



## Database Guide: ProQuest Entrepreneurship

### Search Tips

- Use quotation marks (“”) to search for exact phrases.
- Two word queries such as **intellectual property** are searched as an exact phrase by default.
- Three word queries such as *human resource management* are searched as words that need to appear in proximity to each other by default.
- Use special characters and operators to focus queries (see below).

### Truncation and Wildcard Characters

- \* The asterisk (\*) is used as a right-handed truncation. It will find all forms of a word.  
*Example:* Searching for **econom\*** will find *economy*, *economics*, *economical*, *etc.*
- ? The question mark symbol (?) is used to replace any single character, either inside or the right end of the word.  
The question mark **cannot** be used to begin a word.  
*Example:* Searching for **wom?n** will find *woman* and *women*.

### Operators

Boolean, proximity and adjacency operators are used to broaden and narrow your search.

- AND** Finds **all** the words. When searching for keywords in Citation and Document Text **AND** finds documents in which the words occur in the same paragraph (within approximately 1,000 characters) or the words appear in any citation field. Use **W/DOC** in place of **AND** when searching for keywords within **Citation and Document Text** or **Document Text** to retrieve comprehensive results.  
*Example:* internet AND career
- AND NOT** Finds articles which have the first word, but **not** the second word.  
*Example:* Internet AND NOT html
- OR** Finds **any** of the words.  
*Example:* Internet OR intranet
- W/#** Finds documents where these words are **within** some number of words apart (either before or after). Use when searching for keywords within **Citation and Document Text** or **Document Text**.  
*Example:* computer W/3 careers
- W/PARA** Finds documents where words are **within the same paragraph** (within approximately 1,000 characters). Use when searching for keywords within **Document Text**.  
*Example:* business management W/PARA education
- W/DOC** Finds documents where all the words appear **within the document text**. Use **W/DOC** in place of **AND** when searching for keywords within **Citation and Document Text** or **Document Text** to retrieve comprehensive results.  
*Example:* Internet W/DOC education
- NOT W/#** Finds documents where words appear but are **not within** some number of words apart (either



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before or after). Use when searching for keywords within **Citation and Document Text** or **Document Text**.

*Example:* computer NOT W/2 careers

**PRE/#** Finds documents where the **first word appears some number of words before the second word**. Use when searching for keywords within **Citation and Document Text** or **Document Text**.

*Example:* world pre/3 web

## Search Field Syntax

Article Type	Document ID	Lecture/Series	Publication Title / Journal Name
Author	Document Language	Market Segment	Section
Classification Code (ABI)	Document Text	NAICS / SIC Codes (Industry Code)	Subject Category Code
Company Name / Organization	Document Title	Person Name	
Director	Document Type	Producer	
Document Feature	Geographical Name / Location	Product Name	

## Author

Use to find documents written by a particular author.

*Valid Forms:*

AUTHOR  
AU  
SPEAKER  
SPK

*Examples:*

AUTHOR(Robert Litan)  
AU(Kinsley, Michael)  
SPEAKER(David Goldsmith)  
SPK(Walker, Liz)

## Company Name / Organization

Search for a company or other organizations featured prominently in an article, including the following:

- Associations
- Companies
- Cooperatives
- Divisions of companies
- Governmental organizations
- Political parties
- Other organizations, such as professional sport teams, churches, Native American tribes, or music groups

## Classification Code (ABI)

Use Classification Codes when searching business topics. Classification Codes are a fast way to precisely target a search by topic, industry or market, geographical area, or article type.

*Valid Form:*

CC

*Example:*

CC(1120) - for Economic Policy & Planning

*Valid Forms:*

CO  
Company  
ORG

*Examples:*

CO(Ford)  
CO(Vodafone Group)  
Company(ProQuest)



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ORG(African National Congress)

**Note: When you search using Company/Org, ProQuest finds articles containing your search terms in the index field. For example, a search for CO(United Nations), will find articles indexed on United Nations and United Nations Federal Credit Union. To find articles indexed with the exact term United Nations, use the literal search field: LCO({United Nations}). The literal search field uses curly braces inside of parentheses.**

## Document Feature

Used to search document features, such as an index or auxiliary materials, that may be included in or accompany a document.

The document features indexed are:

- Graphs
- Illustrations
- Maps
- References
- Tables

**Valid Forms:**  
SF

**Examples:**  
SF(maps)  
SF(tables OR illustrations)

## Document ID

Search the unique database ID for articles and documents in ProQuest.

**Valid Form:**  
ID

**Example:**  
ID(1490212861)

## Document Language

Used to search **language** index. This field contains the language in which the document was published originally. You can select languages from the language field specific index.

**Valid Forms:**  
LN

**Example:**  
LN(English)

## Document Text

Searches only the full text of articles for your search terms. Article abstracts are not included in this search. AND, OR, and other search operators are treated as such unless enclosed in quotes.

**Valid Forms:**  
TEXT  
TX

**Examples:**  
TX(Kofi Annan)  
TEXT("North Sea oil")

## Document Title

Locates the occurrence of search words in the title of the article.

**Valid Forms:**  
TITLE  
TI

**Examples:**  
TITLE(Futures)  
TI(future AND career)  
TI("The Impact of Effective Investor Relations on Market Value")

## Document Type

Use this search field to look for search words or phrases in articles of a certain type.

**Valid Forms:**  
AT  
DT

**Examples:**  
AT(letter)  
DT(business case)

## Geographical Name / Location

Use this search field to look for articles in which a geographical area or location figures prominently in the text.



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### Valid Forms:

GEO  
GN  
LO  
LOC  
LOCATION  
GC

### Examples:

GEO(Midwest)  
GN(UK)  
GEO(New South Wales)  
GN(Black Forest)

**Note: When you search using location, ProQuest finds articles containing your search terms in the index field. For example, a search for GEO(Paris), will find articles indexed on Paris and Paris City, Utah. To find articles indexed with the exact term Paris, use the literal search field: LGEO({Paris}). The literal search field uses curly braces inside of parentheses.**

### Lecture/Series

Used to search multimedia content, such as video clips, which are part of a longer lecture or presentation series.

### Valid Forms:

LECT  
LECTURE

### Examples:

LECT(David Goldsmith AND Strategic Thinking)  
LECTURE(Ethics and Teamwork)

### Market Segment

Used to search for content reporting research on a specific group, category, or aspect of a market.

### Valid Forms:

SEG

### Examples:

SEG(Baby Boomers)  
SEG(Hispanics)

### NAICS / SIC Codes (Industry Code)

The NAICS / SIC code defines the economic activity of a business as defined by the US Census Bureau.

### Valid Forms:

SIC  
NAIC  
NAICS

### Examples:

SIC(4911)  
SIC(514210)

### Person

Use to find articles about a person. When the personal name field is displayed in an article citation, the life spans of historical figures follow their names.

You can enter the name in any format. Searching for **NA(John A Smith)** will return the same results as **NA(Smith, John A)**.

### Valid Forms:

NAME  
NA  
PNM  
NM  
PER

### Examples:

NAME(Toni Morrison)  
NA(Vladimir Putin)  
PER(Barack Obama)

**Note: When you search using person, ProQuest finds articles containing your search terms in the index field. For example, a search for PER(Cher), will find articles indexed on Cher and Cher Pere Noel. To find articles indexed with the exact term Cher, use the literal search field: LPER({Cher}). The literal search field uses curly braces inside of parentheses.**

### Product Name

Use to find articles about a specific product.

### Valid Forms:

PROD  
PR



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PRO  
TN

*Examples:*  
PROD(TiVo)  
PR(Nintendo)

### Publication Title / Journal Name

Used to search by a specific publication or publication.

*Valid Forms:*  
SOURCE  
SO  
JR  
JN  
JO  
SR  
PTI  
PUB

*Examples:*  
SO(Forbes)  
SO(New York Times or Washington Post)  
JO(computing) — retrieves all periodicals with "computing" in their titles.

### Section

Search for articles that appear in a specific section of a publication. Use the SOURCE search field to

specify a publication. You must specify the section name exactly as it appears in the publication.

*Valid Forms:*  
SECTION  
SE  
SEC

*Examples:*  
SOURCE(New York Times)  
SECTION(editorial)  
SEC(sports) AND women

### Subject Category Code

Used to search subject terms.

*Valid Forms:*  
SU

*Example:*  
SU(academic achievement)

### Stop Words

ProQuest ignores the following frequently used words. To use them as part of a search phrase, enclose them with quotation marks (""). *Example:* "the sound and the fury".

about	after	also	an	and
any	are	as	at	be
because	been	between	both	but
by	can	could	do	each
for	from	had	has	have
how	if	into	is	it
its	just	like	make	many
more	most	much	no	not
now	of	only	or	other



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our	out	said	should	so
some	such	than	that	the
their	them	there	these	they
this	those	through	to	use
was	we	were	what	when
which	while	who	will	with
would				

### Where to find help

#### Search our Support Center:

<http://www.proquest.com/support>

#### To access product help and training documentation:

<http://www.proquest.com/go/training>

<http://www.proquest.co.uk/go/training>

#### By phone

**In North America:** 800-889-3358

**Outside North America:** 0880 220 710 (UK only)  
+44 1223 271 496 (Outside of UK)