How to Find Case Studies
Research Guide for COM4114

This guide introduces the resources that will be of use for your research on case studies in crisis communication and provides some tips on finding case studies using the Library’s search tools. If you don’t find what you need here, please do not hesitate to ask us for help.

Using the CityU LibraryFind to Find Books, Articles, and More

To find books, articles, and other materials, use the CityU LibraryFind. The above are examples of books found using a Keyword Search.

1. **Keyword Search**: Try a “Keyword” search and include case studies (案例分析) or company name as part of your search. Use quotation marks for phrases. Apply the “Refine My Results” limiters (on the right) as needed. Check out these sample search terms:

   “case studies” AND crisis management
   “case studies” AND corporate crisis management
   "case studies" AND crisis communication
   "case studies" AND public relations AND crisis

2. **Subject Search**: Select Advanced Search, then select “Subject” field and “is (exact)”, and enter one of the following terms.

   Crisis management -- Case studies
   Public relations -- Management -- Case studies
   Public relations -- Case studies

3. **Advanced Search**: Also try an Advanced Search in which you look for “case studies” in the “Subject” field, combined with your specific topic. Use OR to connect similar terms.
Using Library Databases

To find articles from the Library databases, go to the Library homepage and select the “Databases” tag. Then select a database title. Select the *Advanced Search*, enter your search terms, include *case studies OR cases* as part of your search (see screenshot below). There are a few examples of databases you can use.

**Article Databases:**

**ABI/Inform Collection**: full-text business periodicals and news sources, covers business information, scholarly research, businesses’ traditions and trends, corporate strategies, management techniques, etc.

**Business Source Complete**: a scholarly business database, also includes case studies & company profiles

**Communication and Mass Media Complete**: The most comprehensive database for communication and mass media. Provides scholarly journals and trade publications for advertising, public relations, etc.

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**Emerald Emerging Markets Case Studies**: Enter your search terms and use the drop down menu to select *Case studies*, or browse the case study collections listed above the search bar, as indicated in the following screenshot.

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**中國期刊全文數據庫 (China Academic Journals Full-text Database)**: 收錄在中國大陸出版的中、英文核心期刊和專業期刊 10,200 餘種。Enter your search terms and include *案例分析* or *案例* or company as part of your search.