

如何让EBSCO成为学术好帮手？

——教您轻松在EBSCOhost平台上检索外文资源

EBSCO

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- 访问采用IP控制



两个平台均可用来检索您机构订购的数据库，使用方法相似，本指南以EBSCOhost平台为例



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课程内容

第一部分： 数据库内容介绍

第二部分： EBSCOhost平台使用演示

第三部分： 支持网站

EBSCO

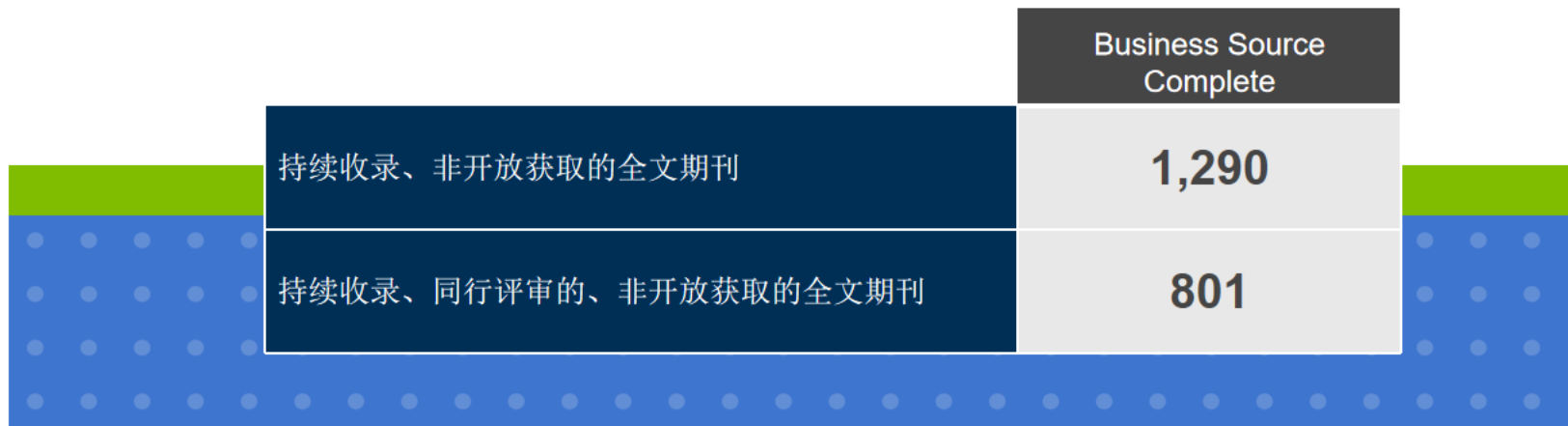
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实例探究	12,905
公司简介/信息记录	1,177,900+
会议论文/论文集	72
国家经济报告	1,241
行业报告	8,648
访谈（执行和分析）	11,806
市场研究报告	2,395
SWOT分析	5,459
工作论文集	8,988

Management Journals Ranked (管理类期刊收录情况)

Study by Coe & Weinstock from Academy of Management Journal

Rank	Journal	BSC
1	<i>Administrative Science Quarterly</i>	Active Full Text NO Embargo
2	<i>Academy of Management Journal</i>	Active Full Text NO Embargo
3	<i>Harvard Business Review</i>	Active Full Text NO Embargo
4	<i>Management Science</i>	Embargoed (全文有延迟) Full Text
5	<i>Operations Research</i>	Embargoed (全文有延迟) Full Text
6	<i>Academy of Management Review</i>	Active Full Text NO Embargo
7	<i>Industrial & Labor Relations Review</i>	Active Full Text NO Embargo
8	<i>California Management Review</i>	Active Full Text NO Embargo

Top Marketing Journals in Doctoral Institutions (市场营销类期刊收录情况)

Rank	Journal Name	BSC
1	<i>Journal of Marketing</i>	Active Full Text NO Embargo
2	<i>Journal of Marketing Research (JMR)</i>	Active Full Text NO Embargo
3	<i>Journal of Consumer Research</i>	Active Full Text NO Embargo

MIS Journals Ranked (管理信息系统类期刊收录情况)

Rank	Journal Name	BSC
1	<i>MIS Quarterly</i>	Active Full Text NO Embargo
2	<i>Communications of the ACM</i>	Active Full Text NO Embargo
3	<i>Information Systems Research</i>	Embargoed (全文有延迟) Full Text
4	<i>Journal of Management Information Systems</i>	Active Full Text NO Embargo

Finance Journals Ranked (金融类期刊收录情况)

Rank	Journal Name	BSC
1	<i>Journal of Finance</i>	NO Full Text (无全文)
2	<i>Journal of Financial Economics</i>	NO Full Text (无全文)
3	<i>Journal of Financial & Quantitative Analysis</i>	Embargoed (全文有延迟) Full Text
4	<i>Journal of Money, Credit & Banking</i>	NO Full Text (无全文)

Top Accounting Journals – Indiana University Rankings (会计类期刊收录情况)

Rank	Journal Name	BSC
A	<i>Accounting Review</i>	Active Full Text NO Embargo
A	<i>Accounting, Organizations & Society</i>	NO Full Text (无全文)
A	<i>Contemporary Accounting Research</i>	NO Full Text (无全文)
A	<i>Journal of Accounting & Economics</i>	NO Full Text (无全文)
A	<i>Journal of Accounting Research</i>	NO Full Text (无全文)
A	<i>Review of Accounting Studies</i>	Embargoed (全文有延迟) Full Text
A-	<i>Accounting Horizons</i>	Active Full Text NO Embargo
A-	<i>Auditing: A Journal of Practice & Theory</i>	Active Full Text NO Embargo
A-	<i>Behavioral Research in Accounting</i>	Active Full Text NO Embargo
A-	<i>Journal of Accounting, Auditing & Finance</i>	Active Full Text NO Embargo
A-	<i>Journal of Management Accounting Research</i>	Active Full Text NO Embargo
A-	<i>Journal of the American Taxation Association</i>	Active Full Text NO Embargo

Top Ten Academic Business Journals – Eigenfactor (综合排名期刊收录情况)

Rank	Journal Name	BSC
1	<i>Academy of Management Journal</i>	Active Full Text NO Embargo
2	<i>Journal of Management</i>	NO Full Text (无全文)
3	<i>Strategic Management Journal</i>	NO Full Text (无全文)
4	<i>Journal of Marketing Research (JMR)</i>	Active Full Text NO Embargo
5	<i>Academy of Management Review</i>	Active Full Text NO Embargo
6	<i>Journal of Business Ethics</i>	Active Full Text NO Embargo
7	<i>Journal of Marketing</i>	Active Full Text NO Embargo
8	<i>Journal of Consumer Research</i>	Active Full Text NO Embargo
9	<i>Journal of Management Studies</i>	NO Full Text (无全文)
10	<i>Marketing Science</i>	Embargoed (全文有延迟) Full Text

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Harvard Business Review

- 尚未购买《哈佛商业评论》“扩展使用权”的新订阅用户可能会收到升级，允许从1922年10月至今的所有文章的扩展使用权(课程使用权)
- 《哈佛商业评论》还提供了中文版和德文版全文，并将推出更多国际版



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- Business Source Complete 提供超过 **115万条** 公司信息
- Company information records are split into:
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 - 50% top international companies ranked by sales
 - Total is divided into 70% public companies and 30% private companies

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- Business Source Complete 收录 MarketLine提供的数万条商业研究内容的全文
- Content from MarketLine includes:
 - Case studies
 - Company profiles
 - Country economic reports
 - Industry reports
 - Market research reports

Business Source Complete

公司报告和SWOT分析

- Business Source Complete提供超过33,000条详细的公司报告和SWOT分析
- Included from **MarketLine**:
 - Company profiles for **more than 15,000** of the largest public and top private companies in the world
 - **More than 5,400** SWOT analyses
- Included from **SeeNews**:
 - Company profiles for **more than 12,750** companies located in Southeast Europe

Key company information included:

- Company overview
- Key facts
- Business description
- Company history
- Key employees
- Executive biographies
- Major products and services
- Top competitors
- Company view
- Locations and subsidiaries

Business Source Complete

会议文件和论文集

- **Business Source Complete**包括来自70多个机构的会议论文和论文集，包括：
 - Academy of Management
 - American Academy of Advertising
 - American Marketing Association
 - Association for Consumer Research
 - International Labour Organization
 - Marketing Management Association
 - National Tax Association

Business Source Complete

国家经济报告

- **Business Source Complete**提供来自顶级供应商的1200多份国家经济报告，例如：
 - Business Monitor International
 - CountryWatch
 - The PRS Group (Political Risk Yearbook)
 - S&P Global
 - Superintendent of Documents

Country information included:

- Country overview and key data
- Environmental overview
- Economic forecasts
- Economic overview
- Historical overview
- Investment overview
- Political overview
- Policy
- Social overview

第二部分：EBSCOhost如何助力您的科学研究？

一、开题、投稿、大论文

- 如何找文献
- 如何保存和分享文献
- 如何快速获取参考文献信息

二、个人知识积累

- 了解行业发展最新动态
- 定期阅读个人感兴趣的期刊
- 听力辅助阅读文献，掌握专业学科外语词汇

有EBSCO陪伴，论文路上不孤单。

找文献——检索方法

检索文章

- 关键词检索
- 主题词检索

检索整刊

- 出版物
- 检索非刊资源

高级检索——关键词检索

运算符

运算符	说明	示例	备注
AND	用于缩小检索范围，类似于“交集”概念	<i>coffee and tea</i> 检索到的结果中既包含 <i>coffee</i> 也包含 <i>tea</i> 。	运算优先级：（） >not >and >or
OR	用于扩大检索范围，类似于“并集”概念	<i>college or university</i> 检索的结果中或者包含 <i>college</i> ，或者包含 <i>university</i> 。	
NOT	用于排除检索结果中不需要的项，类似于“非”的概念	<i>Cookies not computer</i> 检索的结果只和 <i>Cookies</i> 相关，不包含 <i>computer</i> 。	
Near Operator (N)	查找包含间隔指定数量字词的两个检索词（任意顺序）的文档。两词顺序可以颠倒	<i>tax N5 reform</i>	
Within Operator (W)	查找包含间隔指定数量字词的两个检索词（固定顺序）的文档。两词顺序不能改变	<i>tax W8 reform</i>	

通配符

- 截词符号(*)用于检索变形体, 单复数
 - econ* 可以检索到economy, economic, economically, etc
 - Student*可以检索到student, students
- 通配符: 适用于一个字母(?)用于检索英美单词拼写差异
 - organi?ation 可以检索到 organisation or organization
- 通配符: 适用于多个字母(#)用于检索英美单词拼写差异
 - behavi#r will 可以检索到 behavior or behavior
- 短语检索 (“ ”) 用于检索固定短语
 - “global warming” 可以检索到固定格式的词组, 位置顺序保持不变。

字段

Searchable Tag	Description	Example
AB	Abstract Performs a keyword search of the abstract summaries.	AB civil liberties
AU	Author Performs a keyword search for any authors of an article.	AU Rompalske
IS	ISSN Performs an exact search for a publication's International Standard Serial Number.	IS 1040726X
SO	Journal Name Performs a keyword search for the journal name of the article.	SO International Journal of Toxicology
SU	Subject Performs a keyword search of the subject headings listed in the records.	SU MOTION pictures
TI	Title Searches keywords in a record's English and non-English title field.	TI Fashion Focus
TX	All Text Performs a keyword search of all the database's searchable fields. Using the TX field code will cause the search to look for the keyword in the full text as well as the citation record.	TX Cronyism



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<input type="text"/>	选择一个字段(可选) ▾
AND ▾ <input type="text"/>	选择一个字段(可选) ▾
AND ▾ <input type="text"/>	选择一个字段(可选) ▾

搜索

[清除](#) ?



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PEARL RIVER COLLEGE

检索选项

重新设置

检索模式和扩展条件

检索模式 ?

- 布尔逻辑/词组
- 查找全部检索词语
- 查找任何检索词语
- 智能文本搜索 [提示](#)

运用相关词语

同时在文章全文范围内搜索

应用对等科目

点击“高级检索”进入高级检索界面

检索举例：新冠病毒对经济的影响

- COVID-19
- econom* or financ* or “international trade” or business or marketing or commerce

新检索 叙词表 出版物 ▾ 公司信息 图像 更多 ▾

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covid-19

选择一个字段(可选) ▾

搜索

AND ▾

econom* or financ* or “international trade” or business c

SU 主题词语 ▾

清除 

AND ▾

选择一个字段(可选) ▾



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您可以使用左侧列中的选项优化检索结果。包括文章是否带全文，文章的出版日期，通过单击所需来源类型旁边的复选框，可以按来源类型（例如学术期刊，杂志或报纸）筛选结果。您可以在“当前搜索”区域中查看搜索词，任何应用的限制条件或扩展条件等

精确搜索结果

当前检索

布尔逻辑/词组:

covid-19 AND SU (economic* or financ* or "international trade" or ...

扩展条件

应用对等科目

限于

- 全文
- 有参考
- 学术（同行评审）期刊

自:

1994

出版日期

至:

2023

显示更多

来源类型

- 所有结果
- 杂志 (28,040)
- 贸易出版物 (8,913)
- 学术理论期刊 (6,484)
- 新闻 (6,028)
- 报告 (2,055)

显示更多

检索结果: 1 - 10 (共 55,676 个)

相关性 ▾ 页面选项 ▾ 共享 ▾

1. МОДЕЛЬ ГОСУДАРСТВЕННОЙ ФИНАНСОВОЙ ПОДДЕРЖКИ БИЗНЕСА В УСЛОВИЯХ ПАНДЕМИИ COVID-19 В РОССИИ: СТРУКТУРА, ИНСТРУМЕНТЫ, ОПЫТ



学术期刊

THE MODEL OF STATE **FINANCIAL** AID TO **BUSINESS** DURING THE **COVID-19** PANDEMIC IN RUSSIA: A FRAMEWORK, TOOLS, AND PRACTICES. By: КИСЕЛЕВА, Татьяна Юрьевна; САНГИНОВА, Лола Додооновна. **Financial Analytics**. Apr-Jun2021, Issue 2, p124-140. 17p. Language: Russian. DOI: 10.24891/fa.14.2.124. , 数据库: Business Source Complete

Subject. The article discusses the **financial** aid the State provides to **business** during the **COVID-19** crisis. Objectives. We analyze the **financial** aid the State provides to the Russian **businesses** a...

主题: COVID-19 pandemic; Small **business**; **Economic** competition; Small **business marketing**; **Financial** aid; Russia

2. Challenges faced by small enterprises in Bangladesh: the case of JNA Pulp paper **business**.



学术期刊

By: Ahmed, Jashim Uddin; Talukder, Niza; Ahmed, Asma; Chowdhury, Meshbaul Hassan. **Small Enterprise Research**. Apr2021, Vol. 28 Issue 1, p75-82. 8p. DOI: 10.1080/13215906.2021.1872686. , 数据库: Business Source Complete

This practitioner paper presents the case of a small paper **business** named JNA Pulp, initiated with the vision to provide high-quality imported paper to the market. The paper discusses several hur...

主题: Paper pulp; **COVID-19** pandemic; **Business** names; Small **business marketing**; Small **business**; Bangladesh



[HTML 全文](#)



[PDF 全文](#) (704KB)

3. РОЛЬ МАЛОГО БІЗНЕСУ ДЛЯ РОЗВИТКУ АГРАРНОГО СЕКТОРУ У РИНКОВОМУ СЕРЕДОВИШІ.



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Why Pausing Digital Transformations Is OK.

作者: [Viaene, Stijn](#)来源: [Ivey Business Journal](#), May/Jun2020, p2-6. 5p.

文献类型: Article

主题: [BEHAVIOR](#)
[COVID-19 pandemic](#)
[SOCIAL distancing](#)
[GLOBAL Financial Crisis, 2008-2009](#)
[BUSINESS models](#)
[INFORMATION technology spending](#)

摘要: Thanks to the **economic** uncertainty and workplace turmoil created by the **COVID-19** pandemic, more than a few companies have put digital transformation projects on hold, which is contributing to a decline in global spending on information technology. While the **COVID-19** pandemic has resulted in many enterprise transformation projects taking a back seat to short-term IT priorities, the digital revolution in general has been accelerated. But it took a CIO's visionary introduction of a comprehensive framework called "analytics as a service" to really get the company started on its true journey of innovating with analytics. [Extracted from the article]

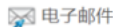
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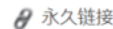
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ABNT

(巴西国家标准)

参考文献

VIAENE, S. Why Pausing Digital Transformations Is OK. *Ivey Business Journal*, [s. l.], p. 2-6, 2020. Disponível em: <https://search.ebscohost.com/login.aspx?direct=true&db=bwh&AN=145640008&lang=zh-cn&site=ehost-live>. Acesso em: 7 dez. 2022.

AMA 第 11 版

(American Medical Assoc.)

参考列表

Viaene S. Why Pausing Digital Transformations Is OK. *Ivey Business Journal*. May 2020:2-6. Accessed December 7, 2022. <https://search.ebscohost.com/login.aspx?direct=true&db=bwh&AN=145640008&lang=zh-cn&site=ehost-live>

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Why Pausing Digital Transformations Is OK.

作者: [Viaene, Stijn](#)

来源: [Ivey Business Journal](#). May/Jun2020, p2-6. 5p.

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详细记录

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Why Pausing Digital Transformations Is OK.

作者: [Viaene, Stijn](#)

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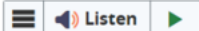
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翻译

标题: Why Pausing Digital Transformations Is OK. 排序依据: Viaene, Stijn, Ivey Business Journal, 14818248, May/Jun2020
数据库: Regional Business News

Why Pausing Digital Transformations Is OK

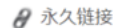
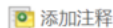
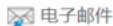
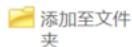


Thanks to the **economic** uncertainty and workplace turmoil created by the **COVID-19** pandemic, more than a few companies have put digital transformation projects on hold, which is contributing to a decline in global spending on information technology.

According to a recent report by Gartner, worldwide IT spending is projected to decline 8 per cent to about US\$3.4 trillion in 2020, despite increased spending in sub-segments such as public cloud services, cloud-based telephony and messaging, and cloud-based conferencing. As Gartner's John-David Lovelock noted, "CIOs have moved into emergency cost optimization which means that

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1. Alibaba Stock Rips Higher On China Covid News, Singles Day Optimism, But Is BABA Stock A Buy Now?



新闻

By: SHREVE, KEN. Investors **Business Daily**. 11/11/2022, pN.PAG-N.PAG. 1p. Reading Level (Lexile): 1250. , 数据库: Regional Business News

A stock's relative strength line, found in daily and weekly charts at Investors.com, compares the stock's daily price performance to the S&P 500. A decisive move above the 50-day line would be en...

主题: CHINA; STOCKS (**Finance**); GROWTH stocks; **COVID-19**; STOCK prices; **BUSINESS** enterprises; EXCHANGE traded funds; INVESTMENT analysis; ELECTRONIC commerce

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2. The Pursuit of Sustainable Happiness.



期刊

By: Overall, Jeffrey. Ivey **Business Journal**. May/Jun2020, p2-6. 5p. Reading Level (Lexile): 1480. , 数据库: Regional Business News

After fleeing the genocide of Nazi Germany, social psychologist Erich Fromm immigrated to the United States, where he researched human behaviour within totalitarian regimes. As things stand, indi...

主题: HAPPINESS; **BUSINESS** cycles; CONSUMPTION (**Economics**); **FINANCIAL** literacy; **ECONOMIC** models; **COVID-19** pandemic

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自: 1982 出版日期 至: 2023

1. How Does the Adoption of Ad Blockers Affect News Consumption?



学术期刊

By: Yan, Shunyao; Miller, Klaus M.; Skiera, Bernd. *Journal of Marketing Research (JMR)*. Oct2022, Vol. 59 Issue 5, p1002-1018. 17p. 2 Diagrams, 6 Charts, 1 Graph. DOI: 10.1177/00222437221076160. , 数据库: Business Source Complete

Ad blockers allow users to browse websites without viewing ads. Online news publishers that rely on advertising income tend to perceive users' adoption of ad blockers purely as a threat to revenue...

主题: Ad blockers; Advertising revenue; **Internet advertising**; Monetization; Internet Publishing and Broadcasting and Web Search Portals; Advertising Agencies; Software Publishers; News consumption; News websites; Internet users; Website use studies

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1. How Chinese Retailers Are Reinventing the Custom



By: Greeven, Mark J.; Xin, Katherine; Yip, George S. Harvard Business Review, p84-93. 10p. 6 Color Photographs. , 数据库: Business Source Complete
The Economist opened 2021 with a cover story headlined "Why Retailers in China..." It's not hard to see why. China is both a large and a fast-growing market.

主题: Customer relations; Customer relationship management; Retail; Internet marketing; Electronic shopping and mail-order houses; Miscellaneous general merchandise stores; All Other Miscellaneous Store Retailers (except beer and wine-making supplies stores); All other miscellaneous store retailers (except beer and wine-making supplies stores) China

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2. The Big Picture: China Online retail - Connection equals spending.



Campaign Asia-Pacific. May2013, p12. 1p. , 数据库: Business Source Complete

The article focuses on the growth of online retailing in China. As revealed in a study by the McKinsey Global Institute, the whole retail sector has grown due to online retailing and there are differences in...

主题: Retail industry; Internet marketing; China; United States; McKinsey Global Institute; Electronic Shopping; Electronic shopping and mail-order houses; All Other Miscellaneous Store Retailers (except Tobacco Stores); All other miscellaneous general merchandise stores; All other miscellaneous store retailers (except beer and wine-making supplies stores)

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1. How Chinese Retailers Are Reinventing the Customer Journey.




期刊

By: Greeven, Mark J.; Xin, Katherine; Yip, George S. Harvard Business Review. Sep/Oct2021, Vol. 99 Issue 5, p84-93. 10p. 6 Color Photographs. , 数据库: Business Source Complete
The Economist opened 2021 with a cover story headlined "Why Retailers Everywhere Should Look to China." It's not hard to see why. China is both a large and a fast-growing retail market—worth abou...

主题: Customer relations; Customer relationship management; Retail industry; Electronic commerce; Internet marketing; Electronic shopping and mail-order houses; Electronic Shopping; All other miscellaneous general merchandise stores; All Other Miscellaneous Store Retailers (except Tobacco Stores); All other miscellaneous store retailers (except beer and wine-making supplies stores); Economic conditions in China

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学术期刊

Consequences of covid-19 on the economy and public finance in Mexico: Beyond the pandemic. By: Arellano Morales, Mario Alejandro. Trimestre Económico. jul-sep2022, Vol. 89 Issue 355, p829-864. 36p. Language: Spanish. DOI: 10.20430/ete.v89i355.1307. , 数据库: Business Source Complete
The health crisis generated by the accelerated spread on the planet of the sars-CoV2 virus—the source of the covid-19 disease—has had an inevitable negative impact on health systems and simultane...

主题: COVID-19; Economic models; Economic policy; Economic development; Financial crises; Labor productivity; Mexico

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1. How Chinese Retailers Are Reinventing the Custom



期刊

By: Greeven, Mark J.; Xin, Katherine; Yip, George S. Harvard Business Review, p84-93. 10p. 6 Color Photographs. , 数据库: Business Source Complete
The Economist opened 2021 with a cover story headlined "Why Retailers in China." It's not hard to see why. China is both a large and a fast-growing market.

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