

Retail Management Subject Advice

Use this Library Subject Advice Guide if you are:

- an Undergraduate student doing a Retail Management related course;
- a Postgraduate student doing a dissertation on a Retail Management topic;
- interested in carrying out in-depth research into Retail Management.

Bournemouth University Library provides an extensive collection of online and print resources on many subjects in two locations: The Sir Michael Cobham Library at Talbot Campus (TC) and the Bournemouth House Library (BH) on the Lansdowne Campus.

If you are a Partner College student not using myBU you may access resources via the [Library web pages](#).

Searching for Information:

To start your search, use the [myBU](#) Library tab. Here you can:

- access your reading lists within your unit on [myBU](#);
- use [mySearch](#), the Library resources search engine, to search across all of our electronic resources and the [Library Catalogue](#);
- search resources not yet added to [mySearch](#) and find out about any password access required;
- use the online [reference collections](#) for definitions and background information;
- Access the Using Information Community for help on searching.

Subject Advice Services:

We offer help and advice on information resources for assignments, dissertations or research. You can drop into the Library, make an appointment with your Subject Librarian, or use our online services.

- Ask for help at the Subject Advice Desk.
- Use the [Chat Enquiry Service](#) for a one-to-one discussion with our Library staff.
- Phone our dedicated help line +44 (0) 1202 965959.
- Send your enquiry to askBU, the virtual enquiry service, accessible via the [myBU](#) Library tab or the [Library web pages](#). If you require further help we will reply by e-mail.
- Follow our [Library News and Research Blogs](#) and Subject Librarian Blog available via the [myBU](#) Library tab.
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- E-mail your Subject Support Librarian Louise Tucker to make an appointment, at ltucker@bournemouth.ac.uk.

Resources for your subject:

Off campus access

You will require your IT login and an [Athens Personal Account](#). Instructions on how to set up an Athens login are available to download from the [myBU](#) Library tab.

Books

[E-books](#) are accessible via the 'E-books' link on the [myBU](#) Library tab and many are also available on the [Library Catalogue](#).

Search the Catalogue for books on a topic using keyword or subject searching. The Catalogue gives the location and for printed books a shelf mark found on the spine label. To find a specific title, ensure you have the complete shelf mark including letters after the numbers.

If QR or F&S precede the shelf mark, it is part of our Reference Collection.

Available in alternative formats. Please ask:

Tel +44(0)1202 965959 **Email** LibSupp@bournemouth.ac.uk

Retail Management Subject Advice

Some shelf marks relevant for this area are:	
Accounting	657
Advertising	659.1
Consumer Behaviour	658.834 2
Commerce and Transport	380
Distribution	658.7
Economics: goods and services	338.47
Electronic (E-) Commerce	658.054 678
Fashion: Design	746.92
History	391
Franchising	658.022
Marketing (General)	658.8
Personnel Management	658.303
Public Relations	659.2
Retail building: Architecture	725.21
Retail Commerce	381.1
Retail Marketing	658.87

Journals

Electronic journals are accessible via the 'E-journals' link on the [myBU](#) Library tab and many are available on the Library Catalogue. For help with searching, go to the Using Information Community.

Some of the key journals for this area are:
Checkout (print only in newspapers section)
Convenience Store (print only)
Drapers (print only)
European Retail Digest
Fashion Theory
In-Store Marketing (print only)
International Journal of Retail and Distribution Management
International Review of Retail Distribution and Consumer - Research
Journal of Fashion Marketing and Management
Journal of Retailing
Journal of Retailing and Consumer Services)
Retail Technology (print only)
Retail Week)
Vogue (print only)

Alerting services and [RSS feeds](#) provide a convenient means of being notified when new issues of a journal are published or articles are updated. Contact your Subject Librarian for more information about these.

If you do not have a specific journal title, use the 'Databases' link via the [myBU](#) Library tab. Databases store bibliographic information about journal articles (such as the title, author and year of publication) and in many cases, the full text of the article.

The most useful e-journal databases are:

Academic Search Premier

Covers the fields of social science, education and psychology. Includes retail related topics e.g. consumer behaviour and pricing.

Business Source Complete

Business and management research database, providing business titles. Includes full text of Harvard Business Review since 1922.

Emerald Insight

Bibliographic references with abstracts from management, marketing and accounting journals (plus multidisciplinary topics such as law, hospitality and tourism, quality etc.). International, but with good British coverage.

Scopus

Provides abstracts and citations of research literature and quality web sources in the sciences and social sciences. Use the LinkSource icon to check if the full text of the article is available.

Some databases are included in [mySearch](#) which enables you to search across multiple databases at the same time.

Newspapers

Major UK and international newspapers may be viewed online on Factiva and Press Display (accessible via the [myBU](#) Library tab). The Times and Financial Times are available in print format in the Sir Michael Cobham Library.

Specialist Resources:

Dictionaries and Encyclopaedias

CREDO Reference

Access via the [myBU](#) Library tab

Oxford Reference Online

Access via the [myBU](#) Library tab

Dictionary of Retailing and Merchandising, 1995

Rosenberg, J.,

Shelf mark: 658.87003 ROS

Reports and Directories

Retail Analysis

IGD access via the [myBU](#) Library tab.

Retail Directory, 2008

Shelf mark: F&S 658.87 RET, or, e-book available via the [Library Catalogue](#)

Mintel Reports available on Mintel database via the [myBU](#) Library tab, for example:

- European Retail Briefing
- Retail Intelligence (Mintel Report)

Verdict Research

Access via the [myBU](#) Library tab

Database of market research reports published on a wide range of domestic and overseas retail markets with five-year forecasts, strategic issues, and key locations. Verdict reports are searchable within the Business Insights database. To limit search to Verdict reports only, include "Verdict" as one of your search terms

Statistics

Statistical data can be found online via the Office of National Statistics Site (www.statistics.gov.uk) or in the Library's Facts & Statistics (F&S) area.

Relevant series include:

- Consumer Trends
- Economic Trends
- Family Spending
- Focus on Consumer Price Indices
- Retail Pocket Book - Shelf mark: F&S 658.87 RET
- Social Trends

Websites

Intute www.intute.ac.uk

Web-based resource that directs you to selected, evaluated and classified Internet resources in various subject areas, using criteria designed to ensure resource quality.

Internet search engines

Google and Google Scholar for example will allow you to search the Internet for more sites, but remember to critically evaluate your sources.

Professional Awareness

You are encouraged at BU to develop appropriate academic and professional knowledge and skills to enhance your employability. The [professional awareness web pages](#) (accessible via the [myBU](#) Library tab) provide links to professional associations and associated publications which will support your learning.

Many of the associations and publications include job vacancies, blogs, alerting services (via [RSS feeds](#) and e-newsletters for example) and details of other organisations.

BoB: Box of Broadcasts

Access BoB via the [myBU](#) Library tab; you need to register to use this service and will receive a password. You can request TV and radio programmes up to seven days in advance or broadcast in the previous seven days. This service is available off-campus, but not available outside the United Kingdom. Requested programmes will play in your web browser.

Contact Details

Bournemouth House Library

19 Christchurch Road, Bournemouth BH1 3LH UK

For information and subject advice:

Tel: +44 (0) 1202 965959.

The Sir Michael Cobham Library

Talbot Campus, Fern Barrow, Poole, BH12 5BB, UK

For information and subject advice:

Tel: +44 (0) 1202 965959.

Also at The Sir Michael Cobham Library:

Additional Learning Needs Service: Tel: +44 (0) 1202 965663

Learning Support Reception Desk: Tel: +44 (0) 1202 965663

Language Centre Advice: Tel: +44 (0) 1202 965300

IT Service Desk: Tel: +44 (0) 1202 965515

Referencing

Access the Library's citing references guide via the [myBU](#) Library tab. Referencing is a way of demonstrating that you have read around your subject. Each time you use someone else's ideas or words it is essential that you acknowledge this in your work by citing the source in your text and having a reference/bibliography list at the end of your work.

Citing your references enables the reader to refer to the original source themselves. This reduces the risk of your being accused of [plagiarism](#) - the act of presenting the ideas or discoveries of someone else as your own.

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