

Begin with Baker

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June 2024



Harvard
Business
School

Baker Library



Welcome back!

Fast facts about Baker:

- Largest academic business library in the world
- Dedicated in 1927
- Renovated in 2005
- Collections span 700 years



Why Baker Library?

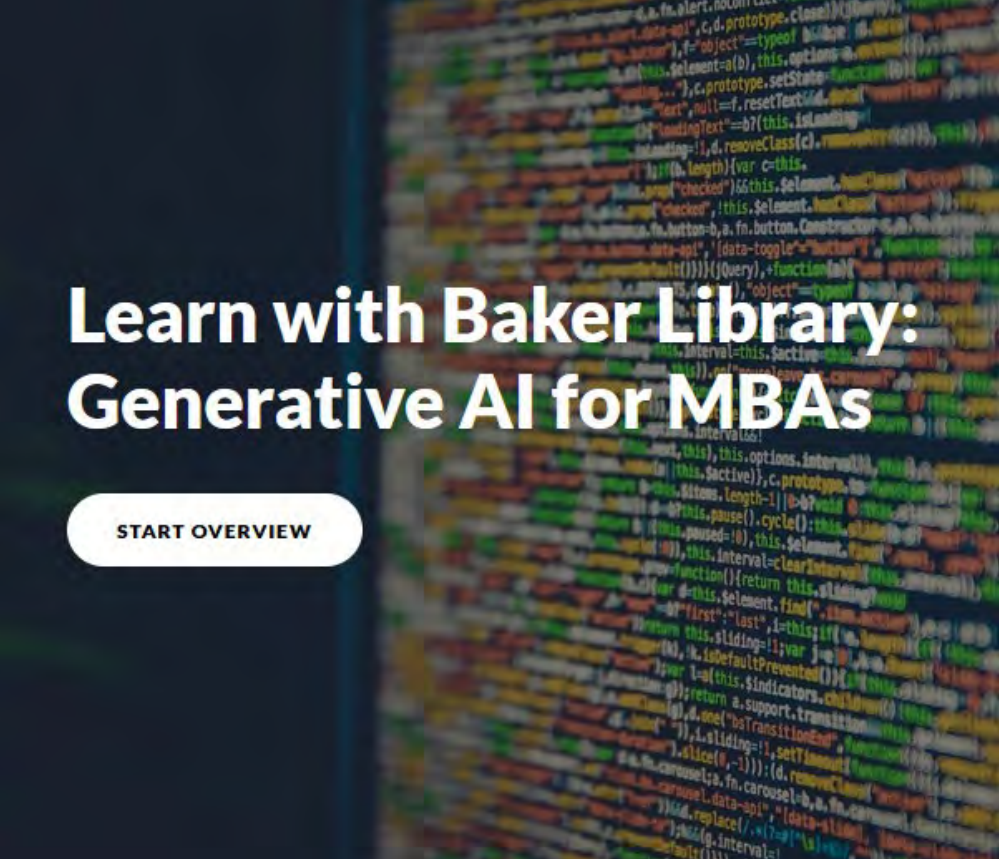
- HBS alumni are our team's second largest customer group after MBA students.
- We answered almost 8,000 questions in 2023, over 1,000 of them from alumni.
- We provide comprehensive alumni research services and resources, far beyond what our peer schools provide.



Why *not* ChatGPT?

Search and Generative AI

- Not all tools include a **real-time search** component.
- Real-time search still can't provide access to **paywalled/proprietary data**.
- Other limitations:
 - **Verifiability:** citations may be false or incorrect
 - **Replicability:** the same prompt may produce different results
 - **Bias:** hard to evaluate unseen biases in training data, post-processing, user input
 - **Hallucinations:** facts or conclusions may be wrong



**Learn with Baker Library:
Generative AI for MBAs**

START OVERVIEW

[Learn more: Generative AI for MBAs Learning Module](#)

Why *not* ChatGPT?

Research Tips for Generative AI

- **Don't** use generative AI as a substitute for trusted sources.
- **Don't** share sensitive or personally-identifiable information.
- **Do** use caution with generative AI outputs.
- **Do** experiment with different tools – for research, a tool like **perplexity.ai** that provides links to reputable sources might be more appropriate than ChatGPT.

Generative AI
tells you what is
plausible,
not what is
true

Research Consultations

[Book a research consultation](#) with a Baker librarian:



Starting Points

Let us help select the best resources for your question



Search Help

We'll show you effective search strategies in specialized databases



Wherever You Are

Connect with us in person, by email, and on Zoom

How Can Baker Library Help You?

**Trends &
Disruptors**



**Industry
Analysis**



**Market
Research**



**Company
Analysis**

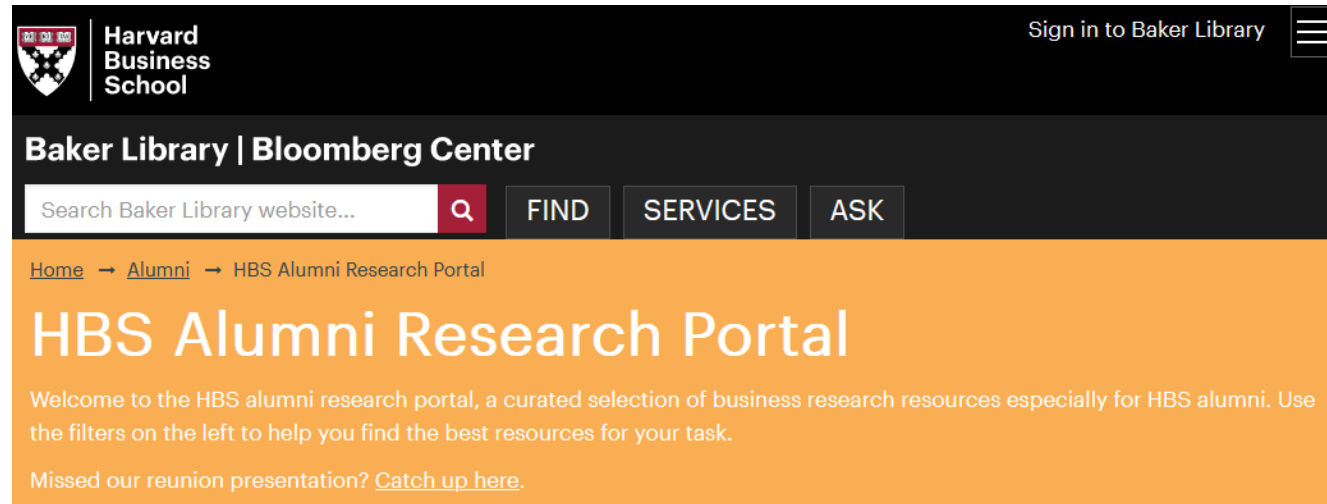


**Business
Launch**



Online Resources

- **HBS Alumni Research Portal**



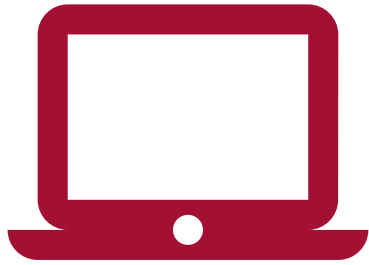
The screenshot shows the top navigation bar of the Harvard Business School Baker Library website. It includes the Harvard Business School logo, a search bar with the text "Search Baker Library website...", and navigation buttons for "FIND", "SERVICES", and "ASK". Below the navigation bar, there is a breadcrumb trail: "Home → Alumni → HBS Alumni Research Portal". The main heading is "HBS Alumni Research Portal" in large white text on an orange background. Below the heading, there is a welcome message: "Welcome to the HBS alumni research portal, a curated selection of business research resources especially for HBS alumni. Use the filters on the left to help you find the best resources for your task." and a link: "Missed our reunion presentation? [Catch up here.](#)"

- **HU Alumni Resources**



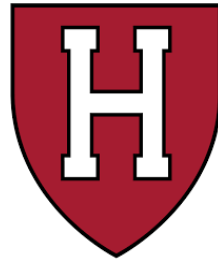
The graphic features a blue-tinted background image of a Harvard University building. At the top, there is a yellow circular icon with a white pencil and the text "HOW TO...". Below this, the main heading is "Use Harvard Library as an Alum" in large white text. At the bottom, there is a subtitle in white italicized text: "Connect with a growing number of electronic resources available to alumni and find out how to visit libraries."

Online Resources: Three Keys



HBS email

Your [HBS email address](#) provides alumni access to HBS alumni resources



Harvard Key

Your [Harvard Key](#) provides alumni access to Harvard University-wide alumni resources



Baker Library

Contact us at infoservices@hbs.edu for troubleshooting and guidance

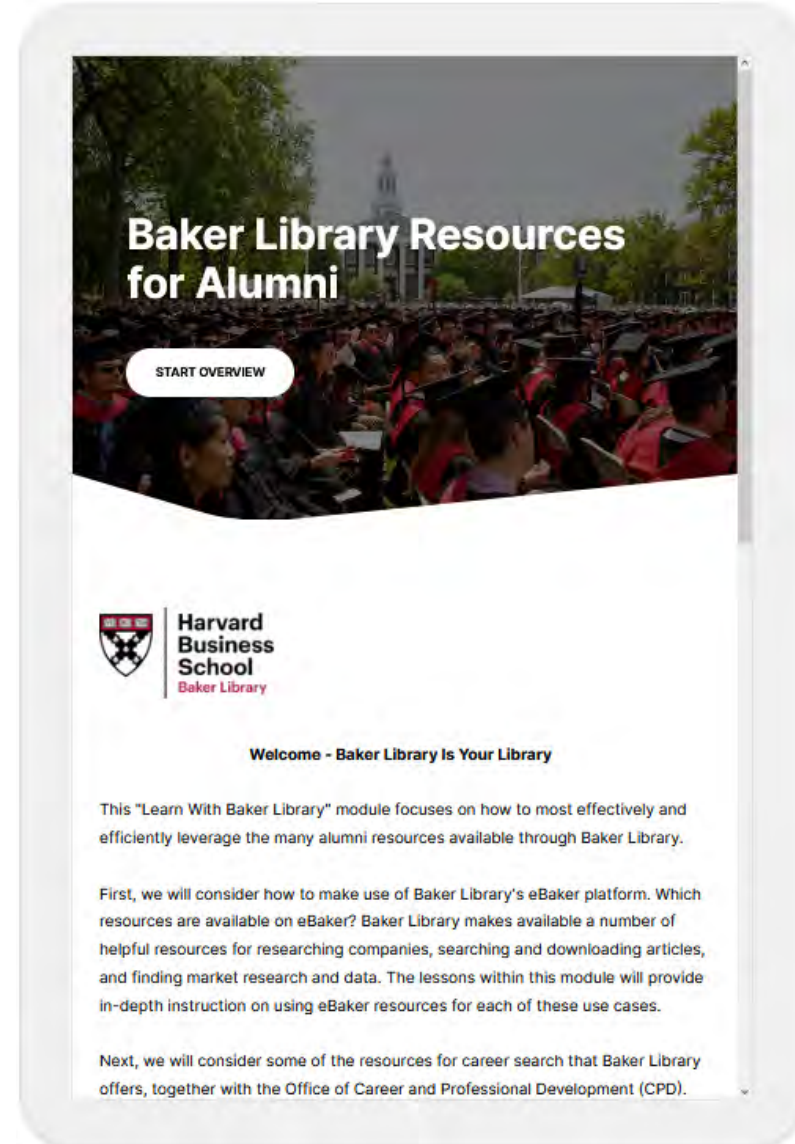
New Alumni Resources



- **GlobalData Disruptor:** Startups, VC/PE firms, reports, and analysis with a technology focus.
- **MassInvestor:** Database of potential venture funders in the US, including VC/PE, angels, family offices, and more.
- **Morningstar Investment Research Center:** Comprehensive and up-to-date financial information on stocks, mutual funds, and exchange-traded funds.
- **RKMA Market Research:** Market research reports covering business to business, leisure, and consumer markets.
- **Preqin Trial and Discount:** HBS alumni receive a free 30-day trial to Preqin's private market data, as well as a 10% discount on new first-year subscriptions.
- **Value Line:** Information on stocks, industries, mutual funds, options, and convertibles. Screen for lists of stocks and mutual funds by various criteria.


New Alumni Tutorial

- [Self-paced overview](#) of Baker's alumni resources and services
- Suggestions for how to best leverage key databases
- Video tutorials of specific search strategies



Baker Library Resources for Alumni

START OVERVIEW

 Harvard Business School
Baker Library

Welcome - Baker Library is Your Library

This "Learn With Baker Library" module focuses on how to most effectively and efficiently leverage the many alumni resources available through Baker Library.

First, we will consider how to make use of Baker Library's eBaker platform. Which resources are available on eBaker? Baker Library makes available a number of helpful resources for researching companies, searching and downloading articles, and finding market research and data. The lessons within this module will provide in-depth instruction on using eBaker resources for each of these use cases.

Next, we will consider some of the resources for career search that Baker Library offers, together with the Office of Career and Professional Development (CPD).



Case Study

Using Baker for
Alumni Research

“

*Can you help me understand the
maternal mental health market in
the United States?*

”



Finding Industry Reports

The screenshot shows the ProQuest interface for Harvard University Alumni. The top navigation bar includes the ProQuest logo, the text 'Access provided by HARVARD UNIVERSITY ALUMNI', and utility icons. The main content area is titled 'Browse Topics & Featured Content' and 'Browse Featured Business Content'. There are two tabs: 'Industry Overviews' and 'Industry Reports', with the latter being selected. A search bar contains the text 'Find an industry...'. Below the search bar are two dropdown menus: 'All countries' and 'All featured report providers', followed by a 'Search' button and a 'Clear all' link. A list of industry categories is visible on the left, with 'Abrasive Product Manufacturing' highlighted and a link to 'View 59 documents'. A red box highlights a search result for 'Mental Health & Substance Abuse Services' by 'dun & bradstreet' (First Research). The result includes the title, a date of '3.29.2021', NAICS codes (621420, 623220), SIC codes (8093, 8361), and a blue button labeled 'About First Research'.

Databases:

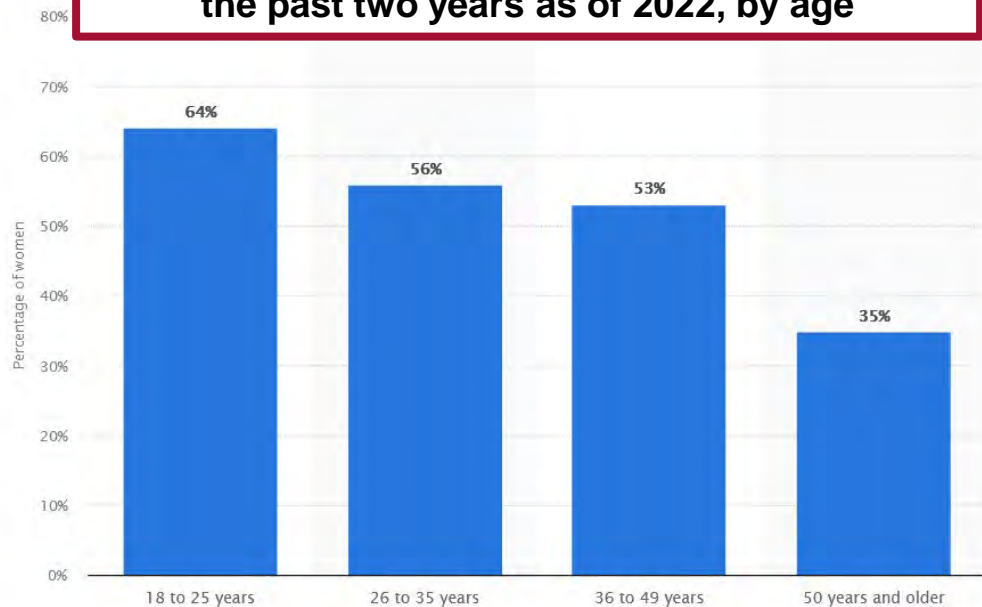
- **ABI/ProQuest**
 - Industry reports from sources like First Research, Fitch, and Plunkett
- **D&B Hoovers**
 - Industry reports from sources like Freedonia and RMA
 - Analyst reports from sources like JP Morgan

Example:

- Select **Browse**, then expand the **ProQuest One Business Featured Content** menu and select **Industries**
- Select the **Industry Reports** tab, then search by keyword; try *maternal health, women's health, mental health*

Finding Industry Data

Percentage of women in the United States who thought they needed mental health services in the past two years as of 2022, by age



De
Te

201 respondents; 18-64 years;

© Statista 2023

SOURCE
Kaiser Family Foundation

Survey by
Kaiser Family Foundation

Published by
Kaiser Family Foundation

Source link
[kff.org](https://www.kff.org)

Release date
December 2022

Citation formats
[View options](#)

Access and Coverage for Mental Health Care: Findings from the 2022 KFF Women's Health Survey

Karen Diep, Brittni Frederiksen, Michelle Long, Usha Ranji, and Alina Salganicoff

Published: Dec 20, 2022



Database: Statista

- Market and consumer data from trusted sources covering 170 industries
- HBS alumni can register for a **free Starter account**
- Helpful for identifying reports, white papers, and data sources

Example:

- Search for *maternal mental health* – no results
- Broader search for *women mental health*

Finding News and Articles

ProQuest
Access provided by HARVARD UNIVERSITY ALUMNI

"mental health" AND (maternal OR perinatal OR women OR gender) AND (trends OR outlook OR forecast)

210,805 results

Modify search Recent searches Save search/alert

Show results outside my library's subscription.

Sorted by Relevance

Limit to

Full text
Peer reviewed

Source type

Scholarly Journals
Books
Audio & Video Works
Dissertations & Theses
Newspapers

Publication date
Last 12 Months

Select 1-20

Pathways To Equitable And Antiracist Maternal Mental Health Care: Insights From Black Women Stakeholders

Matthews, Kay, Morgan, Isabel; Davis, Kelly; Estriplet, Tracey; Perez, Susan; et al. *Health Affairs; Chevy Chase* Vol. 40, Iss. 10, (Oct 2021): 1597-7,1A-6A.

...maternal mental health disorders and access to perinatal and maternal mental ...
... Black women experience a higher prevalence of maternal mental health ...
...maternal mental health workforce with more Black women providers. This study...

Abstract/Details Full text Full text - PDF (1 MB)

MATERNAL HEALTH

By Kay Matthews, Isabel Morgan, Kelly Davis, Tracey Estriplet, Susan Perez, and Joia A. Crear-Perry

Pathways To Equitable And Antiracist Maternal Mental Health Care: Insights From Black Women Stakeholders

ABSTRACT Structural racism causes significant inequities in the diagnosis of perinatal and maternal mental health disorders and access to perinatal and maternal mental health treatment. Black birthing populations are particularly burdened by disjointed systems of care for mental health. To identify strategies to address racism and inequities in maternal and infant mental health care, we interviewed ten Black women who support Black birthing people, including mental health practitioners, researchers, and activists, in February 2021. The five key pathways to address racism and inequities that we identified from the stakeholder interviews are educating and training practitioners; investing in the Black women mental health workforce; investing in Black women-led community-based organizations; valuing, honoring, and investing in community and traditional healing practices; and promoting integrated care and shared decision making. These pathways highlight critical resources needed to improve the quality of maternal mental health care for Black birthing populations.

Kay Matthews is the founder of the Shades of Blue Project, in Houston, Texas.

Isabel Morgan (@morgan@birthequity.org) is the director of the Birth Equity Research Scholars Program, National Birth Equity Collaborative, in New Orleans, Louisiana.

Kelly Davis is the chief of Birth Equity Innovation for the National Birth Equity Collaborative.

Tracey Estriplet is a program associate for Global Birth Equity and Innovation for the National Birth Equity Collaborative.

Susan Perez is a consultant for research for the National Birth Equity Collaborative.

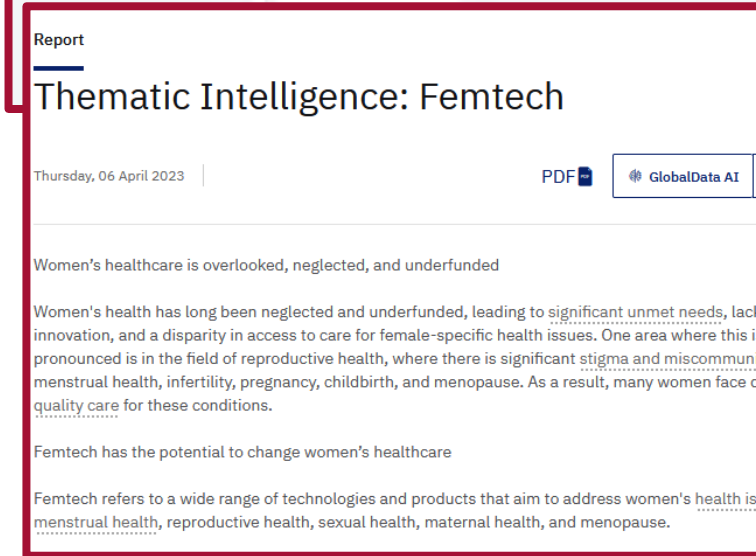
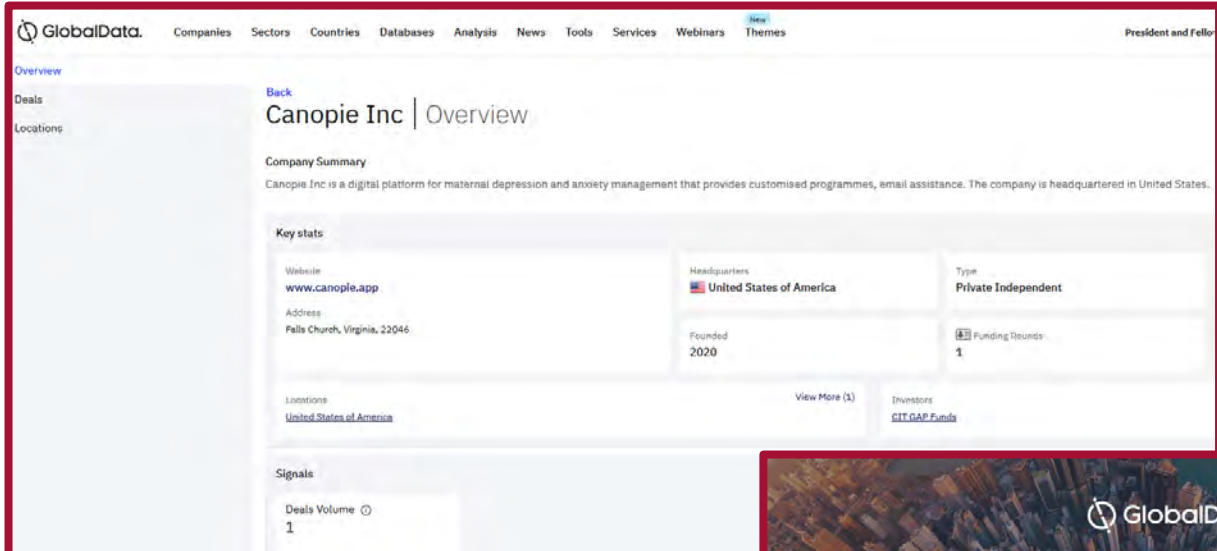
Databases:

- **ABI/ProQuest:** news articles, business and management journals, press releases, trade journals
- **Nexis:** news articles from international, national, and local sources, press releases, trade journals, transcripts

Example:

- In ABI/ProQuest, use the search string *"mental health" AND (maternal OR perinatal OR women OR gender) AND (trends OR outlook OR forecast)*

Finding Deals and Industry Activity



Database:

- **GlobalData Disruptor:** track emerging trends and technologies with company, industry, and deal information

Example:

- Search for keywords “*maternal mental health*” – 1 funding deal for a startup, Canopie
- Broader search for *femtech* – report covering mental health and more

Other Resources: Web Searching

Sources beyond the HBS Alumni Research Portal

- Use Google more efficiently and effectively
- Identify reputable web sources for more information

Example

- Use additional keywords and date limits to focus search results

The screenshot shows a Google search for "maternal mental health statistics us". The search results include a snippet from AAMC stating: "Mental health conditions are the most common complication of pregnancy and childbirth, affecting 1 in 5 mothers every year in the United States. Suicide and overdose are the leading causes of death in the first year postpartum, and are largely preventable." Below this, there is a link to "Maternal Mental Health" from AAMC. Another search result is titled "Scholarly articles for maternal mental health" with a snippet: "... Mental Health Deaths: Insights from a national perinatal maternal mental health survey". A third result is titled "The toll of maternal mental health" with a snippet: "Dec 5, 2023 — Perinatal mental health is a leading cause of maternal mortality, responsible for 1 in 5 deaths." The main content area shows the logo for the "POLICY CENTER FOR Maternal Mental Health™" with the tagline "Closing Gaps in Maternal Mental Healthcare". Below the logo is a navigation menu with links: ABOUT, ISSUE BRIEFS/PAPERS, RESOURCE HUB, FEDERAL POLICY, STATE POLICY, TRAINING/EVENTS, CO-LAB, REPORT CARDS, ROADMAP, RISK/RESOURCES MAP, BLOG, PAST PROJECTS, JOIN THE MOVEMENT, SUPPORT & PARTNER, and REMEMBRANCE WALL. The main heading is "Facts About Maternal Mental Health and Substance Use Disorder". Underneath is the section "Maternal Mental Health Stats:" followed by a list of statistics:

- Less than 15% of women diagnosed with a maternal mental health disorder receive treatment. With increased demand and barriers to mental health care because of the pandemic, even fewer moms received treatment.^{1,2,3}
- 1 in 5 women on average suffer from maternal mental health disorders. Roughly 1 in 5 women are not asked about depression during prenatal visits despite universal screening being recommended⁴
- 1 in 5 women on average suffer from maternal mental health disorders. Up to 50% of women living in poverty will suffer from a maternal mental health disorder.^{5,6}
- 1 in 5 women on average suffer from maternal mental health disorders. #MaternalMentalHealth disorders like postpartum depression are the #1 complication of childbirth.⁷
- 1 in 5 women on average suffer from maternal mental health disorders. 34% of new mothers report experiencing a traumatic childbirth.⁸

Ask Baker Library!

Send us your questions 24/7:

We'll respond within one business day

During Baker Library service hours:

- Call us
- Visit us
- Email us

Baker Library | Bloomberg Center

Search Baker Library website..

FIND

SERVICES

ASK

ASK US

Can't find what you need? Ask Us! We are available to answer anything from a quick query to an in-depth question.

Looking to contact individual Baker staff? Search the [Harvard directory](#) for contact information.

EMAIL YOUR QUESTION

We will respond within 1 business day.
(Harvard affiliates or on-site visitors only)

YOUR QUESTION

Question **

More Detail/Explanation

Would you like to schedule a meeting with a librarian?

Select One

LIVE ASSISTANCE

BY PHONE

1.617.495.6040

IN PERSON

Stamps Reading Room
(3rd Floor)

MAIN DESK

- MON - THURS:
9 AM - 7 PM
- FRI: 9 AM - 5
PM
- SUN: 12 PM -
7 PM



Visit Us!

- Lifetime access to the Stamps Reading Room
- On-site resources include:
 - ✓ 80+ databases
 - ✓ Print collection
 - ✓ In-person research help
 - ✓ Special Collections / HBS Archives materials



Why Baker Library?

At HBS, the knowledge you gain and the connections you make are with you for life.

The library is part of this ecosystem.

We are here to support you and help you remain connected to the school.



Thank you!

infoservices@hbs.edu
617-495-6040

