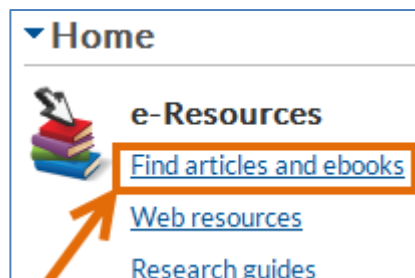


ITCO101 Unit 2 Discussion Board Library Research Guide

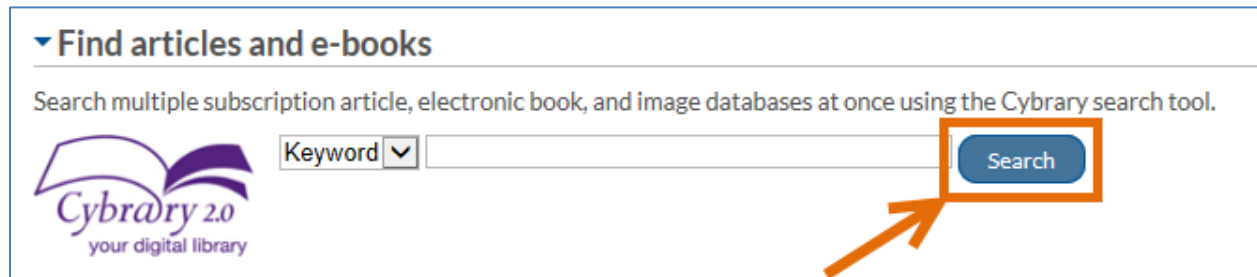
Searching the AIU Library

You can find information on how companies use information technology to foster success by searching the library's full-text electronic research databases. To search for information, follow these steps:

- Click the **Find articles and ebooks** link on the library homepage.



- When the next page loads, you will see a search box at the top of the page. Leave the box blank and click the search button to load the advanced search page.



- Once the advanced search page loads, you will see three search boxes at the top of the page. To find information, you will enter your search terms into these boxes.
- The first step is to select a company in which you are interested. It is a good idea to pick a larger, well-known and publicly-traded company. The more well-known the company, the more information that will be available, which will make your search easier.
- If you are unsure about what company to select, some search terms to try to help get some ideas include:

Information technology and success in business
Information technology and business enterprises
Information technology and business enterprises and innovation
Information technology and business enterprises and profit

- Each bolded word or phrase before and after the “and” will go into its own search box. For example:

Searching: **Discovery Service for Cybrary**

information technology **Select a Field (optional)** **Search**

AND success in business **Select a Field (optional)**

AND **Select a Field (optional)** (+) (-)

- After you type in your keywords, click the search button and results will load beneath the search boxes. Because IT is an ever-evolving subject, it is a good idea to limit your results to more recently published information. To do this, use the **Limit To** box on the left so set your date range to the past five years.

Limit To

Full Text (Online)

Peer Reviewed

2010 Publication Date 2015

- In the results list, you will see result titles and publication information. To read the abstract, or summary, of a result, click the magnifying glass icon to the right of the title. This will help you determine whether or not the result will be useful to your research.
- To access the complete text of the result, click the **Full Text** link beneath its result listing.

INFORMATION TECHNOLOGY, INTERNET, AND MARKETING.

By: Berisha-Namani, Mihane. International Journal of Electronic Commerce Studies. 2013, Vol. 4 Issue 1, p103-109. 7p. DOI: 10.7903/ijecs.1116. , Database: Business Source Complete

Subjects: INFORMATION technology; SUCCESS in business; SUPPLIERS; INTERNET marketing; MARKETING strategy; Electronic shopping and mail-order houses; Electronic Shopping

PDF Full Text (129KB)

Click for summary

Critical Success Factors for Continually Monitoring, Evaluating and Assessing Management of Enterprise IT.

By: Fu, Zhiwei; Mittnight, . 5p. 1 Diagram, 1 Chart, 1 Graph. , Database: Business Source Complete

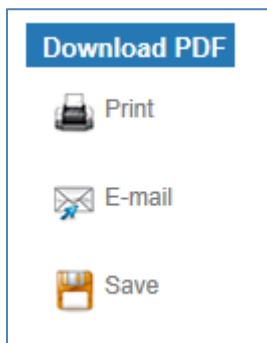
Subjects: INFORMATION technology -- management; INFORMATION technology -- Planning; ENTERPRISE resource planning; INDUSTRIAL management; BUSINESS planning

Show all 4 images

Click for full text

PDF Full Text (633KB)

- The results you find can be printed, emailed, or downloaded. You will find links to these options after you load the full text.



- You will find some company-specific information from the search suggestions above, but if you would like to conduct additional searches with a particular company in mind, some search terms to try include:

[Name of Company] and information technology
[Name of Company] and information technology and innovation
[Name of Company] and information technology and strategy
[Name of Company] and information technology and cost
[Name of Company] and information technology and marketing

- Follow the steps outlined above to conduct your search, browse results, load full text, and save.

Library Contact

If you have any questions, or if you need assistance using the library's resources, please let us know!
 Contact your campus librarians using the information below.

To receive the quickest response, please be sure to use the contact information for your campus.

Campus	Email	Phone
AIU Online	librarian@aiuonline.edu	877-221-5800 x15721
AIU Houston	library@houston.aiuniv.edu	832-201-3623
AIU Atlanta	atllib@aiuniv.edu	404-965-6533

The **AIU Online Library** is also available through the campus instant messaging system.