

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:

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

Google

Company/org — ORG

AND (business case or) Subject heading (all) — SU

AND (or) All fields + text

Add a row Remove a row Search Clear form

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)

Source type*:
Select all | Clear all

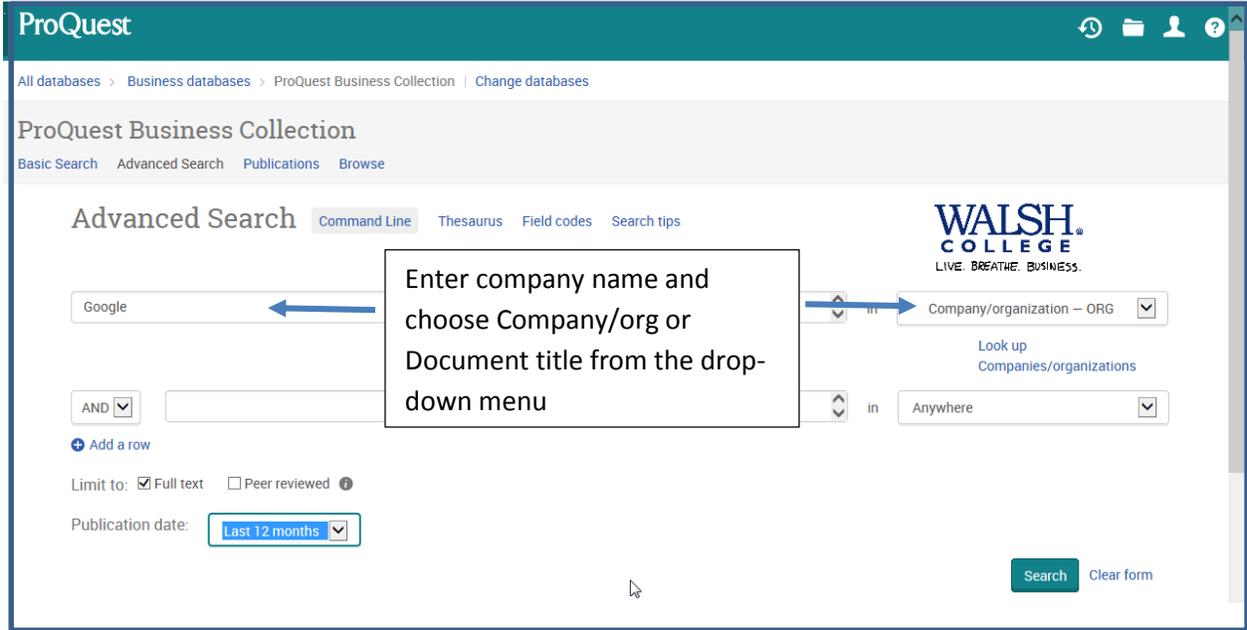
Books
 Conference Papers & Proceedings
 Dissertations & Theses
 Magazines
 Newspapers
 Other Sources
 Reports

Document type:
Select all | Clear all

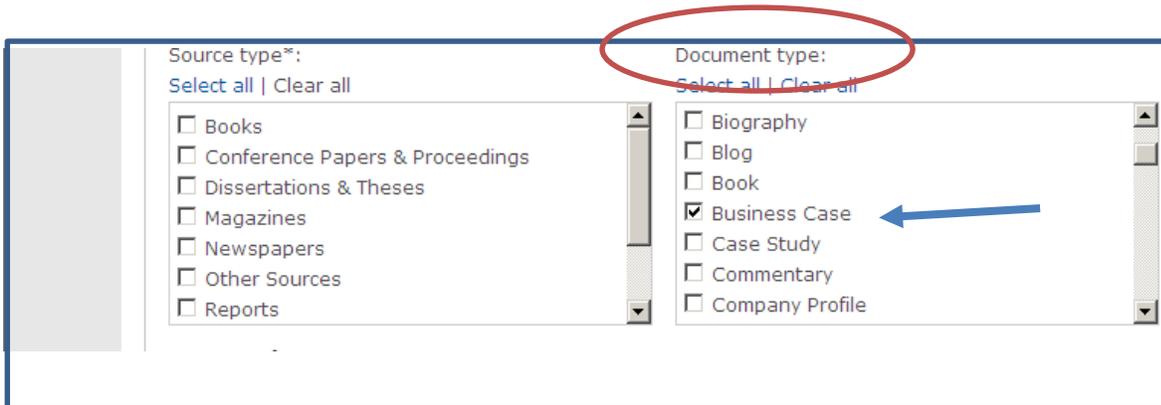
Biography
 Blog
 Book
 Business Case
 Case Study
 Commentary
 Company Profile

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:



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.

The screenshot shows the ProQuest Advanced Search page. At the top, it says "You are searching: 2 databases (See list | Change >)" and "0 selected items | My Research | Sign in". The search type is "Advanced Search" under "Publications". The search criteria are: "Case studies" in the first box, "Subject heading (all) — SU" in the second box. The second row has "AND" selected, with "leadership" in the first box and "Subject heading (all) — SU" in the second box. The third 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 for each row. A "Search" button and "Clear form" link are at the bottom right. The "Limit to:" section has "Full text" checked, "Scholarly journals" unchecked, and "Peer reviewed journals" unchecked. The date range is "All dates". On the right, 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 page. At the top, it says "You are searching: 2 databases (See list | Change >)" and "0 selected items | My Research | Sign in". The search type is "Advanced Search" under "Publications". The search criteria are: "Google" in the first box, "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. The third row has "AND" selected, with an empty first box and "All fields + text" in the second box. There are "Look up Companies/Organizations" and "Look up Subjects" links. A "Search" button and "Clear form" link are at the bottom right. The "Limit to:" section has "Full text" checked, "Scholarly journals" unchecked, and "Peer reviewed journals" unchecked. The date range is "All dates". On the right, there are "Search tools" including "Thesaurus", "View field codes help", "Search tips", and "Search subject areas".