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 2nd box and Subject heading was selected from the drop-down menu:

Or if you do not enter business case as a subject heading search you can instead scroll down the page and select Business Case under Document Type. (See next page)
Case Study Using Document Type:

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

Enter company name and choose Company/org or Document title from the drop-down menu

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

![Advanced Search Interface](image)

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.

![Advanced Search Interface](image)