Only 4 Steps! Researching in Academic Business Journals

**Step 1: Brainstorm**

Think of concepts and synonyms – generate *keywords*.

- **Concepts**: employee motivation = employee + motivation
- **Synonyms and broader/narrower/related terms**:

  - employee personnel hr hrm “human resources” workers
  - motivation motivate encourage engage retain retention productivity

**Step 2: Choose the best tool**

If you search Google for websites, where do you search for books or journal articles?

**Step 3: Keyword search**

That is, throw the keywords you brainstormed into the tool you chose. (But don’t throw them all in at once!)

**Step 4: Cycle your search**

Use your first results (even if they are only vaguely relevant) to help you focus your next searches.

- Subjects
- References
- Citing articles

- Authors
- Journals
- More keywords