

The Goizueta Business Library (GBL) and Emory Libraries' license electronic resources (e.g. databases, ejournals, ebooks, etc.) for current students, faculty, and staff. Our licensing agreements are very explicit about how these resources can – and cannot – be used.

Following are some concrete examples of what is **appropriate and inappropriate use** of GBL and Emory Libraries' databases per the licensing agreements for **experiential client projects, internships, and current employers**. See [Proper Use of GBL and Emory Libraries Licensed Database](#) for more information.

When it doubt, [Ask a Business Librarian](#) by emailing gbsaskalibrarian@emory.edu.

Experiential Client Projects

For experiential client projects, such as IMPACT, clubs, and other live client projects:

- ❖ All databases can be used in order to inform your recommendations.
- ❖ You are allowed to use excerpts or summarize small portions of reports, articles, data and other documents for inclusion in presentation decks and papers.
- ❖ You must always accurately cite all content used.
- ❖ You can **never share** full or substantial portions of reports, articles, spreadsheets, data, etc. from Emory licensed resources with project clients.

Examples:



NOT OK: Your team is working on an IMPACT360 client project. As part of your final deliverable, you create a deck laying out recommendations for entry into new business and geographic markets. Your team uses multiple GBL databases to locate relevant market research reports, incorporating a few data snapshots and quotes as evidence to back up your recommendations. When asked if you could provide copies of the market reports to the client, you email the client PDF reports and accompanying datasets that were downloaded from GBL and Emory Libraries' databases.



OK: You're a member of GBS's Non-Profit Consulting Club, and you're helping a local youth advocacy group with some strategy work. You've included a few data snapshots from SimplyAnalytics in your presentation slides, and your client asks if you can share the raw data Excel file with them. You decline, explaining the licensing restrictions, but you make sure to cite the data in the bibliography.

Internships

- ❖ Use of all GBL and Emory Libraries' licensed databases is forbidden.
- ❖ You may use GBL and Emory Libraries' licensed databases to *prepare* for your internship by reading materials about the industry or developing technical skills you may need.

Examples:



NOT OK: Your internship's project team leader mentions a particular market research report which would be very useful for the project. You log into one of the GBL licensed databases, download the report and email it to your team members. You also print copies to distribute at the next team meeting to facilitate the discussion.



NOT OK: You are working on the final deliverable for your internship. You know you are not allowed to share the full text of reports or articles from GBL databases at internships, so instead you log in, find the reports and just incorporate some screenshots of data graphics into the final report.



NOT OK: You are interning at a consulting firm and your manager mentions wishing she had time to read a specific business book. You quickly locate an executive level summary of the book in GBL's Business Book Summaries database and email copies of the full PDF to your manager and the team.



OK: You are interning at a consulting firm and spending a lot of time hanging out in airports waiting for flights. To keep abreast of recent business news and "stay smart" during the summer, you take full advantage of your GBL licensed NYTimes and WSJ.com apps and regularly scan these sources for your personal use.



OK: This summer you will be interning with a brand management team. In preparation for your first day, you use several GBL databases to generate background information on the company and industry. You have some idea what your summer project might be, so you also locate a few general articles on that topic to get yourself up to speed. Once your internship begins, you must rely on resources other than Emory databases for all of your research.

Employers

For students in Working Professional MBA programs and Sponsored Students across all programs:

- ❖ Usage of all GBL and Emory Libraries' licensed databases is forbidden for research projects for your employer.
- ❖ You may use GBL and Emory Libraries' licensed databases to search for jobs, interview preparation, and for personal enrichment.
- ❖ **If you are an employee of Emory University**, you can use all licensed Emory Libraries' databases that are licensed for all Emory employed staff, faculty and students for work projects. Unless you are employed by the Goizueta Business School, you cannot use GBL databases for work; you can only use them for research directly tied to your MBA curriculum.

Examples:



NOT OK: A manager at your job just assigned you a project that requires you do some research and gather some data. As an EvMBA student, you have access to a wealth of Emory library databases, and you are pretty sure you can find some great information and really impress your manager. Over the next week you use several of the databases, incorporating content into your initial project deliverable and even attaching one of the market research reports.



NOT OK: Your boss from the company that is sponsoring your MBA program emails you about a work-related project. She asks you to try and locate some financial data that is needed to complete the project. You are pretty sure that Bloomberg has the requested data, so you download the data using one of the Bloomberg terminals available at the b-school and the business library, and you email the spreadsheet to your boss.



OK: You work at Emory University in IT, and you are currently enrolled in the EMBA program. You have an IT work-related project, and you know that Forrester and Gartner would be helpful for this project. Although Forrester is a great resource, you cannot use it because it's licensed only for current GBS students, faculty, and staff for GBS work and classes. However, you can use Gartner for your work project because it is licensed for use by all Emory University students, staff, and faculty.