


alumni databases

Fuqua alumni enjoy continued access to a curated selection of business databases, along with borrowing privileges and login support to stay connected with Ford Library resources beyond graduation.

Use your Fuqua alumni username and password to access the pages linked from the database names unless otherwise indicated. [Login help for Fuqua Alumni.](#)

Database List

Requires a Duke OneLink Account: 
<p>ABI-INFORM Collection</p> <p>ABI-INFORM Complete historical business journals, local and regional business news, scholarly, comprehensive business research from periodicals worldwide, up to date industry news, marketing trends, and product information and market competition news.</p>
<p>Business Market Research Collection (via ProQuest)</p> <p>Conduct company, industry, economic and geopolitical market research with information from these sources: Hoover's Company Profiles - covering 40,000 global public and non-public companies including financials, competitors, officers, and more. Also provides industry, political, and market overviews from OxResearch and Barnes Reports.</p>
<p>Mergent Market Atlas - replaces Mergent Online</p> <p>A database of corporate information covering over 50,000 US and foreign public companies, current and historical (past 15 years) firm descriptions, statistics, financial information and ratios, annual reports, mergers, acquisitions, disposals, joint ventures, long-term debt, capital stock, and insider trading. Multiple product modules include Company, Sustainability, Industry, Country and Economic analysis.</p>
<p>RKMA Market Research Handbooks</p> <p>Market research handbooks downloadable in PDF format covering the following market sectors: Casinos, Gaming & Wagering, Consumer Behavior, Entertainment, Media & Advertising, Healthcare Business, International Consumers, Leisure, Restaurant, Food & Beverage, Retail Business, Sports, Travel & Tourism.</p>

Access and Borrowing

Alumni can borrow books, audiobooks, and DVDs for up to 1 year after graduation free of charge.

To receive alumni borrowing privileges after your graduation date, please send a request via email to the [Ford Library Circulation Desk](#), or visit us in person during business hours.

Alumni accounts are not added automatically and your library account information must be updated in the system manually.

Contact the [Ford Library Circulation Desk](#) or call +1.919.660.7875 if you need further assistance.

Item	Time
Book	28 days
Audiobook	4 weeks
Academic DVD	1 week
Popular DVD	1 week

Alumni Username and Password

<p>Business Expert Press E-Books</p> <p>Business Expert Press's Digital Libraries contains e-books covering: supply and operations management, international business, social media, finance, accounting, public relations, and marketing strategy.</p>
<p>Data Axle - fka Reference USA</p> <p>Data Axle is a database of directory information for 12 million US businesses that is searchable by SIC code, geographic location, Yellow Page heading, company, etc. It includes some names of corporate officers as well as contact information.</p>
<p>Foundations and Trends (FnT) in Business - Journal Collection</p> <p>A package of peer-reviewed journals focused on research relevant to academics and executives. Each FnT is published as a journal, where every "issue" is comprised of one monograph of between 50-200 pages (average of 120/130) written by research leaders in the field. Each one offers a state-of-the-art review of its subject matter, including a complete bibliography. Our subscribed titles include:</p> <ul style="list-style-type: none"> • Foundations and Trends in Accounting • Foundations and Trends in Entrepreneurship • Foundations and Trends in Finance • Foundations and Trends in Marketing • Foundations and Trends in Technology, Information, and Operations Management
<p>Interstride</p> <p>(Replaces GoinGlobal) A one-stop-shop that empowers Duke students and alumni seeking both US and international employment by providing information on career opportunities, networking and mentorship, visa and immigration support, and much more.</p>
<p>MarketLine Advantage</p> <p>Contains full text market research reports focusing on companies and broad industry sectors: consumer goods, energy, finance, healthcare, and technology. Market analysis and forecasting looks at major issues and threats for each sector with analytical commentary and data.</p>
<p>Vault.com Career Intelligence (for Alumni)</p> <p>Signing up for Vault.com Career Intelligence will give you access to: Downloadable Career Guides, Employer profiles and rankings, All discussion boards, Industry blogs and news covering the latest trends and issues, Diversity, green programs and leadership development profiles, Vault's job board, which matches employers and recruiters with top talent (that's you.); AND an enormous database of nationwide "first person" employee reviews of companies.</p>
<p>The Wall Street Journal Online (WSJ.com) - Limited Time</p> <p>Ford Library and Goodson Law Library have provided the Duke Community with access to personal accounts on WSJ.com, the online Wall Street Journal. Only available to alumni who are within 90 days of graduation, and a new graduate must register while they still have access to an @duke.edu email address. Additional conditions apply.</p>



PROGRAMS

Daytime MBA
 Accelerated Daytime MBA
 Global Executive MBA
 Weekend Executive MBA
 MMS: Foundations of Business
 MMS: Duke Kunshan University
 MQM: Business Analytics
 MSQM: Business Analytics
 Accelerated MSQM: Business Analytics
 MSQM: Health Analytics
 Executive Education
 PhD

STUDENT NETWORK

Student Profiles
 Employers + Industries
 Regional Groups
 Clubs + Activities
 Partners + Community
 Student Blogs

FACULTY + RESEARCH

Faculty Directory
 Academic Areas
 Centers
 Duke Fuqua Insights

ABOUT

Leadership
 Campus
 Plan Your Visit
 Institutional Collaboration
 Living Our Values

CONTACT

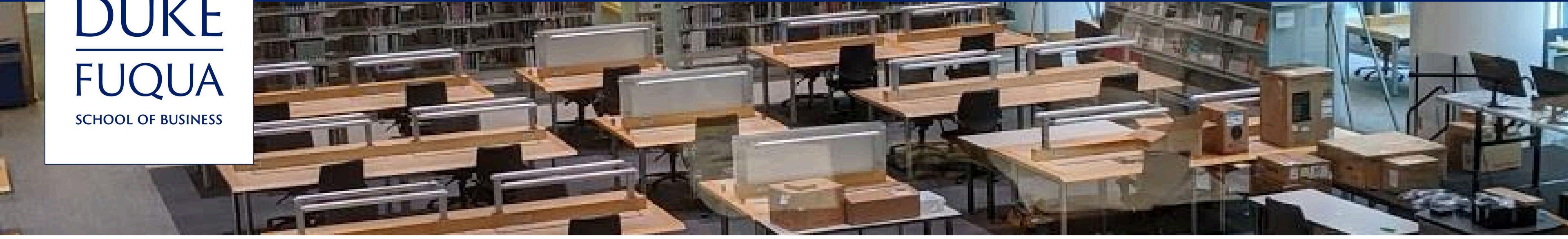
NEWS + MEDIA

JOBS AT FUQUA

FACULTY RECRUITING

REQUEST INFORMATION





career tools

Links to continually updated lists of e-books, print books, and audiobooks that you can browse or search -- all focused on helping you with your job and career search.

If you know of a title you'd like us to add, [let us know!](#)

[Books](#) (print and online)

[E-Books & Audiobooks from OverDrive](#)

Database List for Careers & Companies

Job Advice & Guidance:

Vault.com Career Intelligence

Vault.com is your primary resource for Vault Guides, Vault Rankings, articles on careers and job-seeking strategies, job postings and more. Due to cost, Vault.com is only available to Fuqua students.

Interstride

A one-stop-shop that empowers Duke students and alumni seeking both US and international employment by providing information on career opportunities, networking and mentorship, visa and immigration support, and much more.

Screen for Companies:

S&P Capital IQ

Contains comprehensive fundamental and quantitative company research and analysis.

PitchBook

Search thousands of private equity and venture capital deals by hundreds of criteria. You can also use PitchBook to establish benchmarks, find real time data on deals, identify and analyze comparables, and search investor details.

DataAxle (fka Reference USA)

Contains detailed information, including addresses and phone numbers, on more than 59 million U.S. businesses, 158 million U.S. residents, 1.2 million U.S. health care providers, and 310 million U.S. Consumers.

ORBIS - Web

ORBIS covers over 400 million companies worldwide, with an emphasis on private company information, integrating information held across BvDEP's company information product range. ORBIS provides global standard report formats as well as descriptive information, and company financials, along with news, market research, ratings and country reports, scanned reports, ownership and M&A data.



PROGRAMS

- Daytime MBA
- Accelerated Daytime MBA
- Global Executive MBA
- Weekend Executive MBA
- MMS: Foundations of Business
- MMS: Duke Kunshan University
- MQM: Business Analytics
- MSQM: Business Analytics
- Accelerated MSQM: Business Analytics
- MSQM: Health Analytics
- Executive Education
- PhD

STUDENT NETWORK

- Student Profiles
- Employers + Industries
- Regional Groups
- Clubs + Activities
- Partners + Community
- Student Blogs

FACULTY + RESEARCH

- Faculty Directory
- Academic Areas
- Centers
- Duke Fuqua Insights

ABOUT

- Leadership
- Campus
- Plan Your Visit
- Institutional Collaboration
- Living Our Values

CONTACT

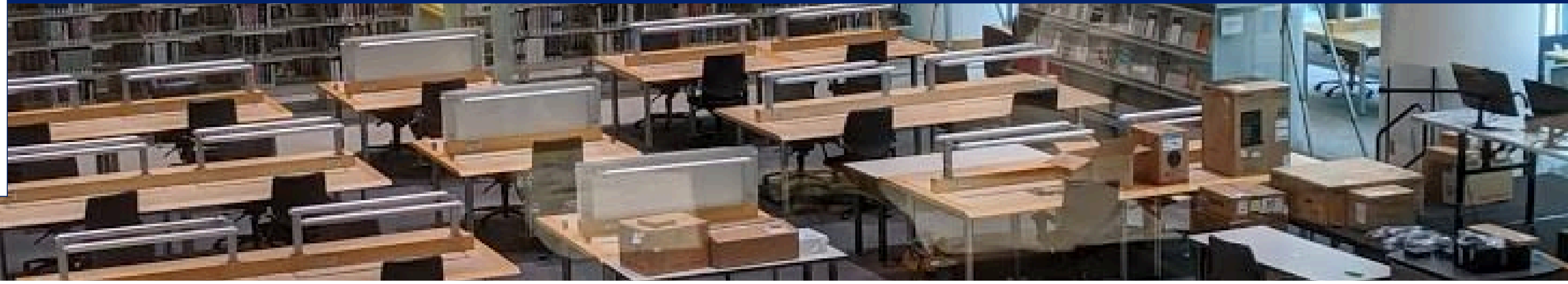
NEWS + MEDIA

JOBS AT FUQUA

FACULTY RECRUITING

REQUEST INFORMATION

-  LinkedIn
-  Facebook
-  Youtube
-  Instagram



library collections policy

Mission

Ford Library collections primarily support the research, teaching and curricular needs of faculty and graduate students in all programs at the Fuqua School of Business at Duke University. Ford Library collections also support faculty and students of Duke University as they relate to the business disciplines. Finally, Ford Library collections support greater university initiatives and missions such as climate change research and increased focus on diversity, equity and inclusion with a focus on business-related materials.

General Subject Boundaries

Ford Library collections cover the spectrum of business disciplines, including accounting, corporate strategy, decision sciences, economics, entrepreneurship, finance, global business management, health sector management, marketing, operations management and organizational behavior. Acquisitions also focus on key business issues in the curriculum, such as leadership, ethics, global business management, sustainable enterprise and the social responsibility of business. The collection includes subjects tangentially related to business as need or demand arises.

Endowed Collections

The Dorothea F. Peterjohn Leadership Collection is maintained as a [browsable e-collection](#) in the Ford Library and is part of the Dorothea F. Peterjohn Leadership Library. The Peterjohn Leadership Library is, in turn a part of the Fuqua/Coach K Center on Leadership and Ethics (COLE), and serves as a vibrant resource for information on leadership and ethics for academics, practitioners and students.

Dr. M. Lee Barnes, Jr. (Fuqua '95) and Christy Barnes provide an annual endowment to support data and database acquisitions and renewals, and our library's Data Resources Room is named in their honor.

The library also contains the [J. Gregory Dees Memorial Collection](#), created in honor of former Fuqua professor, Greg Dees.

>> [View/Download our full collections policy](#)



PROGRAMS

- Daytime MBA
- Accelerated Daytime MBA
- Global Executive MBA
- Weekend Executive MBA
- MMS: Foundations of Business
- MMS: Duke Kunshan University
- MQM: Business Analytics
- MSQM: Business Analytics
- Accelerated MSQM: Business Analytics
- MSQM: Health Analytics
- Executive Education
- PhD

STUDENT NETWORK

- Student Profiles
- Employers + Industries
- Regional Groups
- Clubs + Activities
- Partners + Community
- Student Blogs

FACULTY + RESEARCH

- Faculty Directory
- Academic Areas
- Centers
- Duke Fuqua Insights

ABOUT

- Leadership
- Campus
- Plan Your Visit
- Institutional Collaboration
- Living Our Values

CONTACT

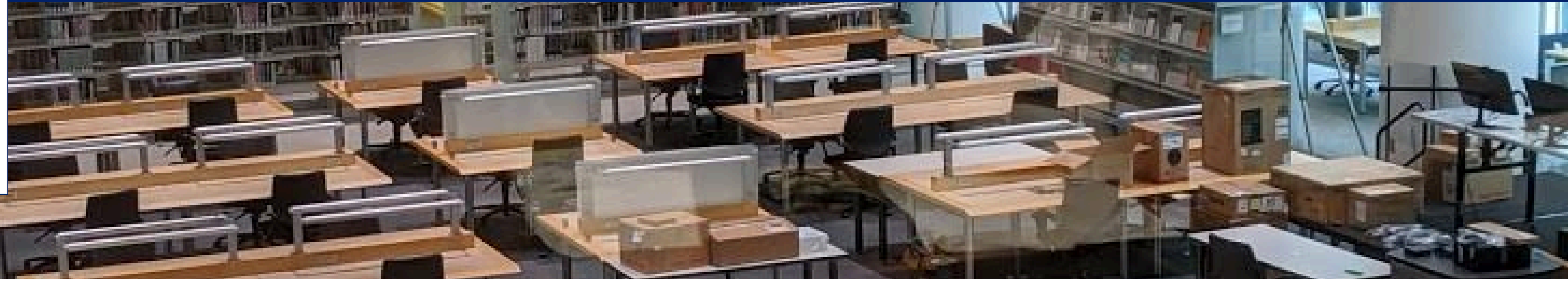
NEWS + MEDIA

JOBS AT FUQUA

FACULTY RECRUITING

REQUEST INFORMATION

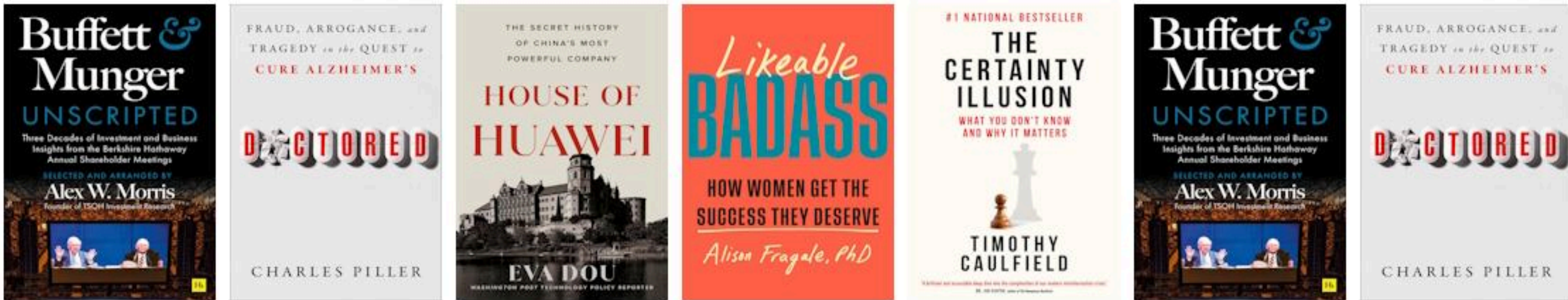
-  LinkedIn
-  Facebook
-  Youtube
-  Instagram



digital collections

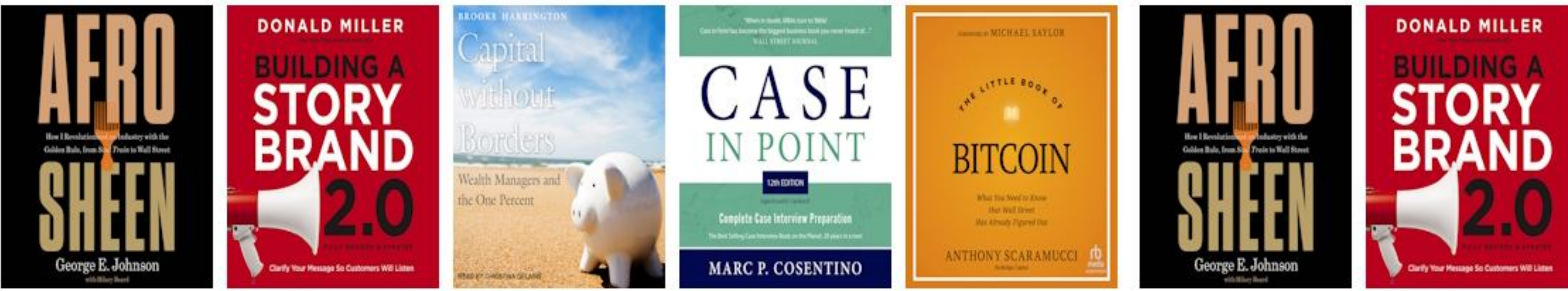
Ford Library is home to a large collection of digital media in a plethora of different mediums. Check out some of our featured items or feel free to browse!

Overdrive E-Books



[Browse All New Business Titles](#)

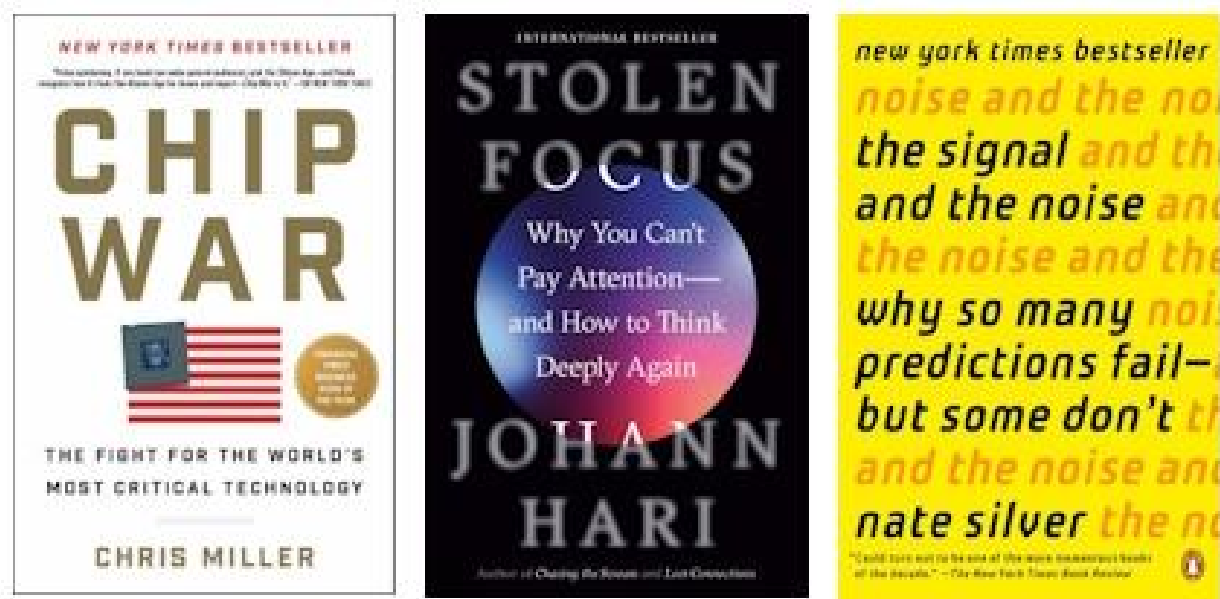
Overdrive Audio Books



[Browse All New Business Titles](#)

Interested in Kindles?

Check out our Kindle E-books! You can borrow individual e-books, or even borrow a whole Kindle! Just ask our circulation desk for help.



[Browse All New Business Titles](#)

Kindle Title Lists

Not sure what to read just yet? Take a look at our staff-curated picks that are sure to get help get you in the right place.

- [Business Bestsellers](#)
- [Reserve Reading Titles](#)
- [Study Break Reads](#)
- [Careers](#)
- [Business Classics](#)
- [Business Classics II](#)

Request a Kindle at our Circulation Desk or [online](#). Questions? Read our [Kindle FAQ](#) or [Ask a Librarian](#).



PROGRAMS

- Daytime MBA
- Accelerated Daytime MBA
- Global Executive MBA
- Weekend Executive MBA
- MMS: Foundations of Business
- MMS: Duke Kunshan University
- MQM: Business Analytics
- MSQM: Business Analytics
- Accelerated MSQM: Business Analytics
- MSQM: Health Analytics
- Executive Education
- PhD

STUDENT NETWORK

- Student Profiles
- Employers + Industries
- Regional Groups
- Clubs + Activities
- Partners + Community
- Student Blogs

FACULTY + RESEARCH

- Faculty Directory
- Academic Areas
- Centers
- Duke Fuqua Insights

ABOUT

- Leadership
- Campus
- Plan Your Visit
- Institutional Collaboration
- Living Our Values

CONTACT

NEWS + MEDIA

JOBS AT FUQUA

FACULTY RECRUITING

REQUEST INFORMATION

-  [LinkedIn](#)
-  [Facebook](#)
-  [Youtube](#)
-  [Instagram](#)

databases

Use of online resources linked from our site is governed by our [Database Terms of Use](#)

▼

Search

ABCDEFGHIJK

5 databases found for: health sector

BCC Research [↗](#)

BCC's market research reports explore technology organizations. Duke currently browse reports.

HealthSource Academic [↗](#)

Includes searchable full text for over 1 health care publications, and more.

MEDLINE [↗](#)

Medical information for health consumers including popular information from the National Institutes of Health and other sources on over 600 topics on medical conditions, diseases, and wellness.

Pharma Projects [↗](#)

Provides end-to-end tracking of the global pharma R&D pipeline from bench to patient, including company development trends, global development status, and therapeutic class status. Citeline's Pharmaprojects contains 68,000+ drug profiles including 15,000 drugs in active development.

ProQuest Health Management [↗](#)

ProQuest Health Management is a comprehensive database that provides access to scholarly journals, trade publications, and industry reports focused on healthcare administration, policy, and management. It is a valuable resource for researchers, professionals, and students seeking information on healthcare systems, planning, finance, and regulation.

Filter Your Search

All Categories

Articles

Company Information

Current Financials

Historical Financials

I-Bank Research & SWOT

All-In-One-Databases

Economic Data

Health Sector Management

Industry Information

Broad Industry Sectors

Subsectors

Jobs & Careers

Market Research

General Product Markets

Global Markets

Online Markets

Mergers & Acquisitions - VC

Need assistance?

Chat with a librarian

available
Ask a librarian
↗

Type here to chat...

Database FAQ

More assistance:

Our [FAQ](#) is a good option if chat is offline, or if you're unable to receive assistance

Email: reference-librarians@fuqua.duke.edu

Call:

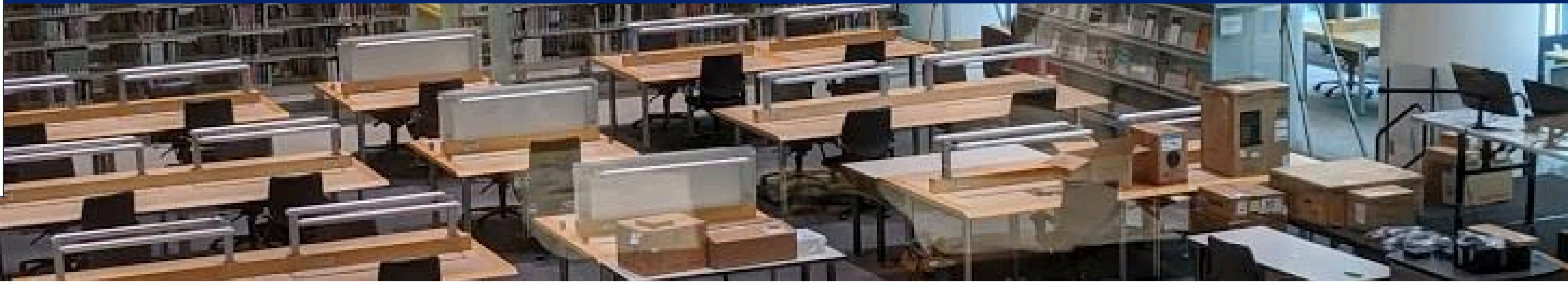
- [919-660-3795](tel:919-660-3795) (*Research help, locating articles & data*)
 - Available: 10am - 5pm
- [919-660-7874](tel:919-660-7874) (*Overdue items, requesting items & renewals*)
 - Available before 10am

Text: [919-627-7842](tel:919-627-7842)

<p>PROGRAMS</p> <ul style="list-style-type: none"> Daytime MBA Accelerated Daytime MBA Global Executive MBA Weekend Executive MBA MMS: Foundations of Business MMS: Duke Kunshan University MQM: Business Analytics MSQM: Business Analytics Accelerated MSQM: Business Analytics MSQM: Health Analytics Executive Education PhD 	<p>STUDENT NETWORK</p> <ul style="list-style-type: none"> Student Profiles Employers + Industries Regional Groups Clubs + Activities Partners + Community Student Blogs 	<p>FACULTY + RESEARCH</p> <ul style="list-style-type: none"> Faculty Directory Academic Areas Centers Duke Fuqua Insights 	<p>ABOUT</p> <ul style="list-style-type: none"> Leadership Campus Plan Your Visit Institutional Collaboration Living Our Values 	<p>CONTACT</p> <p>NEWS + MEDIA</p> <p>JOBS AT FUQUA</p> <p>FACULTY RECRUITING</p> <p>REQUEST INFORMATION</p>
---	--	--	---	---

- [LinkedIn](#)
- [Facebook](#)
- [Youtube](#)
- [Instagram](#)

© Duke University's Fuqua School of Business | [Duke University](#) | [Duke Privacy Policy](#) | [Duke Consumer Information](#) | [Accessibility](#) | [Website Feedback](#)



databases

Use of online resources linked from our site is governed by our [Database Terms of Use](#)

subject - Health Sector Management ▾

Search

A B C D E F G H I J K

5 databases found for: health sec

BCC Research [↗](#)

BCC's market research reports explore technology organizations. Duke currently browse reports.

HealthSource Academic [↗](#)

Includes searchable full text for over health care publications, and more.

MEDLINE [↗](#)

Medical information for health cons topics on medical conditions, diseases, and wellness.

Pharma Projects [↗](#)

Provides end-to-end tracking of the global pharma R&D pipeline from bench to patient, including company development trends, global development status, and therapeutic class status. Citeline's Pharmaprojects contains 68,000+ drug profiles including 15,000 drugs in active development.

ProQuest Health Management [↗](#)

ProQuest Health Management is a comprehensive database that provides access to scholarly journals, trade publications, and industry reports focused on healthcare administration, policy, and management. It is a valuable resource for researchers, professionals, and students seeking information on healthcare systems, planning, finance, and regulation.

All Categories
 Articles
 Company Information
 Current Financials
 Historical Financials
 I-Bank Research & SWOT
 All-In-One-Databases
 Economic Data
 Health Sector Management
 Industry Information
 Broad Industry Sectors
 Subsectors

Jobs & Careers
 Market Research
 General Product Markets
 Global Markets
 Online Markets
 Mergers & Acquisitions - VC

Need assistance?

Chat with a librarian

available
Ask a librarian
[↗](#)

Type here to chat...

Database FAQ

- [What do I do if I can't connect to a database, or get an error message?](#)
- [Should I use my Duke NetID and password on the login page of a database site?](#)
- [Do I need a separate password to use a web research database?](#)
- [Do I need to use the Fuqua VPN to access a Library database?](#)

More assistance:

Our [FAQ](#) is a good option if chat is offline, or if you're unable to receive assistance

Email: reference-librarians@fuqua.duke.edu

Call:

- [919-660-3795](tel:919-660-3795) (*Research help, locating articles & data*)
 - Available: 10am - 5pm
- [919-660-7874](tel:919-660-7874) (*Overdue items, requesting items & renewals*)
 - Available before 10am

Text: [919-627-7842](tel:919-627-7842)

PROGRAMS

- Daytime MBA
- Accelerated Daytime MBA
- Global Executive MBA
- Weekend Executive MBA
- MMS: Foundations of Business
- MMS: Duke Kunshan University
- MQM: Business Analytics
- MSQM: Business Analytics
- Accelerated MSQM: Business Analytics
- MSQM: Health Analytics
- Executive Education
- PhD

STUDENT NETWORK

- Student Profiles
- Employers + Industries
- Regional Groups
- Clubs + Activities
- Partners + Community
- Student Blogs

FACULTY + RESEARCH

- Faculty Directory
- Academic Areas
- Centers
- Duke Fuqua Insights

ABOUT

- Leadership
- Campus
- Plan Your Visit
- Institutional Collaboration
- Living Our Values

CONTACT

NEWS + MEDIA

JOBS AT FUQUA

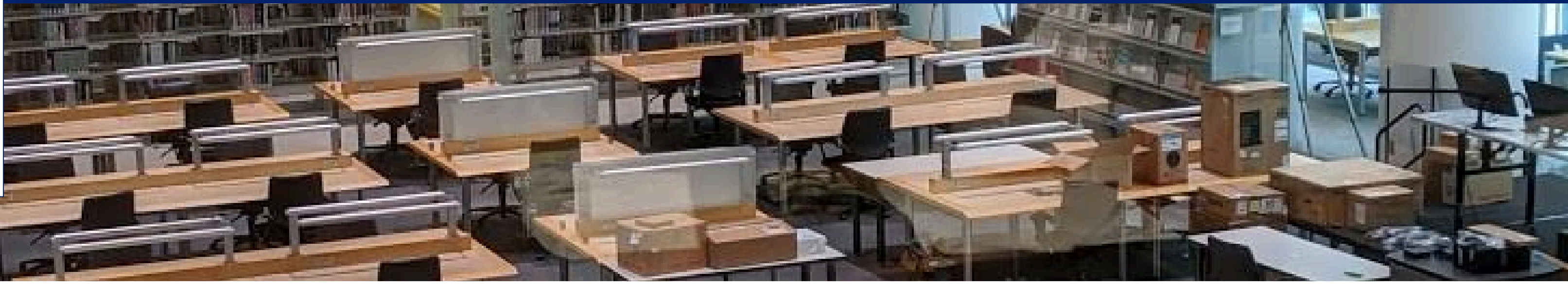
FACULTY RECRUITING

REQUEST INFORMATION

- [LinkedIn](#)
- [Facebook](#)
- [Youtube](#)
- [Instagram](#)

© Duke University's Fuqua School of Business

[Duke University](#) | [Duke Privacy Policy](#) | [Duke Consumer Information](#) | [Accessibility](#) | [Website Feedback](#)



databases

Use of online resources linked from our site is governed by our [Database Terms of Use](#)

subject - Health Sector Management ▼

Search

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

5 databases found for: x health sector management [Clear all filters](#)

- BCC Research** [↗](#)

BCC's market research reports explore major economic, scientific, and technological developments in industrial, pharmaceutical, and high technology organizations. Duke currently subscribes to all report categories. Select a topic under the "My Categories" section after connecting to browse reports.
- HealthSource Academic** [↗](#)

Includes searchable full text for over 150 consumer health journals, abstracts and indexing for nearly 175 general health, nutrition and professional health care publications, and more.
- MEDLINE** [↗](#)

Medical information for health consumers including popular information from the National Institutes of Health and other sources on over 600 topics on medical conditions, diseases, and wellness.
- Pharma Projects** [↗](#)

Provides end-to-end tracking of the global pharma R&D pipeline from bench to patient, including company development trends, global development status, and therapeutic class status. Citeline's Pharmaprojects contains 68,000+ drug profiles including 15,000 drugs in active development.
- ProQuest Health Management** [↗](#)

ProQuest Health Management is a comprehensive database that provides access to scholarly journals, trade publications, and industry reports focused on healthcare administration, policy, and management. It is a valuable resource for researchers, professionals, and students seeking information on healthcare systems, planning, finance, and regulation.

Need assistance?

Chat with a librarian

available
Ask a librarian
↗

🔔
🗑️
😊

Type here to chat...

Database FAQ

- [What do I do if I can't connect to a database, or get an error message?](#)
- [Should I use my Duke NetID and password on the login page of a database site?](#)
- [Do I need a separate password to use a web research database?](#)
- [Do I need to use the Fuqua VPN to access a Library database?](#)

More assistance:

Our [FAQ](#) is a good option if chat is offline, or if you're unable to receive assistance

Email: reference-librarians@fuqua.duke.edu

Call:

- [919-660-3795](tel:919-660-3795) (*Research help, locating articles & data*)
 - Available: 10am - 5pm
- [919-660-7874](tel:919-660-7874) (*Overdue items, requesting items & renewals*)
 - Available before 10am

Text: [919-627-7842](tel:919-627-7842)



PROGRAMS

- Daytime MBA
- Accelerated Daytime MBA
- Global Executive MBA
- Weekend Executive MBA
- MMS: Foundations of Business
- MMS: Duke Kunshan University
- MQM: Business Analytics
- MSQM: Business Analytics
- Accelerated MSQM: Business Analytics
- MSQM: Health Analytics
- Executive Education
- PhD

STUDENT NETWORK

- Student Profiles
- Employers + Industries
- Regional Groups
- Clubs + Activities
- Partners + Community
- Student Blogs

FACULTY + RESEARCH

- Faculty Directory
- Academic Areas
- Centers
- Duke Fuqua Insights

ABOUT

- Leadership
- Campus
- Plan Your Visit
- Institutional Collaboration
- Living Our Values

CONTACT

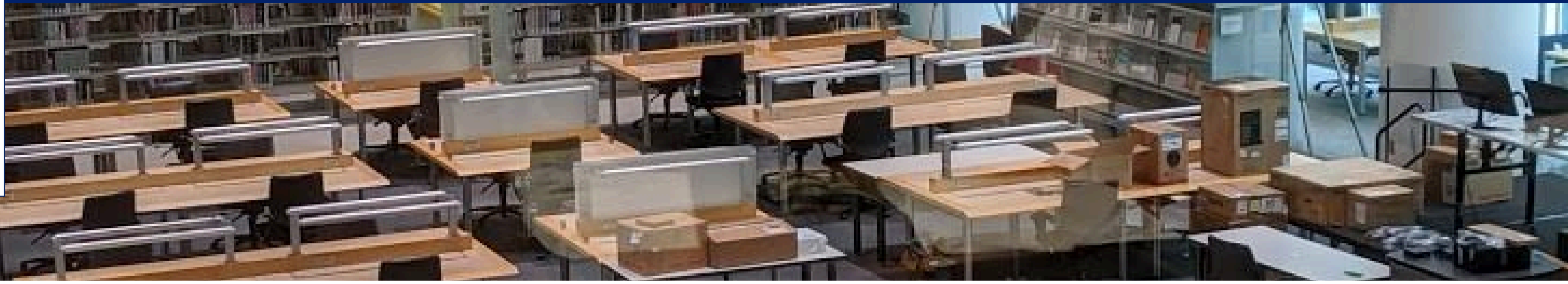
NEWS + MEDIA

JOBS AT FUQUA

FACULTY RECRUITING

REQUEST INFORMATION

-  [LinkedIn](#)
-  [Facebook](#)
-  [Youtube](#)
-  [Instagram](#)



database user guides

These instructional videos and other Ford Library-created content are also available on our [YouTube Chanel](#).

Academic/Scholarly Sources

- [AB/INFORM Complete](#) 
- [Business Source Complete](#) 
- [Web of Science](#) 



Directories & Demographics

- [Reference USA](#) 
- [Factiva \(2023\)](#) 

Financial/Company Data

- [Bloomberg](#) 
- [PrivCo \(update coming soon\)](#) 
- [WRDS](#) 

Market/Industry Research

- [BCC Research](#) 
- [Bizminer](#) 
- [Forrester Research \(update coming soon\)](#) 
- [PitchBook](#) 
- [Statista](#) 



PROGRAMS

- Daytime MBA
- Accelerated Daytime MBA
- Global Executive MBA
- Weekend Executive MBA
- MMS: Foundations of Business
- MMS: Duke Kunshan University
- MQM: Business Analytics
- MSQM: Business Analytics
- Accelerated MSQM: Business Analytics
- MSQM: Health Analytics
- Executive Education
- PhD

STUDENT NETWORK

- Student Profiles
- Employers + Industries
- Regional Groups
- Clubs + Activities
- Partners + Community
- Student Blogs

FACULTY + RESEARCH

- Faculty Directory
- Academic Areas
- Centers
- Duke Fuqua Insights

ABOUT

- Leadership
- Campus
- Plan Your Visit
- Institutional Collaboration
- Living Our Values

CONTACT

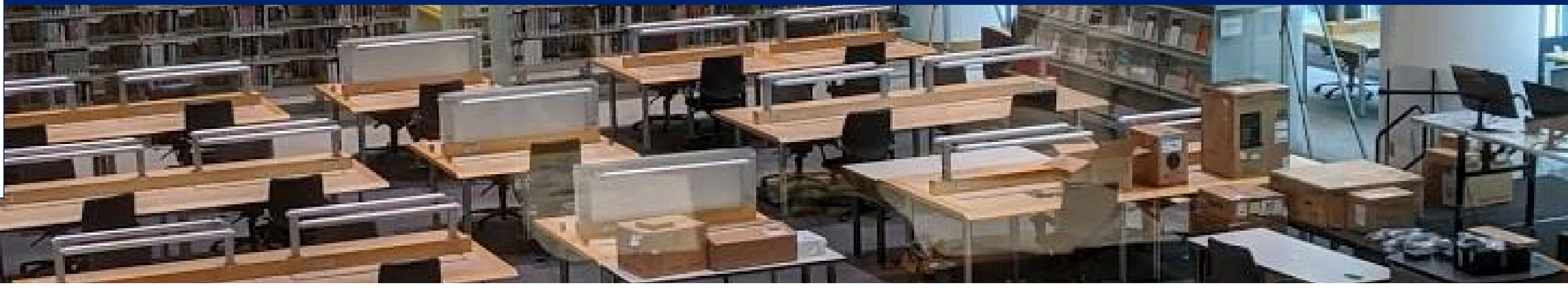
NEWS + MEDIA

JOBS AT FUQUA

FACULTY RECRUITING

REQUEST INFORMATION

-  [LinkedIn](#)
-  [Facebook](#)
-  [Youtube](#)
-  [Instagram](#)



e-journals

Students at Fuqua have access to an extensive collection of various business journals that they may find useful. Certain journals may require you to log in with your Duke NetID.

Search

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

7 databases found for: economic management

Journal of Accounting, Auditing & Finance [↗](#)

Covers empirical and theoretical research on accounting, auditing, and corporate finance. Provides data on audit quality, earnings management, disclosure practices, and financial reporting standards.

Journal of Accounting & Economics [↗](#)

Publishes rigorous research on how accounting information affects economic decisions. Focus areas include capital markets, corporate governance, performance measurement, and incentive structures.

Journal of Accounting and Public Policy [↗](#)

Examines the role of accounting in public policy and regulation. Articles often address accounting standard-setting, ethics, social responsibility, and public sector financial reporting.

Journal of Accounting Research [↗](#)

One of the top-tier journals in the field, featuring advanced empirical and analytical research. Offers insights into financial reporting, managerial accounting, taxation, and information economics.

Journal of Commodity Markets [↗](#)

Focuses on empirical research in commodity finance, including price dynamics, risk management, trading strategies, and the role of commodities in portfolio diversification. Ideal for users analyzing futures markets and macroeconomic trends.

Journal of Consumer Behaviour [↗](#)

Explores psychological, social, and cultural aspects of consumer decision-making. Articles analyze behavior across channels, demographics, and brand interactions—especially useful for marketing and UX research.

Journal of Consumer Marketing [↗](#)

Publishes applied research on how marketing strategies influence consumer purchasing. Topics include branding, segmentation, loyalty programs, and retail trends, with emphasis on real-world application.

Subject Specialists



Trisha Smith
Economist
tsmith@fuqua.edu



Jake Peters
Management Researcher
jpeters@fuqua.edu

Frequently Used E-Journals

Journal of Accounting, Auditing & Finance [↗](#)

Covers empirical and theoretical research on accounting, auditing, and corporate finance. Provides data on audit quality, earnings management, disclosure practices, and financial reporting standards.

Journal of Accounting & Economics [↗](#)

Publishes rigorous research on how accounting information affects economic decisions. Focus areas include capital markets, corporate governance, performance measurement, and incentive structures.

Journal of Accounting and Public Policy [↗](#)

Examines the role of accounting in public policy and regulation. Articles often address accounting standard-setting, ethics, social responsibility, and public sector financial reporting.



PROGRAMS

- Daytime MBA
- Accelerated Daytime MBA
- Global Executive MBA
- Weekend Executive MBA
- MMS: Foundations of Business
- MMS: Duke Kunshan University
- MQM: Business Analytics
- MSQM: Business Analytics
- Accelerated MSQM: Business Analytics
- MSQM: Health Analytics
- Executive Education
- PhD

STUDENT NETWORK

- Student Profiles
- Employers + Industries
- Regional Groups
- Clubs + Activities
- Partners + Community
- Student Blogs

FACULTY + RESEARCH

- Faculty Directory
- Academic Areas
- Centers
- Duke Fuqua Insights

ABOUT

- Leadership
- Campus
- Plan Your Visit
- Institutional Collaboration
- Living Our Values

CONTACT

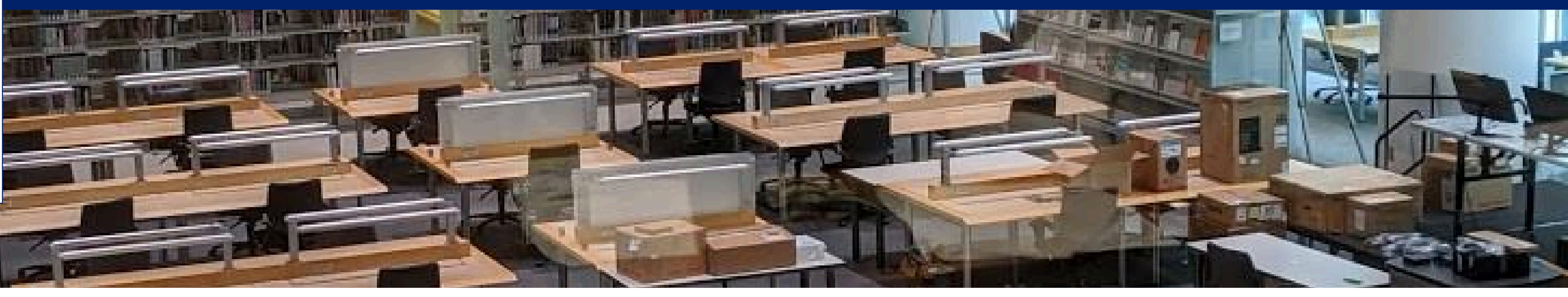
NEWS + MEDIA

JOBS AT FUQUA

FACULTY RECRUITING

REQUEST INFORMATION

-  LinkedIn
-  Facebook
-  Youtube
-  Instagram



welcome to ford library

| search the catalog

Search

Search by Title ▾

[advanced search](#)

Library News



Really Interesting News Number 1
April 9 2025

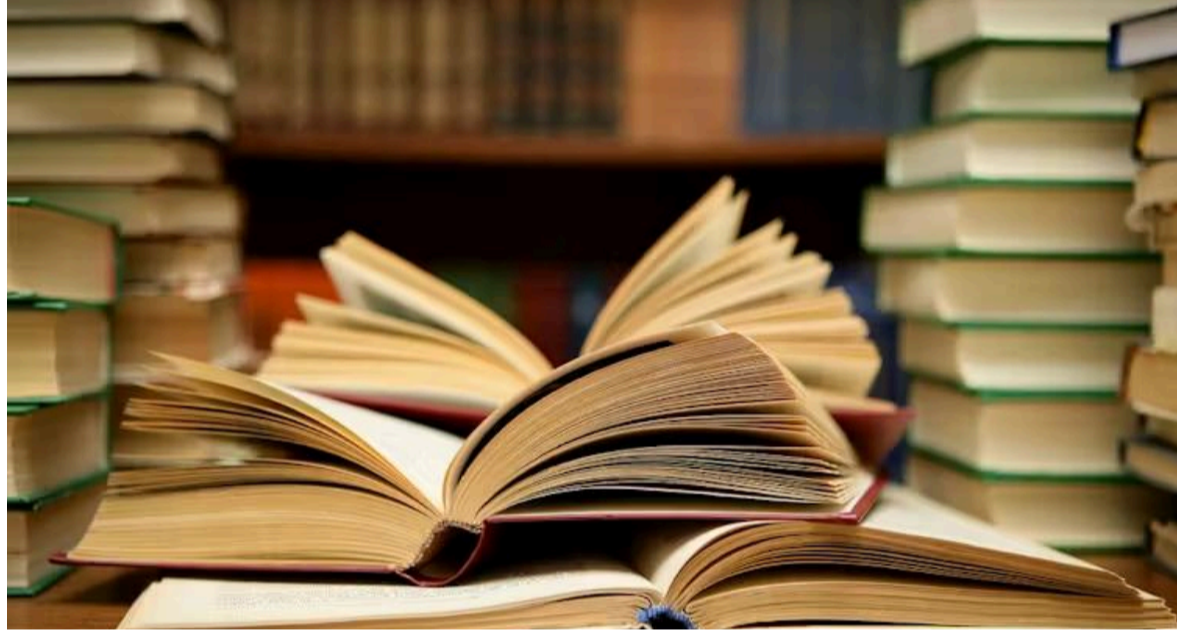
Wow, awesome news is here!

Really Interesting News Number 2
April 9 2025

Wow, awesome news is here!

[View all library news...](#)

Coursework Info



Otherwise could be database guides /user training

Library Resources



Find all your coursework information information information

Career Tools



Find all your coursework information information information

Library Hours

Current Status: **Open until 10pm**

Day of the week	Time
Monday	7:30 am - 10 pm
Tuesday	7:30 am - 10 pm
Wednesday	7:30 am - 10 pm
Thursday	7:30 am - 10 pm
Friday	7:30 am - 10 pm
Saturday	10 am - 8 pm
Sunday	10 am - 10 pm

[All hours and events calendar](#) [Fuqua Academic Calendars](#)

Need Assistance?

Try one of the following options:

 [Ask a librarian](#)

 [Browse our FAQ](#)

 [Send us an email](#)

 [Sitemap](#)

contact us

Research help 919-660-3795 email

Circulation help 919-660-7875 email



PROGRAMS

- Daytime MBA
- Accelerated Daytime MBA
- Global Executive MBA
- Weekend Executive MBA
- MMS: Foundations of Business
- MMS: Duke Kunshan University
- MQM: Business Analytics
- MSQM: Business Analytics
- Accelerated MSQM: Business Analytics
- MSQM: Health Analytics
- Executive Education
- PhD

STUDENT NETWORK

- Student Profiles
- Employers + Industries
- Regional Groups
- Clubs + Activities
- Partners + Community
- Student Blogs

FACULTY + RESEARCH

- Faculty Directory
- Academic Areas
- Centers
- Duke Fuqua Insights

ABOUT

- Leadership
- Campus
- Plan Your Visit
- Institutional Collaboration
- Living Our Values

CONTACT

NEWS + MEDIA

JOBS AT FUQUA

FACULTY RECRUITING

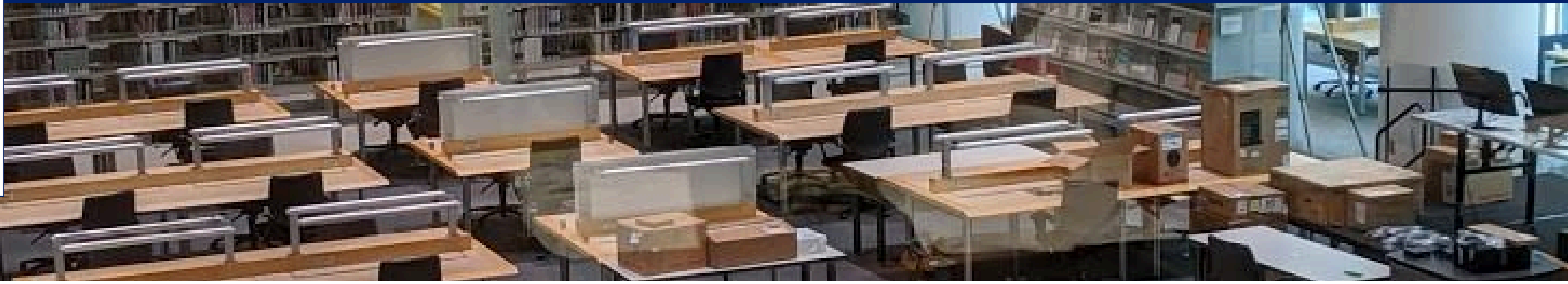
REQUEST INFORMATION

 [LinkedIn](#)

 [Facebook](#)


 [Youtube](#)




 [Instagram](#)



ask a librarian

Have a question? Chat with a real librarian!

available


Type here to chat...

Need more help?

Call

919-660-3795
Research help, locating articles & data

919-660-7875
Overdue items, requesting items & renewals

Appointment

Book an appointment with a librarian [here](#) 
Duke students, faculty & staff

Email

reference-librarians@fuqua.duke.edu
ford-library-circulation@fuqua.duke.edu

FAQ

Explore our [searchable FAQ](#)  if the chat is offline!



PROGRAMS

- Daytime MBA
- Accelerated Daytime MBA
- Global Executive MBA
- Weekend Executive MBA
- MMS: Foundations of Business
- MMS: Duke Kunshan University
- MQM: Business Analytics
- MSQM: Business Analytics
- Accelerated MSQM: Business Analytics
- MSQM: Health Analytics
- Executive Education
- PhD

STUDENT NETWORK

- Student Profiles
- Employers + Industries
- Regional Groups
- Clubs + Activities
- Partners + Community
- Student Blogs

FACULTY + RESEARCH

- Faculty Directory
- Academic Areas
- Centers
- Duke Fuqua Insights

ABOUT

- Leadership
- Campus
- Plan Your Visit
- Institutional Collaboration
- Living Our Values

CONTACT

NEWS + MEDIA

JOBS AT FUQUA

FACULTY RECRUITING

REQUEST INFORMATION

-  [Linkedin](#)
-  [Facebook](#)
-  [Youtube](#)
-  [Instagram](#)

filter ▼

Subject databases ▶

Economic data

Article databases ▶

Health sector management

Jobs & Careers databases ▶

Market Research

Company Information databases ▶

Mergers & Acquisition - VC

Industry Information databases ▶