

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)** [Historical & 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)

Newspaper Source Plus

Business Abstracts with Full Text (H.W. Wilson)

Newswires

Business Continuity & Disaster Recovery Reference Center

Play Index (H.W. Wilson)

Business Source Complete

Primary Search

CINAHL Plus with Full Text

Primary Search Reference eBook Collection

Computer Source

Professional Development Collection

BUSINESS SOURCE COMPLETE HELP GUIDE

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 Source Complete](#)

This study examines the effects of content characteristics (i.e., informational and emotional characteristics), language, and nonverbal information on social media engagement (SME; i.e., likes, shares, and comments) in the context of global brands operating in emerging markets. [Show full text](#)

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

Access options ▾

- PDF
- Online full text

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:

