



Information Brochure

(2013-14)

Introduction & Quote for
Business Source Elite - Plus
(EBSCO Management Journals)

A product mandated for
Institutions having Business
Management Programme by
All India Council for
Technical Education (AICTE)

Authorized agent

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We thank you for making EBSCO Databases the Best Selling electronic Full Text Database in India in the area of Business & Management for the calendar year 2012. EBSCO greatly appreciates your business and solicits your continued support.

EBSCO Publishing is the largest management information provider (updated on daily basis) in the world. It brings you every bit of quality information from around the world. A study on Financial Times ranking of 2012 shows all 100 B-Schools in the world, subscribe to EBSCO Management database. It may be noted that over 25 do not buy any competing products despite it being available at a throw away price. Your users would immensely be benefitted by the same full text journals, these top 100 B-Schools use.

Leading Universities and B-Schools such as Harvard Business School, London Business School, Stanford University (GSB), IESE Business School, INSEAD, University of Pennsylvania (Wharton), MIT Sloan School of Management, and many more use EBSCO's management journal database and list the same in their websites as a top used resource.

Indian B-Schools use EBSCO Business databases 3 to 5 times more than any other competing products. Our esteemed customers in India include IIMs, IITs, XLRI, XIMB, ISB Hyderabad, MDI, NIRMA, Amrita Business School, O P Jindal University, KIT Bhubaneswar, NSHM, IMI, IMT, IIFT, SPJIMR, KJSIMR, Welingkar, TAPMI, MICA, FMS-Delhi University, IGNOU, Jammu University, Manipal University, Pune University, Thapar University, Hyderabad Central University, Barkatullah University, Anna University and many more. Many of the above mentioned institutions do not buy any business full text database from competing vendors.

AICTE has mandated the purchase of Business Source Elite - Plus for all AICTE accredited B-schools in India.

The complete description about the contents and coverage of the *Business Source Elite - Plus* can be found in **Annexure I**.

For contact details please refer to **Annexure II**.

We summarize the EBSCO advantage by detailing the following critical points:

1. Access to *Business Source Elite - Plus* is available, 24 hours / 365 days in a year via EBSCOhost.
2. EBSCO's *Business Source Elite - Plus* is fully compatible and accessible **on iPads, iPhones, Aakash, Android devices & other smartphones.**
3. **Unlimited/unrestricted access** to all students and faculty within the campus of the subscribing institute.
4. **Cited References** are available for majority of Peer-Reviewed Journals from 2001 onwards. (EBSCO implemented this feature way back in 2006)
5. No networking fees within the campus and no extra charges for setting up profiles, Creating personal folders, Search History, **RSS feeds and e-mail alerts.**
6. No royalty payments for printing, downloading or emailing of full text.
7. Copyright cleared (however it cannot be commercially sold).
8. Content stability (minimal loss of full text coverage) due to EBSCO's outstanding relationships with primary publishers.
9. EBSCO's *Business Source Elite - Plus* is available on EBSCOhost Web 2.0 Platform (Over 100 million full text page views daily)
10. Administrative functionality allowing for screen customization and statistical measurement of database use (number of searches, articles printed, articles emailed, etc.)
11. **DVD Backup** may be made available on request.

Annexure I - Business Source® Elite - Plus

Business Source Elite - Plus provides full text coverage of scholarly business, management and economics journals. This rich collection also includes publications covering topics such as accounting, banking, finance, international business, marketing, sales, etc. *Business Source Elite - Plus* offers full text for over 7,000 business publications and contains expanded PDF backfiles for 150 titles (back to 1985 or the first issue published for that journal). More than 19,000 substantial company profiles from Datamonitor & Life Science Analytics are also included.

EBSCO has listened to customer suggestions and has responded by creating an additional module for faculties and students which provides a solid foundation for their research, assignments & project works. It is called “**Research Starters**” which consists of comprehensive summaries of discipline-specific topics, correlating to the courses taught at best B-Schools. **Research Starters** helps students grasp the broad outlines of a subject, realize its real world applications, critically engage it and locate sources for advanced research.

Active Full Text Not Available via ProQuest, Gale, Emerald etc

Top Five Academic Business Journals 2012

Rank	Journal Name	Business Source Elite - Plus Full Text Coverage	ABI Inform/ProQuest Management Coll. Full Text Coverage	Business Insights: Essentials Full Text Coverage
1	Academy of Management Journal	Active NO Embargo	Halted	Halted
2	Academy of Management Review	Active NO Embargo	Halted	Halted
3	Strategic Management Journal (SMJ)	Not Available**	Halted	Not Available
4	Journal of Marketing Research	Active NO Embargo	Halted	Halted
5	Journal of Marketing	Active NO Embargo	Halted	Halted

Eigenfactor.org journal Ranking – Business 2012

**Strategic Management Journal (SMJ) available with EBSCO's Business Source superior version (Halted/NA with competitors)

Top Five Academic Business Journals 2011

Rank	Journal Name	Business Source Elite Plus Full Text Coverage	ABI Inform/ProQuest Management Coll. Full Text Coverage	Business Insights: Essentials Full Text Coverage
1	Academy of Management	Active NO Embargo	Halted	Halted
2	Review Academy of Management	Active NO Embargo	Halted	Halted
3	Journal Administrative Science Quarterly	Active NO Embargo	Halted	Halted
4	MIS Quarterly	Active NO Embargo	Halted	Halted
5	Journal of Marketing	Active NO Embargo	Halted	Halted

Eigenfactor.org Business Journals Ranking (2011)



*Journals and Magazines only available with
EBSCO's Business Source Elite - Plus*



Compared as on 10th October 2012

*Over 100 Indian Publications available
in Business Source Elite - Plus*



Compared as on 10th October 2012

Unique Magazines & Trade Journals available with Business Source Elite - Plus



Compared as on 10th October 2012

56 Harvard Videos – Faculty Seminars:

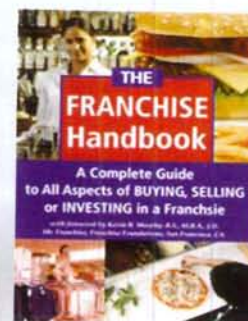
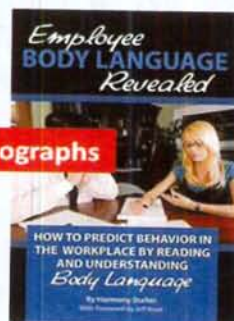
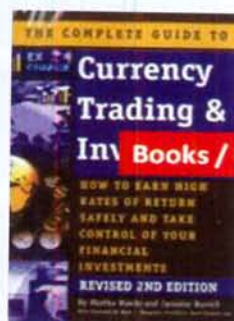
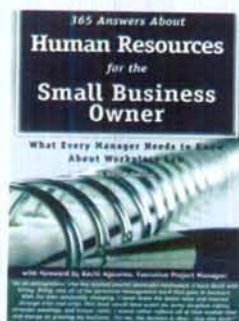
The Faculty Seminar Series features the work and research of prominent professors and experts from Harvard Business School.

Topics Include:

- Case Method
- Leadership
- Change Mgmt.
- Communications
- Organizational Behavior
- Ethics
- Sales & Marketing
- Finance and Accounting
- Social Enterprise
- Global Business
- Strategy
- Governance
- Technology & Operations
- Innovation & Entrepreneurship



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Business Source Elite - Plus

The World's Most Comprehensive Source of Full Text Business Information

Total number of Full Text Publications	7,000 +
Total Case Studies	6,000
Full Text Peer Reviewed Journals & Magazines	1,307
Full Text Books & Monographs	147
Full Text Country Economic Reports and Profiles	25
Full Text Newspapers	1,250
Full Text Company Profiles	19,504
Full Text Television & Radio News Transcript	9,13,000
Full Text Assignment tools on Important Business Topics	572
Full Text SWOT Analysis	3,023
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Full Text Conference Paper/Proceedings	234

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*** Over 100 Publications from India.

Top 20 Management Journals Compared with EBSCO, ProQuest & Gale

Rank	Journal Name	ISSN	Available with EBSCO	Available with ProQuest	Available with Gale
1	Journal of Finance	0022-1082	Yes	No	No
2	Academy of Management Journal	0001-4273	Yes	No	No
3	Academy of Management Review	0363-7425	Yes	No	No
4	Organization Science	1047-7039	Yes	Yes	Yes
5	Journal of Money, Credit & Banking	0022-2879	Yes	No	No
6	Journal of Marketing Research	0022-2437	Yes	No	No
7	Journal of Marketing	0022-2429	Yes	No	No
8	Harvard Business Review	0017-8012	Yes	No	No
9	Journal of Consumer Research	0093-5301	Yes	No	No
10	Accounting Review	0001-4826	Yes	No	No
11	Marketing Science	0732-2399	Yes	Yes	Yes
12	Journal of Management Studies	0022-2380	Yes	No	No
13	Journal of International Business Studies	0047-2506	No	Yes	No
14	Administrative Science Quarterly	0001-8392	Yes	No	No
15	Journal of Business Ethics	0167-4544	Yes	Yes	No
16	Personal Psychology	0031-5826	Yes	Yes	No
17	Journal of Economics & Management Strategy	1058-6407	Yes	No	No
18	Entrepreneurship Theory & Practice	1042-2587	Yes	No	Yes
19	Journal of Business Venturing	0883-9026	Yes	No	No
20	Information Systems Research	1047-7047	Yes	Yes	Yes
		Percentage of Coverage	95% (19 of 20)	30% (6 of 20%)	20% (4 of 20)

- As per Eigenfactor Ranking 2012 (Developed by the reputed Statistical Department, Computer Science Department & Systems Librarian selected by the University of Washington).
- Journals from Publishers not participating with aggregators excluded.





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