

ABI/INFORM (PROQUEST)

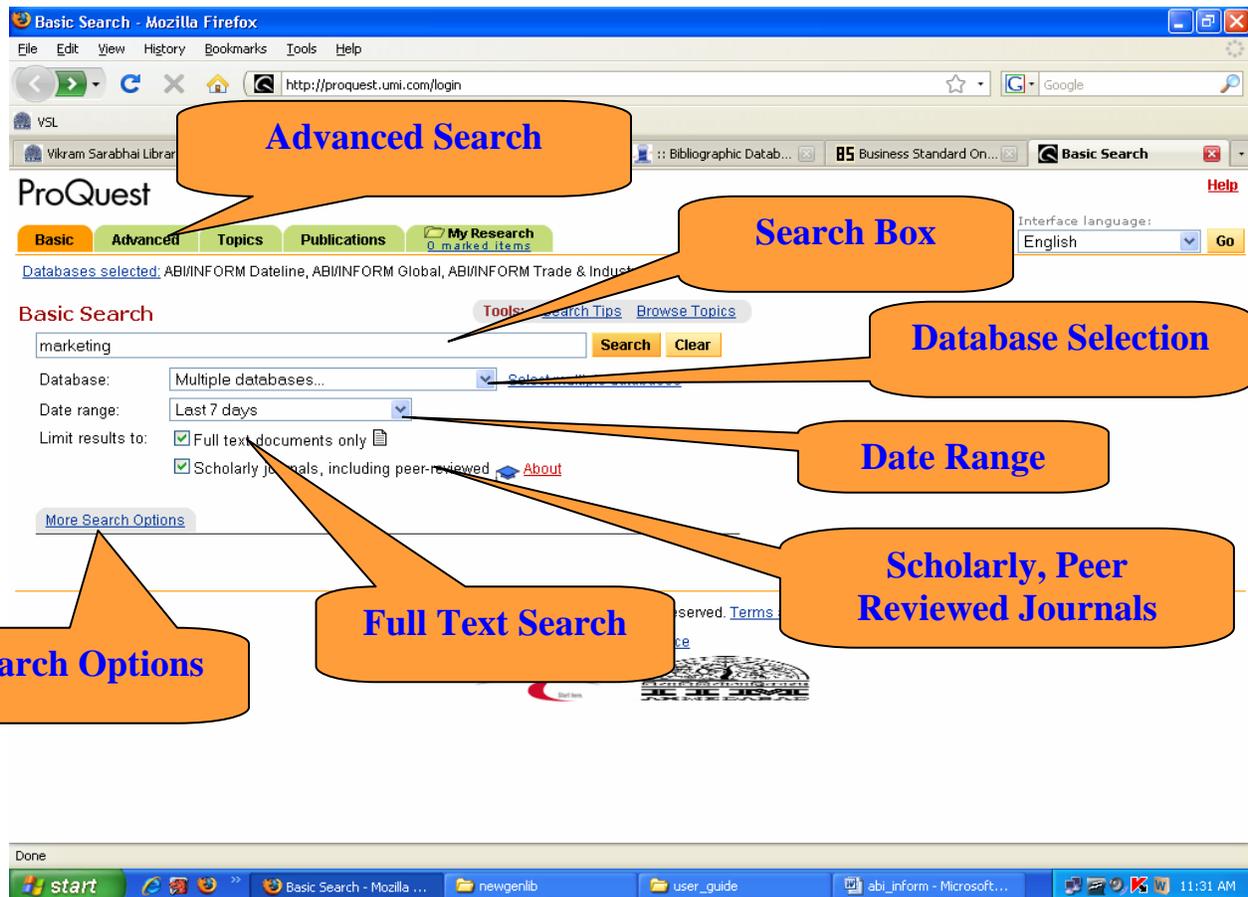
ABI/INFORM is the most comprehensive business database covering more than **4,020** journals. The combination of products forms a business database package covering business & economic conditions, corporate strategies, management techniques, as well as competitive and product information. Its international coverage gives researchers a complete picture of companies and business trends around the world.

Library has access to following databases.

- **ABI/INFORM Dateline**
- **ABI/INFORM Global**
- **ABI/INFORM Trade & Industry**

Home Page (Basic Search)

Basic search provides single search box option with selection of database and date range. Here, option for full text and scholarly-peer reviewed journals is also given.



Search Result for term 'marketing'

The screenshot shows a ProQuest search results page for the term 'marketing'. The page displays 59,900 documents found. A 'Suggested Topics' section lists related subjects such as 'Marketing information systems', 'Marketing (company/org)', 'United Kingdom--UK (location)', and 'Advertising campaigns'. A 'Sort results by:' dropdown menu is set to 'Most recent first'. The results list includes three entries, each with a 'Full Text - PDF' link. Callouts highlight these features: 'Search Results' points to the document count, 'Related Subjects' points to the suggested topics, 'Sort by Date, or Relevancy' points to the sorting dropdown, and 'Full Text Link' points to the PDF links in the results list.

- **Search Result:** User will get search result in numbers
- **Related Subjects:** Here, user will find list of related subjects with your given term. So users can go through those subjects also.
- **Sorting Result:** User can sort the list either by date of publication or by relevancy of the article.
- **Full Text Link:** User will get link to full text article in available formats like PDF, Text etc.

Advanced Search

Advanced search in this database has multiple options to search. Apart from Boolean search, it also gives options to select database, date range, search range, full text search and search from scholarly-peer reviewed journals.

The screenshot shows the ProQuest Advanced Search interface in a Mozilla Firefox browser. The search term 'marketing' is entered in the search box. The Boolean operator 'AND' is selected from the dropdown menu. The search criteria dropdown menu is open, showing options like 'Citation and abstract', 'Citation and document text', 'Abstract', 'Author', 'Classification code', 'Company/Org', 'Document feature', 'Document ID', 'Document language', 'Document text', 'Document title', 'Document type', 'Image caption', 'Location', 'NAICS code', 'Person', 'Product name', 'Publication title', 'Section', and 'Subject'. The 'Document title' option is highlighted. The interface also shows 'Databases selected: ABI/INFORM Dateline, ABI/INFORM Global, ABI/INFORM Trade & Industry' and 'Interface language: English'. The Windows taskbar at the bottom shows the 'start' button and several open applications.

In Advanced Search user will be able to search information in many ways at a single stroke. Here combination search includes:

- **Boolean Search:** This search is done by selecting AND, OR and NOT criteria. This is very useful advanced search option. User can give as many search combination he wants.
- **Criteria Selection:** Here, user can select searching criteria from drop down list given in the right side of search box. These criteria will decide where to search the given term.

Advanced Search Result for the term 'Marketing'

Here, after making search on term 'marketing for the period of last week, user will get following screen as a search result.

The screenshot shows the ProQuest search results page for the term 'Marketing'. The page includes a navigation bar with tabs for 'Basic', 'Advanced', 'Topics', 'Publications', and 'My Research'. Below the navigation bar, there are sections for 'Suggested Topics' and 'Related Subjects'. The 'Suggested Topics' section lists 'Marketing', 'Market research', 'Marketing agreements', and 'Market planning'. The 'Related Subjects' section lists 'Marketing information systems', 'Marketing AND Company News', 'Marketing AND Western Europe (location)', and 'Marketing AND European Union (company/org)'. The search results section shows 3 documents found for the query 'TITLE(marketing) AND PDN(>7/8/2008)'. The first document is 'COMPETENCIES OF MARKETING MANAGERS IN SOUTH AFRICA' by Stuart Melaia, Russell Abratt, and Geoff Bick, published in the Journal of Marketing Theory and Practice. The second document is 'Determinants of Performance in Retail Banking: Perspectives on Customer Satisfaction and Relationship Marketing' by Vimi Jham, Kaleem Mohd Khan, and others, published in the Singapore Management Review. The third document is 'Scholarly Research and the Future of Body Aesthetics in the Sport Marketing Literature' by Spais, George S. and Pantelis D. Konstantinakos, published in the Academy of Marketing Science Review. The page also features a sorting dropdown menu with options: 'Most recent first', 'Most recent first', and 'Most relevant first'. Callouts highlight these features: 'Search Results' points to the search bar area, 'Related Subjects' points to the 'Related Subjects' section, 'Sort by Date, or Relevancy' points to the sorting dropdown, and 'Full Text Link' points to the 'Full Text - PDF' link for the first document.

- **Search Result:** User will get search result in numbers
- **Related Subjects:** Here, user will find list of related subjects with your given term. So users can go through those subjects also.
- **Sorting Result:** User can sort the list either by date of publication or by relevancy of the article.
- **Full Text Link:** User will get link to full text article in available formats like PDF, Text etc.

More Options for Search

The screenshot shows a web browser window displaying a search results page. The search term 'marketing' is entered in the main search box. Below the search box, there are several filters and options: 'Document title', 'Citation and abstract', 'Database: Multiple databases...', 'Date range: Last 7 days', and 'Limit results to: Full text documents only, Scholarly journals, including peer-reviewed'. An orange callout bubble with the text 'More options for Search' points to the 'More Search Options' section, which includes fields for 'Publication title', 'Subject', 'Company/Org', 'Person', 'Location', 'Classification code', and 'NAICS'. Each field has a corresponding 'Look up' link.

Here, user will have option to refine search by following more criteria:

- Publication Title
- Subject
- Company/Organisation
- Person
- Location

Full Text Article



After getting full text article in PDF, users will get more options like:

- Mail article
- Article link
- Back to search
- Next full text article
- Other format
- Start new search

