



# **Guide: Business School**



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# Introduction

The IE Library provides access to a wide range of academic and professional resources designed to support study, research, and teaching across **Business, Economics, Management, Communication, Marketing, and Social Sciences**. Through the Library portal, the university community can consult **specialized databases**, explore the **Premium Press** collection for high-quality news and analysis, and access the High Interest Journal List, which brings together the most relevant scholarly publications in these fields.

In addition, the **Library Catalog** offers books, eBooks, and other materials across disciplines, ensuring comprehensive coverage of both classic and contemporary scholarship. These resources are complemented by tools and guides that help users navigate information efficiently, making it easier to find reliable, updated, and relevant content.

Together, these services ensure that students, faculty, and staff can strengthen their academic work, keep up with developments in global business and markets, and deepen their understanding of key issues in management, communication, marketing, behavior, and the social sciences.

# Core Services

## Interlibrary Loan

The **Interlibrary Loan (ILL)** service enables IE University students, faculty, and staff to **access books, articles, and other resources not available in the IEU Library collection** by borrowing them from partner libraries worldwide. How it works:

1. Search first: Check the Library Catalog. If the item isn't available, complete the ILL online request form.
2. Provide details: Add the bibliographic information (title, ISBN, DOI, etc.). For printed books, choose your pickup location.
3. Receive your material: Items usually arrive within 10 days. Please note that ILL items are personal and non-transferable.

## DiY IEU Library App

The **DiY IEU Library App** allows you to manage your library activity anytime and anywhere. What you can do:

- Borrow, renew, or return items: Check your loans and due dates, or renew materials directly from your phone.
- Place holds: Request or cancel holds, and receive notifications when items are ready for pickup.



# 01 Catalog

The IEU Library Catalog, powered by WorldCat Discovery, is the main search tool for finding academic resources. Searching in the Catalog offers several advantages:

- **Single search point:** books, eBooks, journals, articles, and other resources can be located in one place.
- **Beyond IE holdings:** if an item is not available at IEU Library, you can see which other libraries worldwide hold it.
- **Multilingual records:** materials are indexed in nearly 500 languages, including English, Spanish, French, German, and Chinese.
- **Interlibrary loan:** items that are not in our collection can often be requested from partner libraries.
- **Up to date:** records are continuously added, making new publications quickly discoverable.

## MAIN PAGE

The screenshot shows the IEU University Library Catalog interface. At the top, the IEU University logo is on the left, and a search bar with the text 'Management' is in the center. To the right of the search bar is a user profile for 'Hello Antia Suárez' with a 'My Account' link. Below the search bar, there are links for 'Advanced search', 'Course Reserves', and 'Resources'. On the left side, there are filters for 'Retain Filters' and 'Clear Filter'. The main content area displays search results. The first result is for 'NEW PUBLIC MANAGEMENT IN EDUCATIONAL SYSTEM OF THE REPUBLIC OF SERBIA' by Ljiljana Rakic-Radivoje Stokovic. The second result is for 'Environmental Management Systems Handbook for Refineries: Pollution Prevention Through ISO 14001' by Nicholas Cherebinoff. Annotations are placed over the interface: 1 points to the user profile, 2 points to the search bar, 3 points to the filter section, and 4 points to the 'View eBook' button for the first result.

1 Hello Antia Suárez  
My Account

2 Search for any Title/Author/Keyword

Log in with your IE credentials!

3 User any filter if needed

4 Check if it's available and click on "View ebook"

## TYPE OF BOOKS

**Click here for the eBook version** 1

**Click here to place a Hold for the Printed version** 2

## eBooks

The IEU Library's eBook collections **allow users to read online or download content for offline access**. You can usually download individual chapters in PDF format, or, if you prefer to download the entire book, you will need to install Adobe Digital Editions. This free application enables you to read eBooks on your device.

Just so you know, licenses vary between publishers, which means that some eBooks may only be available for a limited loan period. After that time, the file will automatically expire and disappear from your device; however, you can always download it again whenever you need it.

## Printed books

**Click here to place a Hold for the Printed version** 1

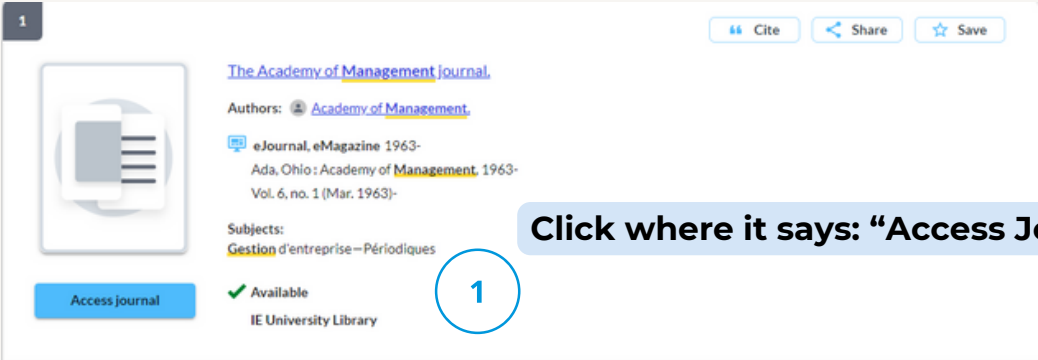
**Choose the pick up location of your choice** 2

**Click on "Submit"** 3

Once you receive the arrival confirmation email, you will **have 48 hours to collect the book** from the indicated location.

Depending if you are a student, faculty or staff, you have different **borrowing conditions** that you can read [here](#).


## JOURNALS



1

**Click where it says: "Access Journal"**

The Academy of Management journal.  
Authors: Academy of Management.  
eJournal, eMagazine 1963-  
Ada, Ohio : Academy of Management, 1963-  
Vol. 6, no. 1 (Mar. 1963)-  
Subjects:  
Gestion d'entreprise--Périodiques  
Available  
IE University Library

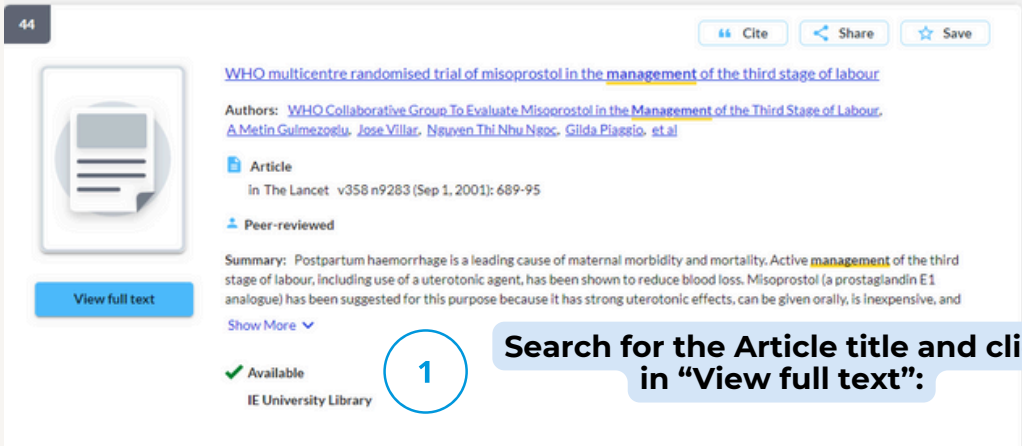


2

**They are located in databases, there: search for Year, Issue or Article Title**

Original articles in international politics, economics, security and other fields published by the Royal Institute of International Affairs, extensive numbers of book reviews and lists of recently published books.  
☐ International Affairs  
Buscar dentro de esta publicación  
Información de:  
Oxford University  
Great Clarendon Street,  
Oxford  
OX2 6DP  
United Kingdom of Great Britain & Northern Ireland  
Registros bibliográficos:  
01/01/1975 to present  
Tipo de embargo:  
2024  
2023  
2022  
2021  
2020  
2019

## ARTICLES



44

**Search for the Article title and click in "View full text":**

WHO multicentre randomised trial of misoprostol in the management of the third stage of labour  
Authors: WHO Collaborative Group To Evaluate Misoprostol in the Management of the Third Stage of Labour, A Metin Gulmezoglu, Jose Villar, Nguyen Thi Nhu Ngoc, Gilda Piaggio, et al  
Article  
In The Lancet v358 n9283 (Sep 1, 2001): 689-95  
Peer-reviewed  
Summary: Postpartum haemorrhage is a leading cause of maternal morbidity and mortality. Active management of the third stage of labour, including use of a uterotonic agent, has been shown to reduce blood loss. Misoprostol (a prostaglandin E1 analogue) has been suggested for this purpose because it has strong uterotonic effects, can be given orally, is inexpensive, and  
Show More  
Available  
IE University Library

## 02 Premium Press



The **Premium Press** collection provides access to leading newspapers and magazines worldwide. It includes both digital newsstands and standalone subscriptions, allowing the IE community to follow business news, communication strategies, global markets, and emerging trends.

Premium Press is a curated collection of press and news publications that includes:

- Digital newsstands such as Pressreader and Factiva, offering thousands of newspapers and magazines worldwide.
- Stand-alone titles including Financial Times, The Economist, Forbes, Harvard Business Review, Wall Street Journal, or El País among others.

### Why use Premium Press?

- Reliable and high-quality journalism from respected sources.
- Diverse perspectives, from economics to politics and international relations.
- Convenient access anytime, anywhere with IE credentials.
- Stay updated on current affairs for debates and classes.
- Support policy analyses, essays, or case studies with reputable sources.
- Complement academic assignments with investigative journalism and opinion pieces.

### Recommended Press:

- **Pressreader & Factiva:** browse thousands of global newspapers and magazines.
- **The Economist:** global economic and political analysis.
- **Financial Times:** in-depth business and finance reporting.
- **Forbes:** business and entrepreneurship.
- **El País:** Spanish-language coverage of Europe and Latin America.
- **Harvard Business Review:** management and leadership insights.
- **Wall Street Journal / Nikkei Asia:** U.S. and Asia-Pacific focused in markets and business news.





# 03 e-Databases & Resources



In this section, we will highlight some of the most relevant databases for Business, Management, Marketing, Communication, and Social Sciences. These resources provide access to academic research, company data, market reports, statistics, and more.

These databases are here to support you, whether you are a student, a professor, or staff. They provide access to reliable academic resources, real-world data, and the latest news.

## Management, Marketing & Communication

- **ABI/INFORM Global (ProQuest):** business journals, dissertations, and trade publications.
- **Business Source Ultimate (EBSCO):** scholarly and professional content in management, marketing, and strategy.
- **Emerald Insight:** journals in management, business, and social sciences.
- **WARC:** advertising, marketing, and media intelligence with case studies and best practices.
- **Communication & Mass Media Complete:** academic and professional journals on media, communication, and cultural studies.

## Economics & Markets

- **EconLit:** key academic bibliography in economics
- **Economist Intelligence Unit (EIU):** country reports, risk analysis, and forecasts.
- **Bloomberg, FactSet, WRDS:** advanced platforms for financial data and company performance.
- **Oxford Economics:** global economic and sector forecasts.



## Company & Industry Information

- **Crunchbase Enterprise:** information on startups, funding, and acquisitions.
- **BoardEx:** profiles of executives and corporate governance data.
- **MarketLine Advantage:** industry, company, and country reports.
- **Statista:** statistics and forecasts across industries and markets.

## Social Sciences & Behavior

- **APA PsycArticles:** peer-reviewed content in psychology and behavior.
- **JSTOR (Business, Arts & Sciences):** foundational journals in economics, sociology, and management.
- **Scopus & ScienceDirect:** multidisciplinary research including social sciences and behavioral studies.

## 04 High Interest Journals List



The **High Interest Journal List** offers direct access to a curated selection of leading academic journals relevant to business, management, communication, and social sciences. These publications are recognized for their scholarly impact and reliability, and serve as a key reference point for anyone seeking rigorous research and analysis on global issues. Together with the Library's databases, Premium Press collection, and Catalog, the list offers another entry point to high-quality academic content.

### Recommended Journals by Area

Area	Journal
<b>Management &amp; Strategy</b>	<i>Academy of Management Journal / Strategic Management Journal / Administrative Science Quarterly</i>
<b>Marketing &amp; Consumer Behavior</b>	<i>Journal of Marketing / Journal of Consumer Research / Journal of Marketing Research</i>
<b>Business &amp; Economics</b>	<i>American Economic Review / Harvard Business Review</i>
<b>Communication &amp; Media Studies</b>	<i>Journal of Communication / Communication Research</i>
<b>Organizational Behavior &amp; Social Sciences</b>	<i>Organizational Behavior and Human Decision Processes / Journal of Applied Psychology</i>

# 05 Research



In addition to subject-specific databases, the IE Library provides access to multidisciplinary research tools such as **Web of Science**, **Scopus**, **OpenAlex**, or **BASE**. These platforms allow you to search across millions of academic publications, track citations, and identify the most relevant research in management, business, communication, and more.

Here are some practical tips to make the most of them:

1

## **Use broad keywords first, then refine:**

begin with a general concept (e.g. digital marketing, leadership, consumer behavior) and then use filters to narrow results by date, country, or subject.

2

## **Explore subject filters**

In Scopus and Web of Science you can limit searches to business, psychology, economics, or communication to focus only on relevant fields.

3

## **Check who is citing who**

Follow how articles are cited to identify key authors and debates (e.g. leadership theories, corporate governance, or behavioral economics).

4

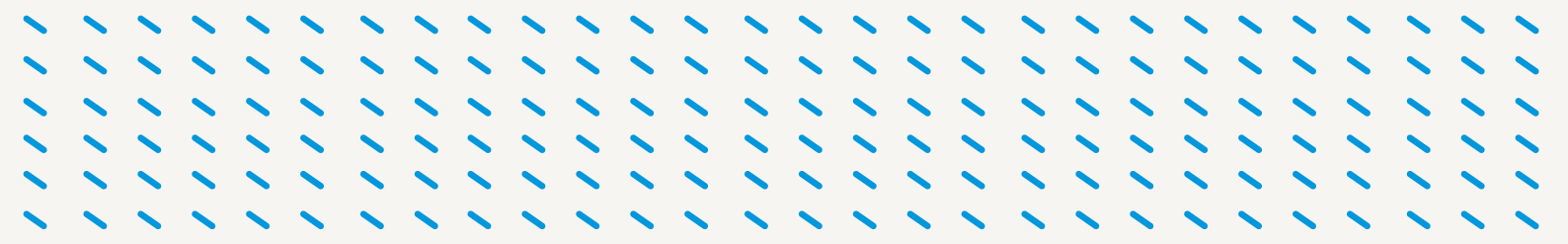
## **Find reliable journals**

These platforms help you check whether a journal is indexed, its reputation, and its relevance in your discipline before submitting work.

5

## **Stay up to date**

Create alerts for topics like sustainability in business, AI in marketing, or media strategies to receive notifications of the latest publications.



By applying these strategies, you can make your searches more efficient and ensure you are using high-quality academic sources when working on assignments, theses, or research projects.

## How to Cite

Accurate citation is essential to maintain academic integrity and give proper credit to original authors. Bibliographic managers are tools that help you collect, organise, and cite references efficiently. They allow you to import records from catalogs or databases and create bibliographies in styles such as APA, MLA, or Chicago. The IEU Library supports **three main reference managers**:

- **EndNote Online Classic**: cloud-based software to collect, organize, and manage references. It also imports records directly from WorldCat.
- **Mendeley**: manages bibliographies, adds in-text citations, and allows collaboration among researchers. Available online and as a desktop app.
- **Zotero**: open-source tool to collect and organize sources, available for web or desktop use, with additional features like ZoteroBib for quick citation creation.

## IE Repository

[IE repository](#) is an **open access platform that collects, manages, and preserves the academic and research output** of our university and our users (researchers, professors and staff). This Repository aims to enhance the visibility and impact of our research community while fulfilling open access mandates from funding agencies and institutional policies.

# 06 Trainings



The IEU Library offers a comprehensive Training Portal designed to help students, faculty, and staff make the most of all available resources. Through a combination of synchronous and asynchronous materials, the portal **provides access to guides, tutorials, videos, webinars, and live training sessions that enhance your knowledge**, maximise your research, and enrich your studies.

The portal is organised into five main sections — **Library Services, Academic Support, Research Support, Online Press, and Specialised Databases** — which structure a learning path for developing academic and professional skills. Within these routes, you can discover reliable and relevant content tailored to improve your learning and research experience.

The library offers training sessions for students, faculty, and staff on its resources and services, including support for undergraduate and master's theses, syllabus development, subject-specific resources, and sessions specially tailored to the **School of Business**.

- To register for upcoming sessions, visit our page on **IE Connects**.
- To explore past recordings or check upcoming events, visit the **Training Calendar**.
- You can also access all resources guides directly through the **Library Training Portal**.

These resources are designed to support your academic development, strengthen your research abilities, and help you make the most of IEU Library's services and tools.

# CONTACT

## Location

Madrid

### **María de Molina Campus**

C/ Maria de Molina 31 bis, floor -1, corner with C/ Núñez de Balboa.

### **IE Tower**

C/ Castellana 259E, 6th floor librarian desk.

Segovia

### **Segovia Campus**

C/ Cardenal Zuñiga 12, Santa Cruz la Real Convent 2nd floor.

### **Creative Campus**

C/ Trinidad 3, 1st floor

## On-Site Library Support

### **María de Molina 31bis -1 floor:**

- Monday to Friday: 10 am – 8 pm

### **IE Tower 6th floor** (next to 6.12 Library corner)

- Monday to Friday: 11am – 2pm / 3pm – 7pm

### **Segovia's consult desk**

- Monday to Friday: 1 pm – 2 pm

## Online Help Desk

### **Monday to Friday:**

- 10 am – 8 pm

### **Saturday:**

- 10 am – 2 pm



+34 683 70 12 86



[biblioteca@ie.edu](mailto:biblioteca@ie.edu)



[library.ie.edu](http://library.ie.edu)