

Business & Economics Collection Assessment
Submitted by Kim Westbrook and Allison Boswell
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INTRODUCTION

Following guidelines established by the OCLC/WLN Collection Assessment Service, which provide a framework for evaluating a library's current holdings and the level of activity of the collection development, the Business & Economics collection is rated an overall 3cP (Advance Study or Instructional Support Level; predominantly in the Primary Language). This level supports all courses of undergraduate study and master's degree programs as well as the more advanced independent study needs of the patrons of public and special libraries. Refer to the Business & Economics conspectus sheets and checklist analysis for a more detailed examination of the Library's holdings.

HOLDINGS

As of February 2017, the Business & Economics collection contains **57,596** titles in the Library of Congress classification scheme HA – HJ, including 3,563 titles from the e-books collection represented in the catalog. Since the 2011 assessment, 1,124 titles have been withdrawn as out-of-date materials. Total monograph expenditures for Business & Economics from FY2011-12 to FY2015-16 were \$135,326.56 with 3,024 new titles added. These newer additions comprise 5.2% of the current Business & Economics collection.

These numbers represent a snapshot of the collection as titles are continually being added and withdrawn for collection maintenance and growth. These numbers do not represent additional titles available through e-book databases.

Classification	Subject Area	Library Holdings
HA	Statistics	1,012
HB	Economic Theory	4,084
HC	Economic History and Conditions	8,032
HD	Industries. Land use. Labor	24,111
HE	Transportation and Communications	2,147
HF	Commerce	11,109
HG	Finance	5,194
HJ	Public Finance	1,907
Total		57,596

Monograph Expenditures for Business & Economics

Fiscal Year	Amount
2011-2012	\$30,353.59
2012-2013	\$31,198.15
2013-2014	\$25,990.11
2014-2015	\$25,678.08
2015-2016	\$22,106.63
Total	\$135,326.56

SUPPLEMENTAL SUPPORT

Business & Economics are interdisciplinary subjects. Supplemental support for research includes a wide range of subject areas, including Sociology and Social Work; Communication; Technology; Mathematics, Computing and Information Sciences; Education; Political Science and Public Administration; and Law.

Number of titles held for support subdivisions outside the Business and Economics Classifications:

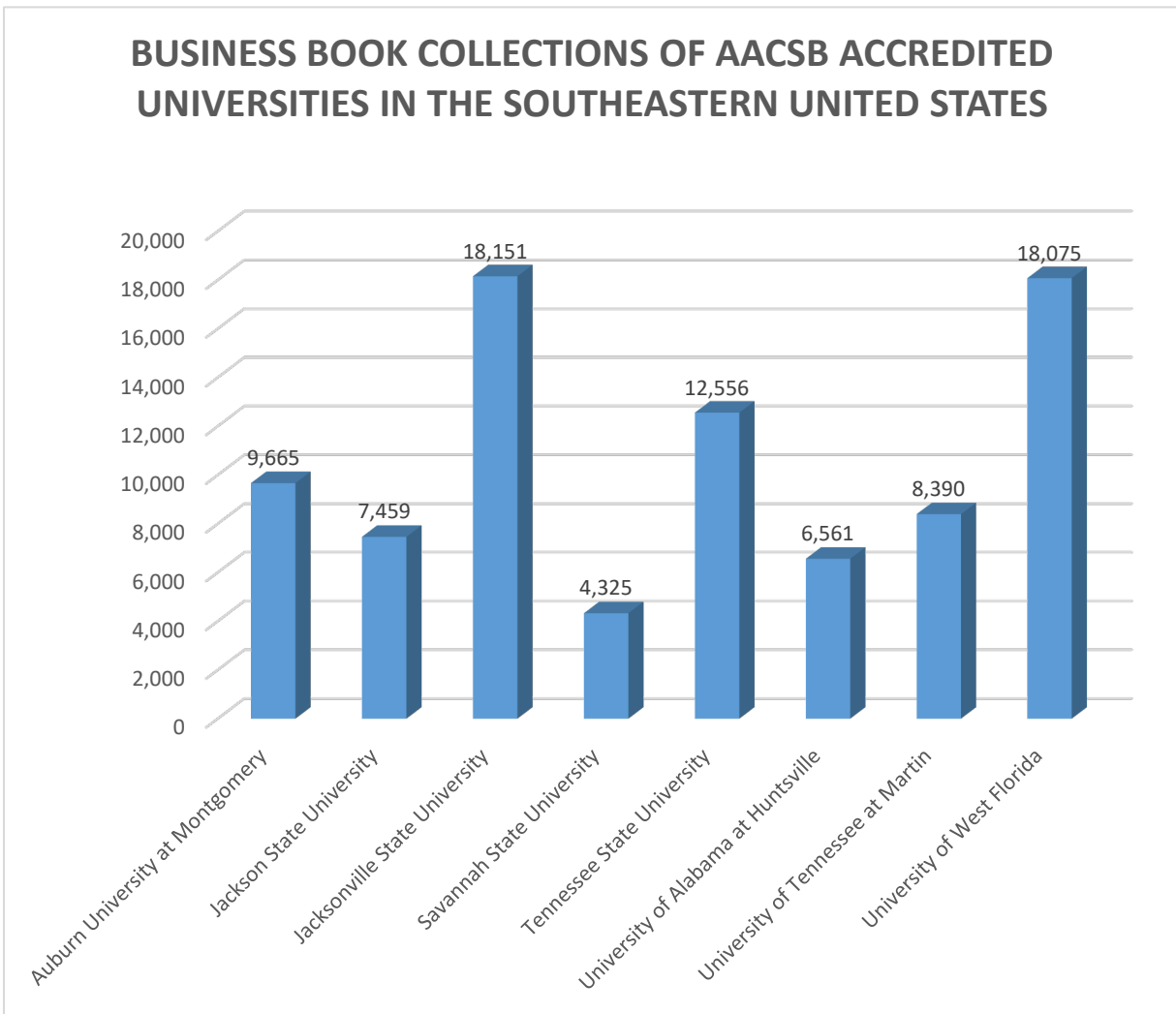
Classification	Category	Totals
HM – HN	Sociology and Social History	7,996
HX	Socialism, Communism, Anarchism	1,791
J	Political Science	22,065
K	Law	12,635
L	Education	37,657
P 1-P 1091	Linguistics and Communication	2,646
QA 1-QA 939	Mathematics	11,373
QA 71-QA 90	Computing and Information Sciences	3,271
T 1-TX 1465	Technology	27,160

Peer Institution Comparison

Below is a table comparing book collections of universities who offer AACSB¹ accredited Master's degree programs in the Southeastern United States.

Business book collections were examined in the WorldCat database using the Keyword term "business" at <http://bit.ly/2nuaLKL>.

With the exception of the University of West Florida, the Houston Cole Library (AJB) monograph collection compares favorably with the others in the number of books held.



TITLES ADDED/TITLES PUBLISHED

¹ AACSB schools accredited in business: <http://bit.ly/10Q1EJd>.

Below is a comparison of the number of book titles added to the Houston Cole Library collection versus those made available for sale each fiscal year through the Yankee Book Peddler (YBP) vendor.

Monographs Added Versus Published Comparison

Fiscal Year	Added to Collections HA-HJ	YBP New Titles Report²	Percentage
2011-2012*	627	Unavailable	-
2012-2013	756	5,667	13.3%
2013-2014	545	5,763	9.5%
2014-2015	556	5,599	9.9%
2015-2016	540	5,475	9.9%
Total FY2012-16	2,397	22,504	10.7%

*YBP New Title Report unavailable for Fiscal Year 2011-12. FY 2011-12 not included in totals.

CHECKLIST SUMMARIES

Since the last assessment, additional subject specific checklists have been added to better assess the business and economics collection development process.

The *American Reference Books Annual* provides comprehensive coverage of English-language reference books, including dictionaries, encyclopedias, indexes, directories, bibliographies, guides, concordances, atlases, gazetteers, and other types of ready-reference tools, published in the US and Canada during a single year. The table below was checked against those titles found in the “Economics and Business” chapters of editions 2012 through 2016.

Axiom Business Book Awards are “intended to bring increased recognition to exemplary business books and their creators, with the understanding that business people are an information-hungry segment of the population, eager to learn about great new books that will inspire them and help them improve their careers and businesses.” The award was launched in 2007 by Jenkins Group. For more information about the award and its selection process, visit <http://www.axiomawards.com/index.php>. For a complete list of all winners, visit <http://www.axiomawards.com/65/award-winners>.

Choice Outstanding Academic Titles reflects the best in scholarly titles selected by *Choice* editors based on the reviewer’s evaluation of the work, the editor’s knowledge of the field, and the reviewer’s record. The checklist used came from the categories of

² GOBI New Titles Report
https://www.gobi3.com/StaticContent/GOBIContent/YBP/Private/Help/Pages/newtitlereport_us.html

“Business, Management & Labor” and “Economics.” For more information about the selection process visit <http://www.ala.org/acrl/choice/outstanding>.

The Financial Times and McKinsey Business Book of the Year Award goes to book that is “judged to be the most compelling and enjoyable insight into modern business, from economics to management and finance.” Established in 2005, the award is determined by the *Financial Times* and McKinsey & Company. For a complete list of award winners, visit <https://ig.ft.com/sites/business-book-award>. For more information regarding the selection process, visit <https://www.ft.com/work-careers/business-book-award>.

Resources for College Libraries (RCL) is “the premier list of core print and electronic resources for academic libraries, featuring over 85,000 titles in 117 subjects.” *RCL* is the considered to be the core title list for undergraduate study by the American Library Association. The Houston Cole Library recently subscribed to the *RCL* online database.³

The following bibliographies were checked against the Library's holdings, revealing the corresponding percentages.

Publication	Held	Listed	Percentage
<i>ARBA</i> , 2012 - 2016	187	605	30.9%
Axiom Business Book Awards, 2012 – 2016	72	366	19.7%
<i>Choice</i> Outstanding Academic Titles 2012-2016	147	167	88.0%
<i>Financial Times</i> , Best Business Books 2010 – 2016 ⁴	39	89	43.8%
<i>Resources for College Libraries</i> 2012 - 2016	319	816	39.1%
TOTALS	764	2,043	37.4%

Withdrawals

The currency of information is very important in the Business & Economics collection; therefore, older books are withdrawn on a regular basis. The table below shows withdrawals from the HA-HJ classifications.

Fiscal Year	HA-HJ Titles Withdrawn
2011 – 2012	48
2012 – 2013	21
2013 – 2014	37

³ <http://proquest.rclweb.net/>

⁴ <https://ig.ft.com/sites/business-book-award>

2014 - 2015	392
2015 - 2016	626
Total	1,124

PERIODICALS ASSESSMENT

According to the *Full Text Finder* database, a search for “business” yields 4,907 results.⁵ Of these results, 1,735 are journals. A search for “economics” yields 4,568 results, 1,617 of which are journals.⁶

The bibliography *Magazines for Libraries* was used to measure the quality of the Library’s collection. By checking the bibliography against the Library’s catalog, the following percentages were revealed in specific subject areas within the Business and Commerce.

Magazines for Libraries, 23rd Edition

Section	Held	Listed	Percentage
Accounting and Taxation	70	73	95.9%
Advertising, Marketing, and Public Relations	29	35	82.9%
Business – General	16	19	84.2%
Business – Computers and Systems	6	7	85.7%
Business - Ethics	4	5	80.0%
Business - International	10	12	83.3%
Business - Small	9	11	81.8%
Business – State and Regional	1	1	100.0%
Business – Trade and Industry	20	20	100.0%
Economics	31	33	93.9%
Finance - Banking	5	6	83.3%
Finance – Insurance	6	6	100.0%
Finance – Investment	10	13	76.9%
Finance - Scholarly	26	27	96.3%
Finance - Trade	7	8	87.5%
Food Industry	16	16	100.0%
Labor and Industrial Relations	25	31	80.6%
Management, Administration, and Human Resources	48	53	90.6%

⁵ Results can be duplicated by visiting <http://www.jsu.edu/library/>, clicking the “Journals” tab, and searching for business.

⁶ Results can be duplicated by visiting <http://www.jsu.edu/library/>, clicking the “Journals” tab, and searching for economics.

Occupations and Careers	1	6	16.7%
Real Estate	18	21	85.7%
Transportation	43	79	54.4%
Total	401	482	83.2%

Serial Expenditures for Fund Account = Business and Economics⁷

Fiscal Year	Amount
2011-2012	\$35,353.47
2012-2013	\$37,817.98
2013-2014	\$38,972.50
2014-2015	\$47,019.07
2015-2016	\$43,235.09
Total	\$202,398.11

DEFINED ACCESS TO ELECTRONIC RESOURCES

Defined access points users to resources through menu options on the Library’s homepage by linking the user to quality, highly relevant, electronic resources. Because the Library provides access to electronic journals, documents, e-books, and video databases along with integrated quality websites that encompass the area of Business and Economics, the Library’s electronic collection in this subject is rated a 3c (Advanced Study or Instructional Support level).

A complete list of all of the Library’s databases can be found in our LibGuide [A to Z List Guide](#).⁸ The A to Z List also subdivides databases by subject, providing a list of all [accounting databases](#),⁹ all [business databases](#),¹⁰ all [finance databases](#),¹¹ and all [economics databases](#).¹²

A LibGuide lists many of the resources specifically for [Business and Economics](#)¹³ and has been created along with many other [subject specific guides](#).¹⁴

⁷ Expenditures for serials have migrated away from the individual subscription model to the aggregator database model. Dollar amounts spent on aggregator databases cannot be sub-divided into subject categories. In 2015 aggregator databases totaled \$223,000, which came from the general fund.

⁸ <http://libguides.jsu.edu/az.php>

⁹ <http://libguides.jsu.edu/az.php?s=26241>

¹⁰ <http://libguides.jsu.edu/az.php?s=26246>

¹¹ <http://libguides.jsu.edu/az.php?s=29743>

¹² <http://libguides.jsu.edu/az.php?s=26255>

¹³ <http://libguides.jsu.edu/business>

¹⁴ <http://libguides.jsu.edu/index.php>

Below is a brief description of just a few of our Business and Economics databases.

ABI/INFORM Complete

<http://libguides.jsu.edu/resources/abiinform>

“The database features thousands of full-text journals, dissertations, working papers, key business and economics periodicals such as the Economist, country-and industry-focused reports, and downloadable data. Its international coverage gives researchers a complete picture of companies and business trends around the world.”

Accounting, Tax & Banking Collection

<http://libguides.jsu.edu/resources/PQaccounting>

“This database brings together global scholarly journals with other key resources for access to reliable information in this continuously evolving area of study. Quickly locate precise results from sources ranging from current news to professional and academic journal articles covering the trends and history influencing important accounting, tax, banking, and financial issues of the day.”

Asian & European Business Collection

<http://libguides.jsu.edu/resources/pqasianeurobus>

“This database provides information pertinent to the study of business and finance topics across Asia and Europe, including academic journals, newspapers, newswires, and magazines. Find information on companies, economies, markets, international trade, and overall business conditions and practices throughout these regions.”

Associations Unlimited

<http://libguides.jsu.edu/resources/associations>

“International and U.S. national, regional, state, and local nonprofit membership organizations in all fields.”

Business Abstracts with Full Text

http://libguides.jsu.edu/resources/business_abs

“*Business Abstracts with Full Text* contains 460 publications dating back to 1982 and indexing and abstracts for nearly 880 publications dating back to 1981. It provides access to product evaluations, interviews, biographical sketches, corporate profiles, obituaries, surveys, statistical rankings, book reviews and reports from associations, societies, trade shows, conferences and more. Full text includes access to charts, graphs, photographs and other graphical content.”

Business Collection

<http://libguides.jsu.edu/resources/businesscollection>

“*Business Collection* provides full-text coverage of all business disciplines including accounting, economics, finance, marketing, management and strategy, as well as business theory and practice. Users will understand the activities of companies and industries worldwide through nearly 4,000 leading business and trade publications, updated daily.”

Business Continuity & Disaster Recovery Reference Center

<http://libguides.jsu.edu/resources/bcdr>

“Journal articles covering all aspects of business continuity and disaster recovery (BC/DR).”

Business Index ASAP

<http://libguides.jsu.edu/resources/businessindex>

“Journal articles on management issues, economic indicators and business theories and practices.”

Business Insights: Global

<http://libguides.jsu.edu/resources/businessinsights>

“Research and analyze companies, industries, and economies around the world.”

Business Source Premier

<http://libguides.jsu.edu/resources/businesssource>

“Journal articles in business, management, economics, finance, banking, and accounting.”

Cabell’s Publishing: Business Directories

<http://libguides.jsu.edu/resources/cabellsbusiness>

“Directory of journal publishers in accounting, economics & finance, management, and marketing.”

CCH Intelliconnect

<http://libguides.jsu.edu/resources/intelliconnect>

“IntelliConnect, formerly CCH Tax Research, is a comprehensive database of documents related to taxation in the United States.”

G.O.L.D.

<http://libguides.jsu.edu/resources/gold>

“Grey House databases are filled with business, consumer health and education information that provide comprehensive, accurate and in-depth data quickly and easily.”

Hoover's Company Reports

<http://libguides.jsu.edu/resources/hoover>

“Information about more than 40,000 global public and non-public companies including location, financials, competitors, officers, and more.”

Hoover's Company Profile

<http://libguides.jsu.edu/resources/HooversCoPro>

“Company research, key executives, financial data, competitors, history, etc.”

International Business Online

<http://libguides.jsu.edu/resources/ibus>

“Over 4,000 learning items related to international business, including textbooks, book chapters, cases, corporate training videos, sample business documents, and research reports.”

Mergent InvestorEdge

<http://libguides.jsu.edu/resources/investoredge>

“Mergent InvestorEdge provides a powerful business research tool, access to important company documents and financial information information you need for each individual company.”

Morningstar Investment Research Center

<http://libguides.jsu.edu/resources/morningstar>

“Access to comprehensive data and independent analysis on thousands of investments, spanning mutual funds, stocks, exchange-traded funds, and closed-end funds.”

NetAdvantage

<http://libguides.jsu.edu/resources/netadvantage>

“A Standard & Poor's database to use to search for company information.”

OneSource Business Global Browser

<http://libguides.jsu.edu/resources/onesourceglobal>

“OneSource Business Browser is an easy to use tool, which gives you instant access to both top-line information and in-depth intelligence on industries, companies (both public and private), executives and corporate family structures. OneSource Business Browser offers four regional editions covering North America, United Kingdom, Europe, and Asia Pacific.”

The Library provides defined access to 3,563 e-books titles in Business & Economics through the Library catalog. Additionally, the following subscription databases provide access to e-book collections, which include Business and Economics subject areas.

E-book Databases: A complete listing can be found on the [Business and Economics Libguide](#).¹⁵

ACLS Humanities E-Book

<http://libguides.jsu.edu/resources/acls>

“*ACLS Humanities E-Book (HEB)* is an online collection of about 5,000 books of high quality in the humanities. These titles are offered by the ACLS in collaboration with thirty-one learned societies, over 100 contributing publishers, and the Michigan Publishing division at the University of Michigan Library. The result is an online, fully searchable collection of high-quality books in the Humanities, recommended and reviewed by scholars.”

Credo Reference

<http://search.credoreference.com/>

Credo Reference enables libraries to build deep, specific ebook collections. With regular updates, this Collection includes over 731 titles with particular emphasis on subject encyclopedias, dictionaries, atlases, and reference handbooks. Also included are over 1,000 short reference videos, nearly 300,000 high-resolution art images, and thousands of additional images across all subject areas.

Gale Virtual Reference Library

<http://libguides.jsu.edu/resources/gvrl>

GVRL delivers 275 e-book reference titles covering topics from a variety of disciplines. This is a shared platform providing access to titles provided by that Alabama Virtual Library, as well as titles purchased specifically for Jacksonville State University.

Oxford Reference

<http://www.oxfordreference.com/oxford/page/socialsciences/social-sciences>

“*Oxford Reference* is the home of Oxford’s quality reference publishing, bringing together over 2 million entries, many of which are illustrated, into a single cross-searchable resource.” Coverage in the Social Sciences includes: “over 160,000 concise definitions and in-depth, specialist encyclopedic entries on all of the diverse disciplines that fall under the umbrella of the social sciences. Our coverage consists of authoritative, highly accessible information that covers the very latest terminology,

¹⁵ <http://libguides.jsu.edu/business>

concepts, theories, techniques, people, and organizations relating to the social sciences—from archaeology, economics, and geography, to sociology, history, politics, and psychology.”

Streaming Video Databases: A complete listing can be found on the [Sociology and Social Work Libguide](#)¹³.

Academic Video Online: Premium

<http://search.alexanderstreet.com/>

“*Academic Video Online* (the) Alexander Street Press database aims to provide the most comprehensive streaming video resource on the web. (This database) allows users to cross-search all of the video published by Alexander Street Press.” Access to 70,000+ videos on many different subjects is available from this site.

Business Education in Video

<http://search.alexanderstreet.com/busy>

Over 3,800 videos interviews, corporate training video, case studies, “How To” features and documentary films that focus on all aspects of the global business environment.

Films on Demand

<http://libguides.jsu.edu/resources/filmsondemand>

Films on Demand offers more than 24,000 titles and 255,756 segments on a variety of subjects. Under the subjects of Business and Economics 2,493 are listed.

Kanopy

<http://jsu.kanopystreaming.com/catalog/business>

Thousands of award-winning documentaries, training films, and theatrical releases covering various subjects, including a business-specific collection.

A complete list of all of the Library’s databases can be found in the Libguide [A to A List Guide](#).¹⁶ A LibGuide lists many of our resources specifically for [Business and Economics](#)¹⁷ and has been created along with many other [subject specific guides](#).¹⁸

¹⁶ <http://libguides.jsu.edu/az.php>

¹⁷ <http://libguides.jsu.edu/business>

¹⁸ <http://libguides.jsu.edu/index.php>

SUMMARY

Strengths:

Total holdings, OCLC/WLN conspectus evaluation and checklist comparisons indicate the overall Business & Economics collection is more than adequate to support the curriculum. Of particular note on the WLN conspectus worksheet are the holdings in the subject areas of: Value, Price, Wealth, Capital, Interest, Profit, Consumption; Crises, Business Cycles; Industrial Cooperation, Mutuality; Wages & Cost of Living; Air Transportation; Accounting, Auditing, Accounts & Books; and Customs, Tariff. These areas have shown a growth rate of 15% or more since the last assessment. The following bibliographies also show a strong growth in our Business & Economics collection:

Bibliography	Dates	Percent Held
<i>American Reference Book Annual</i>	2012-2016	30.9%
<i>Axiom Business Book Awards</i>	2012 – 2016	19.6%
<i>Choice Outstanding Academic Title</i>	2012-2016	88.0%
<i>Financial Times, Best Business Books</i>	2010-2016	43.8%
<i>Resources for College Libraries</i>	2007-2016	39.0%
<i>Yankee Book Publishers</i>	2011-2016	10.6%

A review of the journal holdings reveals that the Business & Economics collection is adequate to support the curriculum.

An 83.1% rate of quality journals held in the bibliography *Magazines for Libraries* reflects a strong journals collection in this subject area.

Weaknesses:

Total holdings, WLN conspectus evaluations, and checklist comparisons indicate that the weakest areas of the Business & Economic subject areas are: Statistics; Developing Countries; Land Use; Migrant Workers; Corporation Finance; Insurance; subject areas. These areas have a growth rate of less than 1%.

Recommendations:

The monographic collection continues to be strong and the serials holdings have grown in strength sufficiently to support the College of Business programs at the Intermediate Study level (3c). The weak subject areas (noted above) should also be addressed in future additions to the collection.

APPENDIX A: Business and Economics Libguides

LibGuide Title	Link
Accounting and Taxes	http://libguides.jsu.edu/accounting
Business and Economics	http://libguides.jsu.edu/business
Business-to-Business Industry and Company Analysis	http://libguides.jsu.edu/industry
Careers and Employment	http://libguides.jsu.edu/careers
International Business – Country Analysis Project	http://libguides.jsu.edu/internationalbusiness
International Marketing	http://libguides.jsu.edu/im

APPENDIX B: Business and Economics Databases

Database
<u>ABI/INFORM Complete</u>
<u>Asian Business and Reference</u>
<u>Accounting & Tax</u>
<u>Accounting Research Manager's Accounting Area</u>
<u>Accounting Research Manager's Auditing Area</u>
<u>Associations Unlimited</u>
<u>Banking Information Source</u>
<u>Business Abstracts with Full Text</u>
<u>Business Collection</u>
<u>Business Continuity & Disaster Recovery Reference Center</u>
<u>Business Education in Video</u>
<u>Business Insights: Global</u>
<u>Business Source Premier</u>
<u>Cabell's Publishing: Business Directories</u>
<u>CCH IntelliConnect</u>
<u>CQ Researcher</u>
<u>Europa World</u>
<u>European Business</u>
<u>G.O.L.D.</u>
<u>Hoover's Company Reports</u>
<u>Hoover's Company Profile</u>
<u>Hospitality, Tourism & Leisure Collection</u>
<u>Intelliconnect</u>
<u>International Business Online</u>
<u>Kanopy</u>

<u>Mergent InvestorEdge</u>
<u>Mergent Online</u>
<u>Morningstar Investment Research Center</u>
<u>NetAdvantage</u>
<u>OneSource Global Business Browser</u>
<u>Patent and Trademarks</u>
<u>PBS Video Collection</u>
<u>ProQuest Social Science Journals</u>
<u>Psychological Experiments Online</u>
<u>SEC Filings and Forms</u>
<u>Social Sciences Full Text</u>
<u>Value Line</u>