BUSINESS SOURCE COMPLETE HELP GUIDE

1. Access the library on the web at www.alvincollege.edu/library or on the POD under "Campus Services"
2. Find the link for **The Ebsco Databases** (at bottom of page on website or on the right side on the POD)

Search for Ebooks, Articles from Journals, Newspapers, Magazines
Click on the Help Guides tab for login information

- ACC Library Database A to Z List - (login required)
- The Ebsco Databases ☒ - (login required)
- **(New)** JSTOR Arts & Sciences Collection - (login required) (**If you're off campus, please click on the link on the library's POD page**).
- **(New)** HeinOnline - (login required)
- The Gale and Proquest Databases via Texshare ☒ - (login required)
- Search the Credo Reference Collection ☒ - (login required)
- ProQuest Databases to Include Academic Video Online ☒ - (login required)
- Nursing and Allied Health Resources via Ovid ☒ - (login required)
- Archives of Course Catalogs, College Yearbooks and the Alvin Sun
- The Portal to Texas History ☒
- Mitchell1 Automotive Repair Database ☒ - (login required)

Off campus, you will need the username: **texshare-0203** and the password: **TSL_DoNotUpdate!24su** (It is easiest to copy and paste!)

On the beginning screen, you will need to click on "All Databases (70)"

Search articles, books, journals & more

Searching: **All databases (70)**

Search articles, books, journals & more

Full Text | ⊘ Peer Reviewed | All time ∨

Scroll down in the list and select **Business Source Complete** (be careful; there are several business databases).

At least one database must be selected. Selecting all databases for search may result in slow response time.

☐ Select all

- ☐ Book Review Digest Plus (H.W. Wilson)
- ☐ Business Abstracts with Full Text (H.W. Wilson)
- ☐ Business Continuity & Disaster Recovery Reference Center
- ☐ Business Source Complete
- ☐ CINAHL Plus with Full Text
- ☐ Computer Source
- ☐ Newspaper Source Plus
- ☐ Newswires
- ☐ Play Index (H.W. Wilson)
- ☐ Primary Search
- ☐ Primary Search Reference eBook Collection
- ☐ Professional Development Collection

Now you can search for your topic:

Search articles, books, journals & more

Searching: **Business Source Complete**

Search articles, books, journals & more

| Full Text | ◐ Peer Reviewed | All time ∨ |

All time

Past 12 months

Past 5 years

Past 10 years

Be sure you see **Business Source Complete** above the search bar. You can also select **Peer Reviewed** at this screen and you can choose to narrow your search by the **date** of publication.

Once you find an article of interest, you will need to select HOW you prefer to read it…as a PDF (a picture of how it looked in the magazine/journal, etc.) or just as online text.

✔ Peer reviewed | Academic Journal

Becoming *TikTok* Famous: Strategies for Global Brands to Engage Consumers in an Emerging Market.

By: Wahid, Risqo; Karjaluoto, Heikki; Taiminen, Kimmo; +1 more • **In:** Journal of International Marketing, Mar2023 • Business Sc Complete

This study examines the effects of content characteristics (i.e., informational and emotional characteristics), language, and nonv information on social media engagement (SME; i.e., likes, shares, and comments) in the context of global brands operatin... Sho

Subjects: Brand name products; Social media in marketing; Emerging markets; Branding (Marketing); +2 more

| Access options ∨ |
| 📄 PDF |
| 📖 Online full text |

~~Peer reviewed | Academic Journal~~

    Don't forget that you can find the citation, formatted in ALA, Chicago, MLA and others, by clicking on the quotation mark on the right-hand side of the page:

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