What are Research Starters - Business?

Research Starters offer students a starting point for their research. By providing comprehensive summaries of discipline-specific topics, they help students grasp the broad outlines of a subject, realize its real world applications, critically engage it, and locate sources for researching it in greater detail. Most articles are around 3,000 words, making them more in-depth than the average textbook or encyclopedia entry, yet short enough to be easily digestible.

Each Research Starters - Business article contains:

• **Abstract**
  The abstract provides a brief summary of the article. It introduces the topic and covers the main points of each article section. Also, it contains the most important keywords appearing in the article to help users locate the articles most relevant to their search.

• **Keywords**
  The list of keywords contains words that are especially pertinent to the article. They describe the subtopics and major researchers or theorists discussed in the article and include the vocabulary defined in the Terms & Concepts section of the article. When any of these keywords are entered into the search box, the article will be retrieved.

• **Overview**
  The overview introduces the topic by explaining why it is relevant to the business world and what implications it has for stakeholders. When appropriate, the overview may also situate the topic within a specific historical or social context. Finally, the overview describes how the various subtopics discussed in the article relate to one another, helping the reader build a framework for understanding and applying the topic as a whole.

• **Further Insights / Applications**
  This section demonstrates how the points discussed in the overview can be applied to the everyday business world. Here, the reader can find charts, graphs, diagrams, and real life examples that deepen understanding. With more complex, abstract topics, this section may also further develop the points discussed in the overview.

• **Viewpoints / Issues / Discourse**
  This section helps the reader develop a critical perspective on the topic by discussing an application’s shortcomings or introducing experts’ differing opinions on the topic. Some topics that are more clear-cut may not include this section.

• **Terms & Concepts**
  The Terms & Concepts section is a short glossary that helps the reader grasp the key vocabulary associated with the topic. It lists and defines between eight and fifteen words and phrases that appear in the article and may be
unfamiliar to students. These words and phrases also appear on the keyword list to facilitate searching.

- **Bibliography**
  The bibliography lists the sources the author used to write the article. Many of these sources are from EBSCO databases, and students can look here to follow up any questions they may have about the topic.

- **Suggested Reading**
  The Suggested Reading section lists at least three additional sources students can turn to for further research. Many of these sources are articles from EBSCO's Business Source Premier database, and hyperlinks are provided to help students locate them quickly and easily. This section may also list print sources that are often referenced in experts' discussions of the topic.

### Which categories and topics are covered in *Research Starters - Business*?

Articles are broken down into 18 categories, each of which contains between ten and forty article topics. The categories are as follows:

1. Accounting
2. Actuarial Science
3. Business & Government
4. Business & Public Policy
5. Business Information Systems
6. Economics
7. Entrepreneurship
8. Finance
9. Health Care Management
10. Information Technology
11. Insurance & Risk Management
12. International Business
13. Law
14. Management
15. Manufacturing
16. Marketing
17. Operations & Information Systems
18. Statistics

For a complete list of topics for each category, [click here](https://help.ebsco.com/interfaces/EBSCOhost/EBSCOhost_FAQs/Research_Starters_Business_FAQs?lastDownloadedDate=2018-08-03).
How were the Research Starters - Business topics chosen?

The Research Starters - Business topics were chosen through careful analysis of the course offerings of major business schools at colleges and universities like the University at Albany School, the Massachusetts Institute of Technology, Lehigh University, the University of Notre Dame, the University of Michigan, Indiana University, the University of Texas, Virginia Tech, the University of Dayton, Boston College, Temple University, the University of Wisconsin, Gannon University, Ithaca University, Iona College, the University of Maryland, Cornell University, the University of California, Berkley, and the University of Connecticut.

Subject matter experts holding advanced degrees in business, law, political science, psychology, and economics were also consulted to ensure that the articles encompassed current trends and hot topics in the business world.

What are the credentials of Research Starters - Business writers and subject experts?

The Research Starters - Business writers and subject experts are highly qualified professors, business people, consultants, and professional writers. They all have significant experience in the business world, and hold advanced degrees in fields as diverse as business, law, political science, psychology, and economics.

Which EBSCO databases were used to create the Research Starters - Business articles?

The Research Starters - Business writers made use of the Business Source Complete and Academic Search Premier databases. Other databases such as SPORTDiscus and Humanities International Complete, were also referenced for specialized sub-topics.

I'm researching a particular topic. Why can't I find any Research Starters articles that cover it?

If you can’t find any articles on a particular topic, try broadening your search terms or searching for related topics. The topic you’re looking for might be subtopic within a larger article. For example, try searching "venture capital" instead of "Angel Investors," or try searching for "investment" instead of "hedge fund." If you still aren’t able to find information on a particular topic, please let us know. We periodically update Research Starters with new articles to stay up to date with developing trends and topics, and welcome our users’ input.