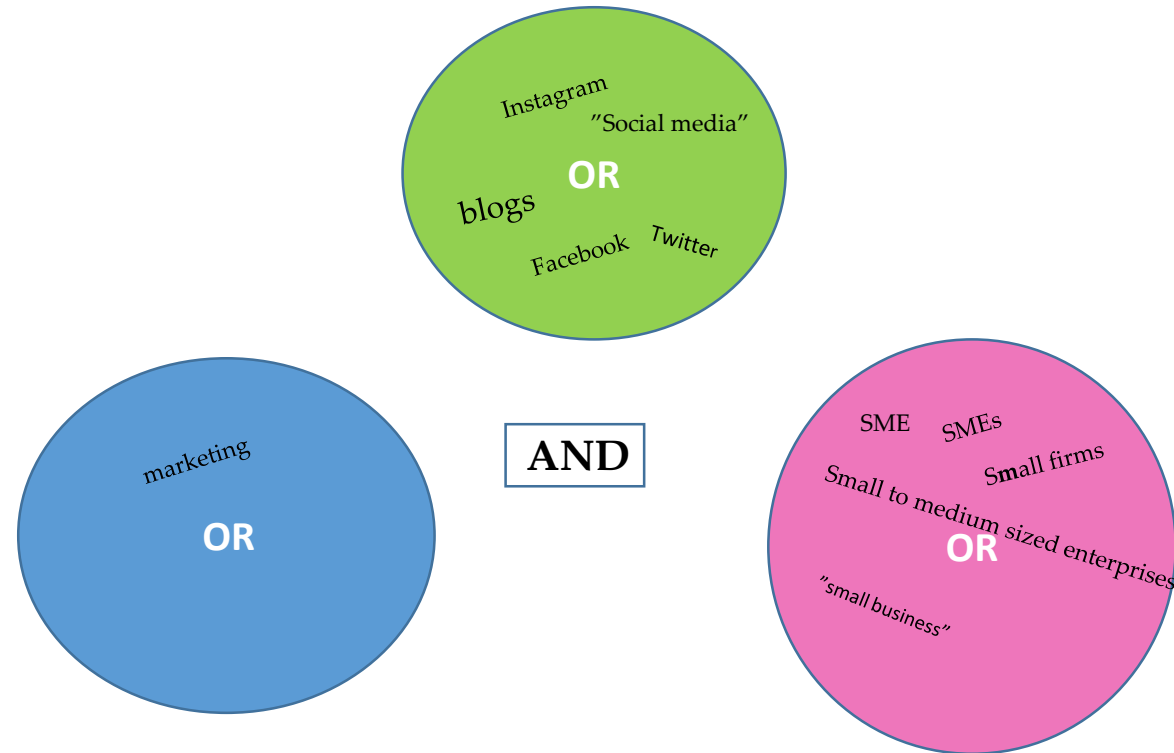
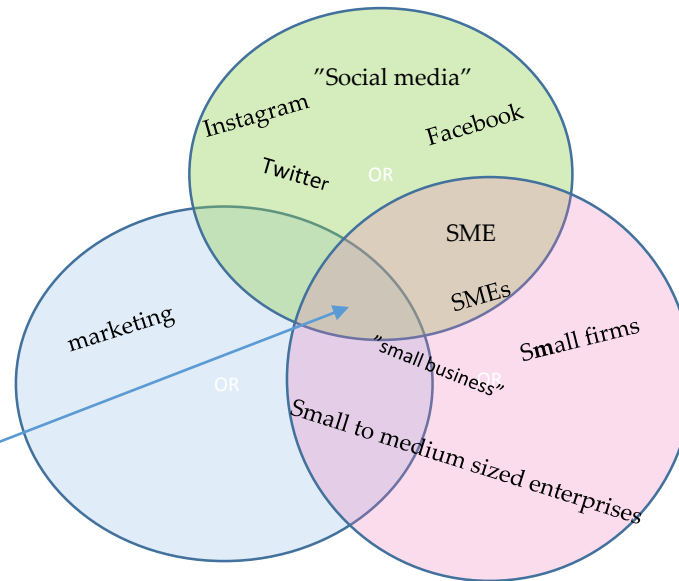


How to combine keywords / search terms? (Boolean logic / AND, OR, (NOT))  
Example: *Benefits of social media marketig for SMEs*



(continued...) Example: *Benefits of social media marketig for SMEs*



("social media" OR facebook OR twitter OR instagram)  
AND  
marketing  
AND  
("small business" OR SME\* OR "small firm\*" OR "small to medium sized")

\* Truncation  
"" For phrases

# How to do it in Business Source Ebsco database

New Search Publications Company Profiles Thesaurus More **Any of the words, synonyms, related terms**

-> combine with OR

Don't change AND between the rows.

Searching: Business Source Elite Choose Databases

"social media" OR facebook OR twitter OR i Select a Field (optional) Search Clear ?

AND marketing Select a Field (optional)

AND "small business" OR SME\* OR "sr Select a Field (optional) + -

Basic Search Advanced Search Search History >

An important limit: **Scholarly (peer reviewed) journals**  
Don't limit to full text -> it excludes available high level articles

Refine Results

Current Search

Boolean/Phrase:  
("social media" OR facebook OR twitter OR instagram ) ...

Limiters  
Scholarly (Peer Reviewed) Journals

Limit TO

Full Text

Scholarly (Peer Reviewed) Journals

Cover Story

2009 Publication Date 2017

Show More

Search Results: 1 - 50 of 64

- Antecedents of social media usage and performance benefits in small- and medium-sized enterprises (SMEs).**  
By: Odoom, Raphael; Anning-Dorson, Thomas; Acheampong, George. Journal of Enterprise Information Management. 2017, Vol. 30 Issue 3, p383-399. 17p. DOI: 10.1108/JEIM-04-2016-0088.  
Subjects: Internet marketing; Small business; Electronic shopping and mail-order houses; Electronic Shopping; Social media  
Academic Journal Full text availability at UEF
- Social Media Technologies' Use for the Competitive Information and Knowledge Sharing, and Its Effects on Industrial SMEs' Innovation.**  
By: Pérez-González, Daniel; Trigueros-Preciado, Sara; Popa, Simona. Information Systems Management. 2017, Vol. 34 Issue 3, p291-301. 11p. 1 Diagram, 4 Charts. DOI: 10.1080/10580530.2017.1358888.  
Subjects: Information sharing; Small business; Decision making; Marketing; Marketing Consulting Services; Social media  
Academic Journal Full text availability at UEF
- Social media as a resource in SMEs' sales process.**  
By: Bocconcelli, Roberta; Cioppi, Marco; Pagano, Alessandro. Journal of Business & Industrial Marketing. 2017, Vol. 32 Issue 5, p693-709. 17p. DOI: 10.1108/JBIM-11-2014-0244.  
Subjects: Small business; Sales; Economic impact; Innovations in business; Social media  
Academic Journal Full text availability at UEF

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# How to do it in Scopus database

Scopus

Search

## Document search

Documents Authors Affiliations Advanced

Any of the words, synonyms, related terms  
-> combine with OR

Search  
"social media" OR facebook OR twitter OR instagram  
*E.g., "Cognitive architectures" AND robots*

Add rows to limit your search  
Don't change AND between  
the rows.

AND

Search  
marketing

AND

Search  
"small business" OR SME\* OR "small firm\*" OR "small enterpris\*" OR "small to medium sized"]

× Article title, Abstract, Keywords

× Article title, Abstract, Keywords

× Article title, Abstract, Keywords

Focus to keywords or title of the document,  
if necessary.

# Scopus results page

(TITLE-ABS-KEY("social media" OR facebook OR twitter OR instagram) AND TITLE-ABS-KEY(marketing) AND TITLE-ABS-KEY("small business" OR sme\* OR "small firm\*" OR "small enterpris\*" OR "small to medium sized"))

Edit Save Set alert Set feed

Sort on by date on default.  
Can be changed.

Search within results...

Analyze search results Show all abstracts Sort on: Relevance

All

	Document title	Authors	Year	Source	Cited by
<input type="checkbox"/> 1	How do small firms learn to develop a Social media competence?	Braojos-Gomez, J., Benitez-Amado, J., Llorens-Montes, F.J.	2014	24th Workshop on Information Technology and Systems	0
	<a href="#">View abstract</a> <input type="button" value="SFX"/> <a href="#">Related documents</a>				
<input type="checkbox"/> 2	How do small firms learn to develop a social media competence?	Braojos-Gomez, J., Benitez-Amado, J., Javier Llorens-Montes, F.	2015	International Journal of Information Management 35(4),1407, pp. 443-458	23
	<a href="#">View abstract</a> <input type="button" value="SFX"/> <a href="#">View at Publisher</a> <a href="#">Related documents</a>				
<input type="checkbox"/> 3	Social media as a strategic marketing tool in the Sicilian wine industry: Evidence from Facebook	Galati, A., Crescimanno, M., Tinervia, S., Fagnani, F.	2017	Wine Economics and Policy 6(1), pp. 40-47 <a href="#">Open Access</a>	
	<a href="#">View abstract</a> <input type="button" value="SFX"/> <a href="#">View at Publisher</a> <a href="#">Related documents</a>				
<input type="checkbox"/> 4	Social media adoption: Barriers to the strategic use of social media in SMEs	Beier, M., Wagner, K.	2016	24th European Conference on Information Systems, ECIS 2016	1
	<a href="#">View abstract</a> <input type="button" value="SFX"/> <a href="#">Related documents</a>				
<input type="checkbox"/> 5	More than just "like": An entrepreneurial approach to creating a social media ethos in small firms	Toombs, L.A., Harlow, R.M.	2014	Academy of Marketing Studies Journal 18(2), pp. 275-286	0
	<a href="#">View abstract</a> <input type="button" value="SFX"/> <a href="#">Related documents</a>				

Check full text availability at UEF (SFX)

Refine results

**Year**

**Author name**

**Subject area**

- Business, Management and Accounting (52)
- Computer Science (40)
- Economics, Econometrics and Finance (24)
- Social Sciences (17)
- Decision Sciences (7)

[View more](#)

**Document type**

- Article (58)
- Conference Paper (30)
- Book Chapter (9)

More limits:

- Subject area = articles in the journals categorized to the subject area
- Document type: article, review, conference paper....
- Language....