

## ProQuest ABI/Inform Complete Database

The ProQuest ABI/Inform Complete database offers articles on both business cases and case studies. Here is how ProQuest explains the difference between the two:

A **Business Case** is defined as a detailed account of a real-life business situation, describing the dilemma of the “protagonist” – a real person with a real job who is confronted with a real problem. Students have the opportunity to analyze the case and discuss how the situation was handled.

A **Case Study** documents how a process, procedure, or project has been done. These articles are not about a particular company or organization, and, even if one is mentioned, that is not the primary focus.

### Business Case Example:

In the example below, Google was entered in the first search box; **Company/org -ORG** was selected from the drop-down menu on the right. Business case was entered in the 2<sup>nd</sup> box and Subject heading was selected from the drop-down menu:

The screenshot shows the ProQuest Advanced Search interface. The search box contains the text "Google". To the right of the search box is a dropdown menu set to "Company/org - ORG". Below the search box is a row of search criteria: "AND" followed by a text box containing "business case", an "or" separator, and another text box. To the right of this row is a dropdown menu set to "Subject heading (all) - SU". Below this row is another row of search criteria: "AND" followed by two empty text boxes, and a dropdown menu set to "All fields + text". At the bottom left are buttons for "Add a row" and "Remove a row". At the bottom right is a "Search" button and a "Clear form" link. On the right side of the interface, there is a "Search tools" panel with links for "Thesaurus", "View field codes help", and "Search tips".

Or if you don't enter business case and do a subject heading search you can scroll down the page and select **Business Case** under **Document type:**

The screenshot shows the "Document type:" selection interface. It features two columns of checkboxes. The left column lists "Source type:" options: Books, Conference Papers & Proceedings, Dissertations & Theses, Magazines, Newspapers, Other Sources, and Reports. The right column lists "Document type:" options: Biography, Blog, Book, Business Case, Case Study, Commentary, and Company Profile. The "Business Case" checkbox is checked, and a black arrow points to it.

## Case Study Examples:

### Subject Search:

**Case Study On a Subject :** The search below is looking for case studies on the subject of leadership and corporate responsibility. Case studies, leadership, and corporate responsibility were entered in the search boxes and **Subject heading (all)** was selected from the drop down menus on the right.

The screenshot shows the ProQuest Advanced Search interface. At the top, it indicates "You are searching: 2 databases (See list | Change >)" and "0 selected items | My Research | Sign in". The search bar contains "Case studies". Below it, there are two rows of search criteria. The first row has "AND" selected, with "leadership" in the first box and "Subject heading (all) — SU" in the second box. The second row has "AND" selected, with "corporate responsibility" in the first box and "Subject heading (all) — SU" in the second box. There are "Look up Subjects" links next to each subject heading dropdown. At the bottom left, there are "Limit to:" options: "Full text" (checked), "Scholarly journals" (unchecked), and "Peer reviewed journals" (unchecked). The "Date range:" is set to "All dates". On the right side, there are "Search tools" including "Thesaurus", "View field codes help", "Search tips", and "Search subject areas".

**Case Study On a Company:** The next example shows a search for case studies about Google. Google is entered in the search box and **Company/org - ORG** is selected from the drop-down box on the right. The phrase case studies is entered in the second box and **Subject heading (all)** is selected from the drop-down menu. You can try this search and see if it meets your research needs.

The screenshot shows the ProQuest Advanced Search interface. At the top, it indicates "You are searching: 2 databases (See list | Change >)" and "0 selected items | My Research | Sign in". The search bar contains "Google". Below it, there are two rows of search criteria. The first row has "AND" selected, with "Google" in the first box and "Company/org — ORG" in the second box. The second row has "AND" selected, with "case studies" in the first box and "Subject heading (all) — SU" in the second box. There are "Look up Companies/Organizations" and "Look up Subjects" links next to the respective dropdowns. At the bottom left, there are "Limit to:" options: "Full text" (checked), "Scholarly journals" (unchecked), and "Peer reviewed journals" (unchecked). The "Date range:" is set to "All dates". On the right side, there are "Search tools" including "Thesaurus", "View field codes help", "Search tips", and "Search subject areas".

## Case Study Using Document Type:

Still another search to try is to enter just the company name in the first box and select **Company/org-ORG** from the drop-down menu:

**Advanced Search**

Other search options:  
[Look Up Citation](#)  
[Command Line](#)  
[More](#)

Recent searches

Search tools

Thesaurus  
Find subject terms to narrow or broaden your search.

View field codes help  
Use codes to target your search to a specific field.

Search tips  
Use "quotation marks" to search for exact phrases.

Search subject areas  
Use search forms customized for each subject.

Business  
News & Newspapers

Limit to:

Full text  
 Scholarly journals [?](#)  
 Peer reviewed journals  
Date range:

Then scroll down to **Document type** and check the box in front of **Case Study**; activate your search by clicking on the **Search** button:

Show more fields

Source type\*:  
[Select all](#) | [Clear all](#)

Books  
 Conference Papers & Proceedings  
 Dissertations & Theses  
 Magazines  
 Newspapers  
 Other Sources  
 Reports

Document type:  
[Select all](#) | [Clear all](#)

Biography  
 Blog  
 Book  
 Business Case  
 Case Study  
 Commentary  
 Company Profile

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