

Research Question:

Through professional practice and previous research, the researcher noticed examples of high-quality, trade literature being absent from business aggregators. For example, *Business of Fashion*, a highly reputable fashion industry publication, is not available in aggregators in full text, indexed, or discoverable in UlrichsWeb (Tully, 2019). This study was designed to determine whether a large percentage of quality trade publications are absent from the major aggregators from library vendors.

Predictions:

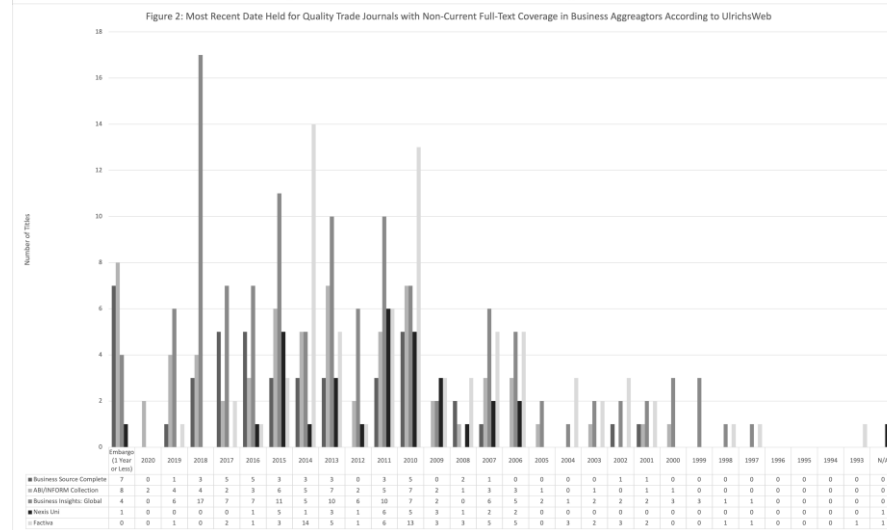
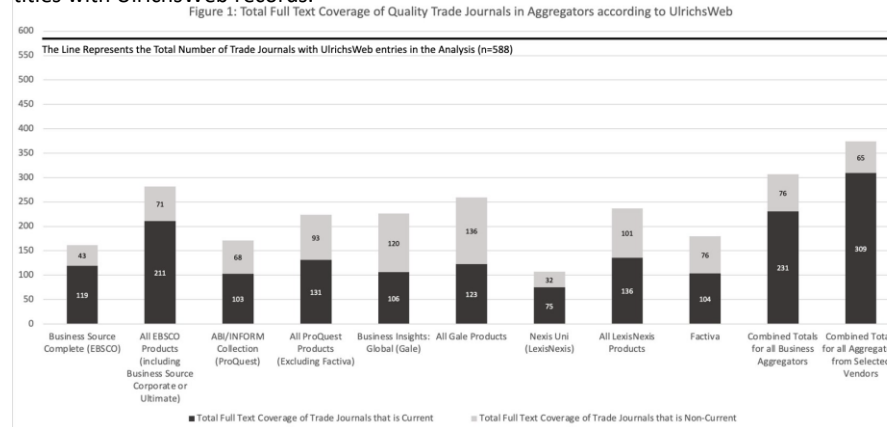
The prediction of the researcher was that a large percentage of high-quality trade publications would not be available in full text or indexed by aggregators from library vendors and that several would also be absent from UlrichsWeb.

Methodology:

To create a list of high-quality trade publications, the researcher consulted roughly 1,000 reports from *First Research*, a reputable industry publication owned by Dun & Bradstreet, on a variety of verticals that were published between 2019 and 2020. Once the list was constructed, the list was cleaned to remove ceased, address publication portals, and account for name changes. This list was a total of 768 publications, and only 76.56% (n = 588) had UlrichsWeb records. To create consistency in the results, the analysis of aggregator holdings was only conducted for trade publications with UlrichsWeb records.

Results:

Business Insights: Global had the highest number of titles with full text holdings with 38.44% (n=226), and Business Source Complete had the most titles with current, full text coverage with 20.24% (n=119). Every aggregator would result in full text coverage for 52.21% (n=307) of the titles with UlrichsWeb records.



Most of the current coverage in the business aggregators ceased between 2010 and 2018, but 2007 was the year with the most instances of latest coverage (n=17).



Table 1. Unique title comparison among business aggregators (latest coverage in parentheses).

Business Source Complete	Business Source Corporate or Ultimate (not in BSC)	ABI/INFORM Collection	Business Insights: Global	Nexis Uni	Factiva
20/20 Magazine (Current)	Business Jet Traveler (Current)	Alternamet Business World (Current)	Art Business News (2016)	Fast Casual (Current)	American Libraries (Current)
American Laundry News (2011)	Craft Beer & Brewing (Current)	American Metal Market (Embargo, Less than 1 Year)	Assembly Magazine (Current)	PC Magazine (Current)	Asia Insurance Review (Current)
artnet (Current)	Detroit Free Press (Current)	Canadian Business (Current)	Boasting Industry (1999)	Chemical & Engineering News (2010)	Chemical & Engineering News (2010)
Construction Europe Magazine (Current)	Government Technology (Current)	Canadian HR Reporter (Current)	Cheers Magazine (Current)	Christianity Today (Current)	Christianity Today (Current)
Convenience Stores Decisions (2019)	International Rental News (Current)	Caterer, The (Current)	Computer Business Review (1999)	Environmental Business Journal (1993)	Environmental Business Journal (1993)
Giftware News (2015)	Nonprofit Quarterly (Current)	Dental Economics (2013)	Concrete Producer, The (2006)	Ethanol Producer Magazine (Current)	Ethanol Producer Magazine (Current)
Hardwood Floors Magazine (Current)	Pipelines International (2017)	Exploration & Production (Current)	Credit and Collection News (2000)	Fluid Handling Magazine (Current)	Fluid Handling Magazine (Current)
Journal of Protective Coatings & Linings (Current)	Roads & Bridges (Current)	Home Furnishings Business (Current)	Footwear Plus Magazine (2013)	Golf Digest Magazine (Current)	Golf Digest Magazine (Current)
Macworld (2014)	Sports Illustrated (Current)	Impressions Magazine - Dallas (Current)	Goldson (Current)	Governing (2013)	Governing (2013)
Overdrive Magazine (Current)		MartineLog (Current)	Hardware Retailing (Current)	International Accounting Bulletin (2007)	International Accounting Bulletin (2007)
Shopping Centers Today (2017)		Review of Optometry (2006)	Las Vegas Review-Journal: Casinos & Gaming (2018)	Light Metal Age (2002)	Light Metal Age (2002)
Wion Monday (Current)		Security Systems News (Current)	Norfolk Times (Current)	Marijuana Business Daily (Current)	Marijuana Business Daily (Current)
		Software Development Times (2007)	Office Products International (2007)	Paper Age (2006)	Paper Age (2006)
		Successful Farming (2001)	Powersports Business (2007)	Pest Control Technology Magazine (Current)	Pest Control Technology Magazine (Current)
		WATT Poultry USA (Current)	Roofing Contractor Online (Current)	Pig Progress (2014)	Pig Progress (2014)
			RV Business (2011)	Post Magazine (2015)	Post Magazine (2015)
			Ward's Dealer Business (2013)	Psychiatric Times (2007)	Psychiatric Times (2007)
			WaterWorld (2011)	Tide Only Today - Soundings (2006)	Tide Only Today - Soundings (2006)
			Workboat (Current)	Trailer Life Magazine (Current)	Trailer Life Magazine (Current)
				Wine Spectator (2011)	Wine Spectator (2011)
				Wired (Current)	Wired (Current)

Factiva had the highest number of unique titles from the trade journals with UlrichsWeb records with a total of 3.57% (n=21).

Potential Collaborative Solutions:

- Business Librarians could work collaboratively with metadata and cataloging librarians to increase title level discovery of free business journals through Community Zones or Network Zones in Alma/Primo as well as in sources like the DOAJ. Subject headings for sources like *Human Resources Outsourcing Today* should align with more well-known publications like *HRMagazine*.
- Business Librarians could work together to create a trade periodical index. The Insurance Division of the Special Libraries Association created an Insurance Periodicals Index when these publications fell out of the H.W. Wilson indices (Ives, 1993).
- Business Librarians could serve on advisory boards of companies like EBSCO and ProQuest to provide suggestions for titles to license or index and abstract.

Bibliography:

Ives, J. E. (1993). Historical Development of the "Insurance Periodicals Index" by the Insurance Division of the Special Libraries Association. ERIC. <https://files.eric.ed.gov/fulltext/ED367326.pdf>

Tully, T. (2019). BKLYN fashion academy: a case study of a public library program supporting fashion entrepreneurs. *Journal of Business & Finance Librarianship*, 24(1-2), 30-53. DOI: 10.1080/08963568.2019.1667694

Tully, T. (2021) Trade Deficit?: An Analysis of Trade News Source Coverage in Business Aggregators, *The Serials Librarian*, 81:3-4, 282-294, DOI: 10.1080/0361526X.2021.2011821