

International Business Resources @ the RMU Library

Reference Librarians: All librarians at Robert Morris University have earned Master's Degrees in Library Science from an American Library Association accredited institution. Reference Librarians are available to assist students in the research process during most hours of the RMU Library's operation. Reference service is given on a first-come-first-serve basis. Students can also contact the reference librarians by phone, email or i.m.

Moon Campus Library, Reference Desk

Phone: 412.397.3272

E-mail: librarym@rmu.edu

RMU Library Web Site: The RMU Library Web site contains a plethora of RMU Library-related information including RMU Library policies, hours, research guides, and the RMU Library staff and faculty directory. The RMU Library Web site can be accessed at the following URL: <http://www.rmu.edu/library> or by connecting to RMU's main page at <http://www.rmu.edu> and clicking on the "Library" link located at the top of the page.



Annual Reports: Most public companies offer access to their annual reports on their Web site in the "About us" or "Investing" sections. Annual reports will contain financial data about the company as well as narrative information, like the letter to the shareholders, which may be useful for company research. Please be aware that a company may not fabricate information in the annual report but that the company may "spin" less than stellar sales figures, lawsuits, layoffs, etc.

The RMU Electronic Library: The RMU Library subscribes to over 100 electronic database files and indexes for scholarly research purposes. All current enrolled students and currently employed faculty and staff are allowed to use these resources.

To access the databases:

1. Connect to the RMU Web site at <http://www.rmu.edu>
2. Click on the "Library" link located on the top of the page. The RMU Library Web site will display.
3. Click on the "Find Articles and Databases" link located on the left side of the page.
4. If prompted, log in using your RMU username and password. A listing of database subjects will display.
5. Click on the "Business" link for a listing of business-related databases.
6. Click on the desired database title. The database search interface will display in a new window.

RMU Subscription Databases

Business Information Databases - Reports, Financial Statements, and More...

Britannica Online: Britannica Online encompasses the full text of the Encyclopedia Britannica and other Britannica reference resources. Britannica is a wonderful resource for basic country information including detailed country histories.



Datamonitor's Marketline Business Information Centre (MBIC): MBIC contains company information, industry analyses, and country economic profiles from the Datamonitor business intelligence group.

Hoover's Online: Hoover's Online is a company information database that provides a company overview, history, contact information, products/operations data, a competitors listing, and news for many large U.S. and international companies.

RDS TableBase: RDS TableBase provides business data in a tabular format. RDS TableBase collects information from a number of sources including periodical articles, statistical annuals, brokerage reports, trade association reports, and governmental reports. Types of data includes market share, market size, capacity, production, imports, exports, sales, product and brand rankings, forecasts, healthcare statistics and demographics. *RDS TableBase is restricted to 2 concurrent users at one time. If you receive a message stating that the maximum numbers of users are currently logged on then log out and try again in a few minutes.*



Stat-USA: Stat-USA is a subscription database comprised of the *State of the Nation*, *GLOBUS*, and *NTDB* databases.

The *NTDB (National Trade Data Bank)* provides access to **Country Commercial Guides**, Market Research reports, Best Market reports and other programs. The *International Trade Library* is a comprehensive collection of over 40,000 documents related to international trade. All are full text searchable, as well as key word searchable by country or product.

World Geography: The World Geography contains geographic, political, social, economic, and cultural information for a variety of countries around the world. World Geography information is compiled from a number of reputable reference sources, like the Europa World Yearbook and the CIA World Fact Book, and is continually updated. World Geography data includes national statistics, maps, texts of important documents, and short biographies of persons of national importance.

Periodical Databases - Magazines, Newspapers, and Journals



ABI/INFORM Databases: (Part of the ProQuest Interface)

ProQuest Direct is RMU's most comprehensive periodicals database collection. ProQuest is comprised of smaller subject specific databases brought together under one searching interface. A number of these smaller databases, especially the ABI-INFORM business components, relate directly to international marketing research. Many of the actual articles are available in their entirety on the database.

ProQuest searching tip for locating international marketing information:

1. Access the ProQuest database at either RMU Library or via the RMU eLibrary.

2. Click on the "Advanced search" tab. The Advanced Search screen will display.
3. Type in a specific country in the first search box.
4. Use the pull-down window to change the search parameter from "Citation and abstract" to "Location." This will limit the article results to only those pertaining to that specific country.
5. Use the other search boxes to add relevant search terms.
6. Click on the "search" button.

Business Source Premier: (Part of the EBSCOhost interface) Business Source Premier provides full text for nearly 8,350 scholarly business journals and other sources, including full text for more than 1,100 scholarly business publications. Business Source Premier includes the full text of the Harvard Business Review since its first issue in 1922.



Check out EBSCO's new Business Searching interface that links students to Business Source Premier articles AND Datamonitor reports at the same time!

Emerald Insight Fulltext: Emerald Insight Fulltext is a periodical database based in the United Kingdom that contains the full text of over 100 management and marketing journals. Many of these more scholarly publications examine management and marketing issues in foreign countries. Most articles are available in their entirety on the database.

LexisNexis Academic: LexisNexis Academic is a news, business, medical, legal, and reference database that includes the full text of company reports, company financial information, company news, industry news, and international business news.

The RMU Library Doesn't Have the Article That I Need!

Are you certain? To be sure...

1. Double-check for the periodical by following the **Get It! @ RMU** links from your database search results screen; alternatively, select the **Find Journals @ RMU** link from the library homepage and search by journal title. This database lists all full text publications that are available in print at either RMU Library or are available in their entirety in one of the RMU subscription databases. **Find Journals @ RMU** can be accessed via the RMU Library Web site.
2. Ask the librarian!

Beyond RMU: There is a whole world out there!

Interlibrary Loan: Often students will come across citations for books and articles that the RMU Library does not have in its collection. In cases like this, often the librarian will recommend interlibrary loan. The RMU Library is part of a number of statewide and countrywide library consortiums. When students require a book or article we do not own, we then ask one of the consortiums if a member library will send the needed information via interlibrary loan. This process generally takes a few days. There is no cost for this service.

There are a number of ways a students can start the interlibrary loan (ILL) process:

1. **Books Only!** Utilize the new "EZ Borrow Interlibrary Loan" option on **ROBCAT**. Click on the link to search other Pennsylvania academic libraries for the desired book. If found, follow the screen instructions to request that the book be sent to RMU.
2. **For Books and/or Articles:** Select the **EZ-Borrow/Interlibrary Loan** link on the Library web site, <http://www.rmu.edu/library> , and follow the directions posted there.

Free Internet/Web Sites

CIA World Factbook: <https://www.cia.gov/cia/publications/factbook/>

The CIA World Factbook contains U.S. government profiles of countries. The CIA World Factbook profiles sometimes contain data that is difficult to locate in any other resource.

Oanda Currency Site: <http://www.oanda.com/>

Oanda is an online currency converter site. Oanda also offers a historical currency converter tool.

Google Uncle Sam/Google U.S. Government Search: <http://www.google.com/unclesam> or <http://www.google.com/ig/usgov>

Google Uncle Sam limits Google's popular search engine interface to U.S federal government, U.S state government, U.S local government, and U.S military Web sites only.

World Bank: <http://www.worldbank.org/>

The World Bank Web site includes useful information like country economic profiles and statistical data for developing countries. Please note that the World Bank Web site while very rich in information is sometimes difficult to navigate. Please contact a librarian if you require any additional assistance.

RMU Reference Books

Multicultural Book Truck: The Multicultural Book Truck is a special collection of reference books about foreign cultures, ethnic cultures in the United States, and proper business etiquette in a variety of cultural contexts. The Multicultural Book Truck is located next to the Reference Desk on the main floor of the Moon Campus Library. **Reference books are not allowed to circulate outside of the library. Students are welcome to use the books in the library building and copy sections of books on the library copier machines.**

Craighead's International Business, Travel, and Relocation Guide to 90 Countries: This 2 volume set is intended to aid American business people who move around. Craighead's provides practical data including relocation information (passport requirements, currency, types of housing, etc.), business practices (the language of business, business clothes, businesswomen, work ethic, etc.) and country resources (local organizations, local media, schools, etc.).

Remember! Please ask the RMU Reference Librarians for research assistance when needed. We are here to help!