



THE BUSINESS LIBRARY

NEVER SLEEPS

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Business Librarian

UF's Online Business Library was born for this moment.

When the global COVID-19 pandemic forced the University of Florida to close in March 2020 and move all classes online, students and faculty working remotely had the same access to UF's online business resources as they had on campus. The Business Library is open and accessible anytime, anywhere. The Business Library's online resources are essential both to meeting the needs of students taking courses and working on projects and papers, and to faculty and PhD students teaching online classes and doing scholarly research. The Business Library has been continuously improved from its beginning 25 years ago as a single Web page giving access to a handful of databases. Today there are more than 200 data-

bases and 164 published guides. Each month the Business Library receives 14,000 Visits; 13,000 Guide Hits; 19,000 Page Views; and 5,700 FAQ Views.

The heart of the modern academic business library are the online databases, electronic journals, eBooks, and other electronic resources. These provide instant access to hundreds of thousands of newspapers, magazines, industry and trade journals, top-ranked scholarly and professional journals, statistics, and research data. Today's online content surpasses the print collections of yesteryear, bringing to researchers a far wider assortment of up-to-date business information, downloadable data, and statistics. Specialized business databases cover world-wide news; company,

industry, market, and consumer research; entrepreneurship; international business; investment; real estate; accounting; and tax research. All current UF students, faculty, and staff are entitled to a personal online *Wall Street Journal* account. Students have ready access to *Bloomberg Professional and Refinitiv Workspace*, Wall Street's top two financial services. Students can monitor global financial markets in real-time; research stocks, bonds, indexes, commodities, currencies, futures, and options; and build custom portfolios, using



the same tools professional traders and investors use every day to make billion-dollar investment decisions. Specially designed guides make it simple to find relevant information across the curriculum and research agenda. Step-by-step tutorials guide users through the information maze to help them find the most relevant resources. A question-and-answer service draws on a knowledge base to answer unique as well as frequently asked questions. Core collections of academic research journals and books are referred to by students, researchers, librarians, and professionals around the world.

WARRINGTON COLLEGE OF BUSINESS / LIBRARY PARTNERSHIP



Beginning in 1989 with a \$10,000 grant from the Fisher School of

Accounting (FSOA), the Business Library brought the first three public workstations to Library West as well as the first publicly accessible CD-ROM databases (*Compact Disclosure and ABI/INFORM*), and the first online service, *Dow Jones News Retrieval* (rebranded in the 1990s as *Factiva*). In 2020, The Warrington College of Business (WCB) and the Libraries signed an updated Memorandum of Understanding that explicitly commits the Business School to contributing more than \$50,000/year to share the cost of ten essential financial

research databases. From the first informal agreement in 1989 to the present day, WCB's contributions total more than \$900,000. Building strong relationships and working hand-in-glove with the Business School for twenty-five years, we have been able to build the business collection to a level we could never have achieved on our own. Our partnership with WCB enables us to compete with the elite public universities' business schools, many of which have large, separate bricks-and-mortar business libraries and several business librarians.

THE BUSINESS LIBRARY IS NOT JUST FOR BUSINESS



UF Innovate
Director Mark Long says that access to business

library databases for company, industry, and market research, is critical to "our ability to attract clients from around the world." Entrepreneurs at the Hub, Sid Martin Biotech, Engineering, and many other programs use the industry and market research databases to find new markets and prepare business plans based on reliable sources and statistics. Each spring the *Big Idea Gator Business Plan Competition* awards more than \$40,000 to the top teams. Last year, the first, second, and third place prize winners used the Business Library to develop their winning plans. Advertising and Public Relations students use *Simmons* consumer survey data, *Ad\$pend-*

er's advertising expenditures, and *SRDS* media planning sources to plan campaigns. UF Law's nationally recognized graduate tax program uses *Checkpoint* and *Cheetah Tax Law*, the two leading tax research services, which are jointly funded by the Business Library and the Legal Information Center. The Centers for Latin American Studies and African Studies rely on the Economist Intelligence Unit's daily *Country Intelligence and Country Reports* for background information and to monitor current political and economic conditions in their respective countries and regions. UF's Study Abroad programs depend on the *Global Road Warrior's* business travel guides, covering 180 countries, to help students learn about countries, customs, and cultures before and during their trips abroad. UF's Career Connections Center helps students prepare for interviews using company research databases. The UF Foundation uses *D&B Hoovers* to identify and research executives with Gator connections for prospective donors. 



<https://businesslibrary.uflib.ufl.edu/>



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