Finding Periodical (Journal) Articles

The Zondervan Library provides a plethora of electronic periodical resources from the Databases page. Whether you’re looking for peer-reviewed (that is, scholarly) articles or those from trade and professional publications, several of our databases and journal collections can meet your needs.

Differences in Types of Publications

Peer-reviewed: The purpose of peer-reviewed literature is to inform, report, or make available original research or experimentation in a specific field or discipline to the rest of the scholarly world. The peer-review process requires other specialists in a field to read and sign off on an article prior to its publication stating that it contributes to new knowledge in their field. They typically have a list of references or works cited page at the end of the article.

Trade/Professional: Trade publications differ in that they are written to an audience of practitioners or at least interested people for the purpose of examining problems or concerns in a particular profession or industry. Articles do not typically have references for further reading or study.

Getting Started: Where do I go?
Below are listed a few of the databases that relate most to the study of Business. Depending on the type of research you need, each database has something to offer.

**Business Source Premier** (BSP)
BSP is the industry’s most used business research database, providing full text for more than 2,300 journals, including full text for more than 1,100 peer-reviewed business publications. Journal ranking studies reveal that Business Source Premier is superior to the competition in full text coverage in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics. It provides full text for more than 350 of the top scholarly journals dating as far back as 1922. The database also includes other sources of full text information such as country economic reports from the EIU, Global Insight, ICON Group and CountryWatch and detailed company profiles for the world’s 10,000 largest companies. Additional full text, non-journal content includes market research reports, industry reports, country reports, company profiles and SWOT analyses. (description selected from the BSP web site)

**Communication and Mass Media Complete** (CMMC)
CMMC is a research and reference resource of unprecedented scope and depth, encompassing the breadth of the communication discipline. It offers cover-to-cover (“core”) indexing and abstracts for over 420 journals, and selected (“priority”) coverage of nearly 200 more. Furthermore, this database includes full text for 301 journals. Many major journals have indexing, abstracts, PDFs and searchable cited references from their first issues to the present (dating as far back as 1915). This database may be helpful for marketing research studies. (description selected from the CMMC web site)
PsycINFO
As the major index to the journal literature of psychology, this database contains nearly 2.3 million citations and summaries of scholarly journal articles, book chapters, books, and dissertations, dating as far back as the 1800s. Ninety-seven percent of the covered material is peer-reviewed. It could be useful for areas of research such as psychological dimensions of advertising or marketing. (description selected from the PsycINFO web site)

You can find other business-related databases in the alphabetical list on the Databases page.

Other Electronic Journals
The List of Journals, Magazines, and Newspapers, which can be accessed from the Library’s home page navigation menu, allows you to view every electronically-accessed periodical (journals, trade and professional publications, etc.).

You can search by keyword in the journal’s title (not at the article level), such as “management” or “leadership”

OR

You can browse by Subject. Business periodicals are located under the “Social Sciences” in the drop-down menu.

Should you require any assistance at any point during the research process, please feel free to contact a librarian. We’re available through the Zondervan Ask-A-Librarian service. You can find us through email or via phone.

We’re here to help, so don’t hesitate to find us!

Phone: 765-998-HELP (4357)

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