Start with ECU WorldSearch, input your key terms using the search connectors: AND “ ”. Use the filters in the search results to narrow them down, either by book, articles, peer-reviewed, date...

How to guides

The following guides will show you how to use the library services.

- Using ECU Worldsearch
- Borrowing items
- Using eBooks
- Referencing
- EndNote
- Alumni and other borrowers
- Student Learning in a Digital Environment (SLIDE)

Library resources

The library provides access to the following resources:

- My Library Account
- Library Guides
- Journal search using Browse eJournals
- Journal search by title using ECU Worldsearch
- Databases
- Research Online
- Document Delivery
- Library workshops

Further help
Plan and document your search strategy to find the best mix of terms and alternative words.

<table>
<thead>
<tr>
<th>Keywords, e.g.</th>
<th>Search operator</th>
<th>Alternative Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>“supply and demand”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AND</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“price elasticity”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AND</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(GDP</td>
<td>OR</td>
<td>“gross domestic product”)</td>
</tr>
</tbody>
</table>

This can be written as a search string:

“supply and demand” AND “price elasticity” AND (GDP OR “gross domestic product”)
Further help – Library Guide

Library

Business Resources: Getting Started

Academic skills
- Writing, learning and academic skills
  - Subject guide to academic skills
  - Subject guide to academic writing
  - Subject guide to cultural awareness
  - Subject guide to English language proficiency

Assignment support
- Check the ECU Academic Skills Centre for relevant times
  - Wednesdays, 12:30-1:30pm during Semester (JO 2.132)
  - The Senior Learning Advisor and Librarian for the School of Business and Law will be available to assist you with finding journal articles, academic writing skills and referencing.
  - Bring along your unit plan and any other assignment instructions. No appointment needed.
- Business and Law assignment support sessions

Smart Search Tips
1. Break your topic into concepts
   - e.g. Social Entrepreneurship in the Tourism and Hospitality Industry.
     - Concept = Social entrepreneurship
     - Concept = Tourism
2. Consider alternative keywords:
   - Concept = Social enterprise, social innovation
   - Concept = Travel

Subject-specific resources
- Accounting, Finance & Economics
- Business Law
- Human Resource Management
- Management
- Marketing
- Project Management
- Sport, Recreation & Event Management
- Tourism, Hospitality & Hotel Management
- Planning

Referencing

Assignment support

Search tips

Tutorials

Kate Hewit
Email Me

Contact:
08 6304 5525
Social:

Video tutorials

The ECU Library has implemented a new worldwide searching tool, ECU WorldSearch. If you are a new student or returning take some time to view these short videos to learn how to
Subject-specific resources

Library

Databases to try

Business Resources: Accounting, Finance & Economics

Getting Started  Finding books  Finding journal articles & databases  Specialist resources  Referencing  Dictionaries  News and Current Affairs

Accounting, Finance and Economics Subject Guide

Databases - Journal articles

Not all databases can be searched using ECU Worldsearch. In some instances, it will be more appropriate to search databases individually. Many of the databases covering business disciplines are listed below - take time to explore these and find the ones best suited to your needs.

- ProQuest ProQuest Australia & New Zealand Database
  Proquest is a platform holding a number of databases that include ongoing full-text academic journals published in Australia and New Zealand. The subjects cover major areas of study, including business.

- ProQuest Accounting, Tax & Banking Collection (ProQuest)
  This database contains essential publications for information about the financial services industry, including accounting, tax, banking, and industry trends.

- ABI INFORM via ProQuest
  Selected full-text journals and titles from the business press as well as trade publications, dissertations, conference proceedings, and market reports.

- Emerald Journals & Books
  Emerald indexes and provides the full articles for nearly 300 journals, more than 2,500 books and over 1,500 teaching cases.

- WARC.com
  Offers advertising best practice, evidence and insights from the world's leading brands. Warc also publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of Market Research.

- Taylor & Francis Online Journals
  Taylor & Francis Group publishes more than 2,500 journals and over 5,000 new books each year, with a books backlist in excess of 120,000 specialist titles. As well as scholarly journals and books, they also publish eBooks, text books and reference works.
all("fiscal policy" AND "aggregate demand")

31 results

1. Stimulus on a global scale
   ...of aggregate demand was the problem, fiscal policy wouldn't be particularly...
   ...underline just how hard it is for Canada to make effective use of fiscal policy...
   ...chance that new spending will leak out of the economy, the less effective fiscal

2. Don't rely only on rates for stimulus: BoC; Fiscal, monetary policies must work in concert
   ...of policy. "In a situation of sustained weak aggregate demand, relying...
   ...or should not, offset," he said. "In such circumstances, fiscal policy may be
   fiscal policy need to work in concert with each other to avoid imbalances in the