1. Define your main concepts and terms

Topic: Financial statements and crimes

<table>
<thead>
<tr>
<th>CONCEPT 1 + synonyms, close words etc.</th>
<th>CONCEPT 2 + synonyms, close words etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>financial statements</td>
<td>crime, crimes, criminal</td>
</tr>
<tr>
<td>OR</td>
<td>OR</td>
</tr>
<tr>
<td></td>
<td>illegal, illegality</td>
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<tr>
<td>OR</td>
<td>OR</td>
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<tr>
<td></td>
<td>fraud</td>
</tr>
</tbody>
</table>

2. Create search string

Topic: Financial statements and crimes
Search string: “financial statements” AND (crim* OR illegal* OR fraud)

NOTE!
* = truncation (for example, crim* searches words like crime, crimes, criminal; illegal* searches illegal, illegality etc.
“” = phrase search (searches the words financial and statements next to each other)
3. Create search string in ABI/INFORM Collection (ProQuest)

NOTE! In ABI/INFORM Collection (ProQuest) you can use truncation also inside the phrase search - "financial statement**" searches both financial statement and financial statements

4. Limit the search result

- Peer reviewed
- Publication date
- Access to full text = either Full text or Full text - PDF link or click the SFX-link and check the availability via Library’s subscription
Too many results?

- try narrower, more specific terms:
  marketing → “event marketing”
- add more search terms with AND:
  “social media” AND marketing → ”social media” AND marketing AND “organic food”
- use phrase search:
  customer loyalty → ”customer loyalty”
- limit the search to the title, abstract or subject heading
- limit the search results to the scholarly / peer reviewed journals, to certain years, language, source type

Too few results?

- too many search terms combined with AND:
  marketing AND Instagram AND fashion → marketing AND Instagram / marketing AND fashion
- too specific/ too narrow terms:
- marketing AND “organic fair trade coffee” → marketing AND “fair trade coffee” / marketing AND “organic coffee” / marketing AND “fair trade”
- add synonyms and alternative/ related terms with OR:
  “tax avoidance” → “tax avoidance” OR “tax evasion”
- use truncation mark:
  entrepreneurs → entrepreneur*