screenshot shows the EBSCOhost Thesaurus interface. At the top, there are navigation tabs: 'New Search', 'Publications', 'Company Information', 'Thesaurus', and 'More'. The 'Thesaurus' tab is selected. Below the navigation is a search bar with the text 'Searching: Business Source Complete | Choose Databases' and a 'Search' button. A callout box labeled '1. Go to the Thesaurus.' points to the 'Thesaurus' tab. Below the search bar, there are options for 'Basic Search', 'Advanced Search', and 'Search History'. The main content area is titled 'Browsing: Business Thesaurus' and shows a search for 'small'. A callout box labeled '2. Type your keyword, or just the start of it to find related indexing terms' points to the search input field. Below the search input, there are radio buttons for 'Term Begins With', 'Term Contains', and 'Relevancy Ranked'. A 'Page: < Previous | Next >' link is visible. Below that, there is a 'Select term, then add to search using: OR Add' section. A callout box labeled '3. This tells me that if I want to find articles about small or medium-sized businesses, I should use the indexing term. 'small business'.' points to the first result: 'SMALL & medium-sized business Use SMALL business'. Other results include 'SMALL & medium-sized enterprises Use SMALL business', 'SMALL ads Use SMALL space advertising', 'SMALL banks Use COMMUNITY banks', 'SMALL business', 'SMALL business -- Accounting', and 'SMALL business -- Cash position'.

The more indexing terms you use when searching, you are likely to have fewer, more relevant results. Try to find the indexing terms for all the keywords related to your topic you can think of.