

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

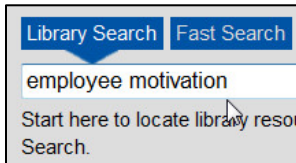
+

motivation motivate
encourage engage retain
retention productivity

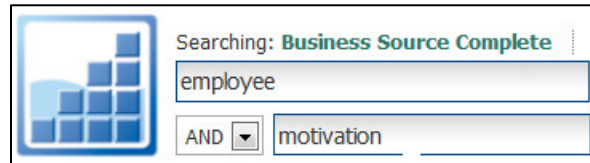
Step 2: Choose the best tool



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