

# Experience Business Source Ultimate



# Access Leading Business Magazines

The content in Business Source Ultimate is curated by subject matter experts to ensure that researchers benefit from essential business intelligence.

- Get the full text of *Harvard Business Review*, *Academy of Management Journal*, *Academy of Management Review*, *Management Science*, *Marketing Science*, *MIS Quarterly*, *Bloomberg Businessweek*, *Forbes*, *Fortune*, and many others.
- Access more of the top business journals from the *Financial Times* FT50 list.

The screenshot displays the EBSCOhost search interface. The search bar contains the query "corporate sustainability". Below the search bar, there are filter buttons for "All filters (4)", "Full Text", "Peer Reviewed", "Past 12 months", and "Source type". The search results are displayed in a list format. The first result is a peer-reviewed academic journal article titled "Corporate Sustainability: Managing Responsible Business in a Globalised World (2nd edition)" by Laasch, Oliver, published in the Academy of Management Learning & Education in June 2024. The second result is another peer-reviewed academic journal article titled "Relationship between corporate sustainability performance and corporate financial performance: The case of companies from the WIG-ESG Index" by Matuszewska-Pierzynka, Agnieszka, published in Economics & Business Review in 2024. The interface includes a sidebar with navigation options like "My dashboard", "Research tools", and "Additional Resources".

# Get **Accurate** Insights

In addition to industry-leading journals and magazines, **Business Source Ultimate** delivers unique content, including:

- Case studies
- SWOT analyses
- Industry surveys
- Country economic reports
- Conference papers
- Videos
- Interviews with business executives
- Company profiles

The screenshot displays the EBSCOhost interface. The search bar contains 'Company Profile, BHP Group Ltd.' and the search results are filtered to show 'All filters (0)', 'Full Text', 'Peer Reviewed', 'All time', and 'Source type'. The results list shows two entries, both titled 'Company Profile' and 'MarketLine Company Profile: BHP Group Ltd.'. The first entry is dated 12/06/2024 and the second is dated 09/30/2024. A preview of the first document is shown on the right, featuring a blue background with the text 'COMPANY PROFILE BHP Group Ltd' and the MarketLine logo. The interface also includes a sidebar with 'My dashboard' and 'Research tools' sections.

# Stay Current

**Business Source Ultimate keeps students and researchers up to date with the latest industry knowledge.**

- Ahead of print content is available for select publishers.
- Newswires deliver the top industry news and information.
- Content is added to the database daily.

The screenshot shows the EBSCOhost interface with a search for 'Samsung' in Business Source Ultimate. The search results are filtered to show 'News' items. Two news articles are visible:

- 1** Newswire: **Samsung Boosts Indian R&D for AI-Driven Future.**  
In: Telecom Industry Snapshot, 01/29/2025 • Business Source Ultimate  
The article "Samsung Boosts Indian R&D for AI-Driven Future" discusses Samsung's increased investments in its Indian R&D centers in Bengaluru and Noida, focusing on AI feature development for the new Galaxy S25 smartphone. The company's President, ... [Show more](#)  
Subjects: [Electronic data processing](#); [Smartphones](#); [Artificial intelligence](#); [Samsung Group \(Company\)](#); +2 more  
[Access now \(PDF\)](#) [Generate AI Insights beta](#)
- 2** Newswire: **Chinese smartphone brands struggle to break into India's premium segment dominated by Apple & Samsung.**  
In: Advertising, Brands & Marketing Industry Snapshot, 01/02/2025 • Business Source Ultimate  
Chinese smartphone brands are facing challenges in breaking into India's premium segment, which is dominated by Apple and Samsung. Despite efforts in product innovation and improving after-sales services, Chinese brands hold less than 6% of the premium smartphone market in India. [Show more](#)

# Benefit from Video Content

Three key collections of videos in Business Source Ultimate give researchers additional context for the journal article content and help students retain information to apply to their research.

- 111 videos from a leading publisher of management materials
- 66,000 videos from the Business & Economics collection

The screenshot displays the EBSCOhost search interface. At the top, it shows 'EP SALES' and 'Searching: Business Source Ultimate'. The search bar contains the word 'Apple'. Below the search bar, there are filter options: 'All filters (0)', 'Full Text', 'Peer Reviewed', and 'All time'. On the right side, there is a 'MyEBSCO' link and an 'Advanced search' option. The left sidebar contains navigation links for 'My dashboard', 'Projects', 'Saved', 'Recent activity', 'Alerts', 'Research tools', 'New search', 'Help', and 'Links'. The main content area shows a grid of video thumbnails. The first row of videos is highlighted with a yellow border. The videos are:

- 03:13 Apple Rises on Apple Intelligence Rollout, New iMac**
- 02:23 What to Expect From the Apple iPhone 16 Launch**
- 04:07 Why Hasn't Apple Revolutionized TV Yet?**
- 03:06 Apple Unveils Tools for iPhone Addicts**

The second row of videos includes:

- 05:39 Why Is Apple Losing Market Share in China?**
- 01:57 Apple Unveils Its HomePod Speaker**
- 01:59 Mizuho's Lamba Downgrades Apple After 'Lackluster Demand'**
- 02:23 Huawei Passes Apple in Smartphone Share**



# Gain **Global Perspective**

Students access international content from world-class business journals to enhance research with varying cultural viewpoints.

- Global perspectives allow students to broaden their understanding of diverse business issues and contexts, which enhances creativity and critical thinking.
- Thousands of journals are curated from Asia, Oceania, Latin America and Europe to round out research.



The screenshot shows the EBSCOhost search interface. The search term is 'accounting'. The results page shows 455,606 results. The first result is a peer-reviewed academic journal article titled 'SEC Comment Letters and 10-K Accounting and Linguistic Reporting (C)'. The article is by Burke, Jenna J.; Gunny, Katherine. It is from the Journal of Accounting, Auditing & Finance, Oct2024. The abstract discusses the increasing complexity of 10-K reporting and its impact on investors. The subjects listed are Accounting firms, Financial statements, Information asymmetry, and Investors. There are buttons for 'Access options' and 'Generate AI Insights beta'.

The Geography filter panel is open, showing a list of countries and their hit counts. The panel is titled 'Geography' and has a close button (X) in the top right corner. Below the title is a link for 'All filters'. There is a search box for 'Search terms' and a dropdown menu for 'Hit count (high to low)'. The list of countries and their hit counts is as follows:

Country	Hit Count
united states	67,552
united kingdom	24,797
australia	7,591
china	6,341
canada	3,390
new zealand	3,290
europa	2,736
india	2,540
england	2,117
california	1,728

At the bottom of the panel, there are 'Clear' and 'Update selections' buttons.

# Business Searching Interface

EBSCO's new Business Searching Interface (BSI) offers a clean, modern look to make business research more intuitive and efficient. With improved navigation and a visually appealing design, the new BSI delivers a unique search experience.

Students, faculty and researchers can easily browse leading business journals and magazines, search specific topics and easily locate country economic data, company profiles, industry information, and market research.

## Features include:

- Discover Popular Topics
- Explore Featured Content
- Company Profile Reports
- Country Reports
- Industry Reports
- SWOT Analyses
- Featured Collections
- Browse Featured Business Magazines
- Spotlight On

The screenshot displays the EBSCO Business Searching Interface (BSI) with the following sections:

- Leading Publications in this Database:** Five circular icons representing different publication categories: Business Magazines, Accounting & Finance Journals, Management Journals, Marketing & Sales Journals, and MIS & POM Journals.
- Explore featured content:** A grid of ten content tiles including: Company Profiles by Country, Company Profiles by Industry, Country Reports, Industry Reports, SWOT Analyses, Case Studies, Executive Interview Transcripts, Pathways to Research: Business & Economics, Ahead-of-Print Articles, and News.
- Featured Article:** A large banner for "Remote & Hybrid Work" with the subtitle "The future of workforce".
- Discover popular topics:** A row of topic tags: AI in Business, Leadership, Social Media, Greenwashing, Sports Marketing, and Business Continuity.

# Business Searching Interface

## Featured collections



Executive Interviews  
Wall Street Transcript



Forbes Fintech 50  
View Fintech 50 Lists



Ahead-of-Print  
Early View Articles



Company Profiles  
MarketLine Collection



Industry Surveys  
CFRA (S&P) Collection

## Featured Collections

Deliver notable business writing, executive interviews, ahead-of-print articles and industry surveys.

## Featured Business Magazines

Presents leading, popular business magazines for targeted searches.

## Featured business magazines



Results  
Fortune



Results  
Fast Company



Results  
Harvard Business Review



Results  
Inc.

### SPOTLIGHT ON

#### Virtual Influencers

This study seeks to uncover how social comparisons and parasocial relationships manifest within the virtual influencer phenomenon...

[Learn more →](#)



## Spotlight On

Highlights an article based on trending topics relevant to business researchers.



# Want more information?

**Request a free trial**  
of Business Source Ultimate