

Only 4 Steps! Researching in Academic Business Journals

Step 1: Brainstorm



Think of concepts and synonyms – generate *keywords*.

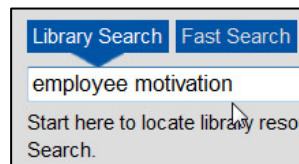
- **Concepts:** employee motivation = employee + motivation
- **Synonyms and broader/narrower/related terms:**

employee personnel hr hrm “human resources” workers	+	motivation motivate encourage engage retain retention productivity
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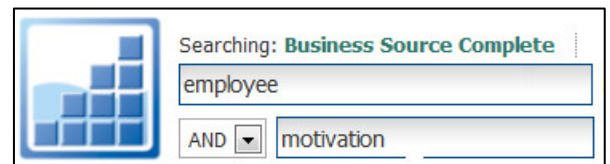
Step 2: Choose the best tool



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

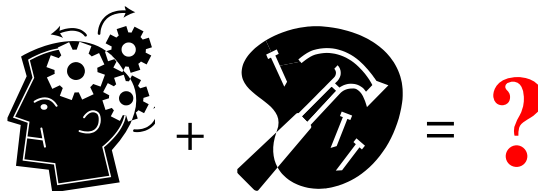


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Step 3: Keyword search

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