INT-0691
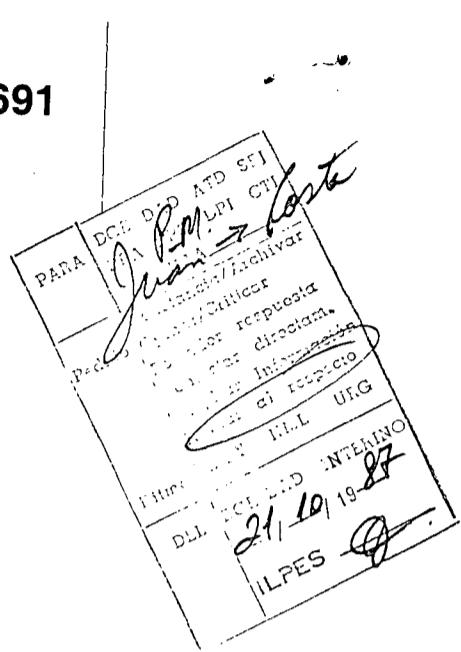
ILPES/DATABASE

TECHNICAL REPORT

October 1, 1987

Prepared by

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TECHNICAL REPORT

TABLE OF CONTENTS

I.   INTRODUCTION

The ILPES/database is a microcomputer database system which
contains timely and relevant bibliographic information on
specific topics of interest. Any record can be retrieved by
matching a keyword, author, or key phrase. The system is
fast and easy to use, and the output can be viewed on the
computer screen, printed on paper, or saved on a diskette.

A computer database allows for more efficient retrieval of
bibliographic information since you can retrieve on any word
wherever it may appear, anywhere in the document. Every word
is read by the computer, thus subject terms do not have to be
specified beforehand, as they would have to be in a paper
index or library catalog. You can custom tailor each
retrieval strategy according to the researcher's needs.

II.   SUBJECT COVERAGE

The information in this database was gathered by a team of
specialized researchers, who performed computer searches in
various databases in the DIALOG databank.

The information the researchers sought, as specified by
ILPES, included a full bibliography on each of thirty-six
authors, and all the recent articles by these and other
authors on twenty-three topics of interest. Not all the
authors listed below were found in the database. All the
records for each author found in the database were retrieved,
and they are available to you in the ILPES/database. All
this information is current as of October 1, 1987.

Similarly, there were many references retrieved based on the
key concepts. We focused on the most recent articles,
usually those published from 1985 to 1987. In the cases
where there were no articles on that topic during this
period, our researchers began to search backwards in time,
going as far back as 1980, in order to retrieve relevant
information sources on the desired topics.

The next two pages list the specific authors and key
concepts, as specified by ILPES, in the following topics:

        A.   CORPORATE PLANNING

        B.   DYNAMIC CORPORATE ADVANTAGES

II.A   <u>SUBJECT ONE: CORPORATE PLANNING</u>

A.1   <u>Authors</u>

ANSOFF, H. Igor
BEER, Stafford
BELOHLAV, James A. Long
BRAND, William K.
EPPINK, D. Jan
GALLINGER, George W.
GOTCHER, J. William
HACK, Arnoldo
HUSSEY, D.E.
IRWIN, Patrick H.
KAHALAS, Harvey
KALLMAN, Ernest A.
MICHALE, STephen R.
MITROFF, Ian
NAOR, Jacob
NAYLOR, Thomas H.
PORTER, Michael E.
QUINN, James Brian
RONEY, C.W.
VESPER, Volker D.

A.2   <u>KEY CONCEPTS</u>

Competitive Advantage
Corporate Planning
Interactive Aclculús
Top Management Planning
International Analysis
Business Strategy in Long Range Planning
Games
Management by Objectives (or Targets)
Strategic Planning
Management by Process
Strategic Management Concept
Managerial Planning
Managers Decision

II.B   <u>SUBJECT TWO: DYNAMIC COMPARATIVE ADVANTAGES</u>

B.1 <u>Authors</u>

BALASSA, Bela
BHAGWATI, Jagdish N.
BOYER, Robert (CEPREMAP, Paris)
BRUNO, Michael
CORBO, Vittorio
HUNT, Shane (CLADS, Boston)
KRUEGER, Anne O.
KUYVENHOVEN, Arie
LEVY, Santiago (CLADS, Boston)
MICHAELY, Michael (Banco Mundial)
MORALES, Juan Antonio (CLADS, Boston)
PARTO, Rodrigo (CLADS, Boston)
SCHYDLOWSKY, Daniel
SRINIVASAN, T.
SYRQUIM, Moshe (or Moises)
WEISSKOPF, Thomas E.

B.2 <u>Key Concepts</u>

Comparative Advantages and Incentives
Dynamic Comparative Advantages
The Technology Factor in International Trade
Intraindustry Specialization and the Gains from
        Trade
Productiviey Trends in Developed Countries
Effective Protection
Domestic Resource Costs
Revealed Comparative Advantages
Protectionism Against Developing Countries' Exports
Optimal Patterns of Trade and Development

III.   TYPICAL QUERIES

Because of the diversity of the information in the ILPES/database files, and the flexibility of the ASKSAM data retrieval program, this database may be used to review case studies of business successes and failures, to track key companies and executives, to locate experts, and to keep abreast of current trends in business strategies and economics.

For instance, you could ask the ILPES/database the following questions:

- What articles has IAN MITROFF written?
(You'll get 22 references)

- What are recent books on MANAGEMENT BY OBJECTIVES?
(You'll get 32 references)

- What business expert can we find to speak on the topic of the TECHNOLOGY FACTOR IN INTERNATIONAL TRADE?
(You'll get over 50 references)

- Are there any case studies on the selling of pharmaceutical products?
(You'll get 6 references)

- Have there been any recent Ph.D. theses on sugar production in Cuba?
(You'll get 1 reference)

IV. SOURCES OF DATA

Specialized consultants obtained these bibliographic records
by doing a series of online connections to the DIALOG
database, which is housed in California.

The DIALOG system, with over 250 databases, provides access
to more than 100 million items of information, including
references to books, journals, the Library of Congress,
theses, etc.

We focused our inquiry in databases which contain:

- extensive summaries of articles from top business
  and management journals, including business
  practices, case studies, corporate strategies, and
  trends

- books from the catalog records of the Library of
  Congress

- summaries of literature on international economic
  sciences

- summaries of all Ph.D. theses granted at U.S.
  universities

V.   DATA FORMAT

The data retrieved is in ASCII-2 international data format. The records retrieved from the United States Library of Congress are in LC-MARC format, which is the origin of the ISO 2709 format.

When the data is retrieved from the DIALOG system, there are many codes and numbers which are significant only on the DIALOG system (such as DIALOG reference number, set number, print commands, etc.)

In order to make the records more readable and useful to you, our specialists then data processed these downloaded records, removing distracing information so that each and every record is easier for you to read.

The records were then composed into files used by the ASKSAM database program. For further documentation on this program, please refer to the ASKSAM manual which we have enclosed with this report.

The records in the BOOKS and ARTICLES files contain three specific (named) fields. These are:

Symbol	Meaning
t[	indicates a title
a[	indicates an author
d[	indicates a publication date

The THESES file contains all the same information without using explicit fields. You will see the title, author, and publication date information in free form, without the field names.

VI.   ILPES/DATABASE FILES

ILPES/database allows you to find just the references you
need by simply typing words from titles, authors, subject
terms, country reference, or many other selection criteria.
Information can be displayed immediately, on the screen, or
printed out on paper.

The ILPES/database is divided into three files:

FILE 1:   ARTICLES

"ARTICLES" contains 1,800 records describing
articles published in professional journals,
magazines, and special reports by organizations
such as the World Bank, etc.

These 1,800 records take up nearly 1.4 megabytes of
computer storage space, or approximately 5 IBM
floppy diskettes.

FILE 2:   THESES

"THESES" contain the Ph.D. theses granted at U.S.
Universities on the stated topics of interest, as
previously indicated. This file contains 661
records which takes up 3/4 megabytes of computer
storage, or approximately 3 IBM floppy diskettes.

FILE 3:   BOOKS

"BOOKS" contains 799 book catalog records from the
U.S. Library of Congress, on the authors and key
concepts.

The "BOOKS" file takes up nearly 1/2 megabyte of
storage, the equivalent of 2 IBM floppy diskettes.

VII.   SAMPLE RECORDS

When you make a query on the database, you first specify
which database you want to use, ARTICLES, THESES, OR BOOKS.
The three files are stored separately for your convenience;
they are subdivided by publication type.

Each record in the ILPES/database contains specific
information, such as:

- Title

- Author

- Publication date

- Publisher

- Journal volume and page numbers

- Language of publication

- Availability

- Descriptor words

- Abstract (in most records)

NOTE: In most cases there will be a 200-word abstract of the
article or theses. The exception to this are the book
records from the Library of Congress, which do not contain
abstracts.

The following pages provide sample records from each file:

- ARTICLES

- THESES

- BOOKS

t[Strategic Management of Technology
a[ANSOFF, H. IGOR
    Jrnl of Business Strategy   v7n3   PP: 28-39
d[Winter 1987]   CODEN: JBSTDK ISSN: 0275-6668
JRNL CODE: JST
    DOC TYPE: Journal Paper   LANGUAGE: English
LENGTH: 12 Pages   AVAILABILITY: ABI/INFORM

    As the high-technology industry matures, successful
companies will be those that revise   their   strategies
from emphasis on the proliferation of technology-driven
products to strategies that emphasize: 1. controlling the
rate of technological advances, 2. segmenting the markets
according to customer needs, and 3. designing products to
meet those needs. One success strategy is to reduce the
frequency of product innovation and to concentrate on
product improvements that reflect market needs. When new
technologies enter the market, firms that have been
successful in the past typically cannot transfer their
capabilities, skills, and management to the new
technology. In order to make the transition, companies can
implement a number of competence-enhancing measures. Some
of these include: 1. broadening the forecasting and
information systems, 2. analyzing the firm's possible
success and selecting future strategies, 3. enlarging
research and development budgets to include strategic
budgets, and 4. changing the organizational structure to
provide for flexible responses to changes. Tables. Charts.
Graphs. References.

    DESCRIPTORS: High technology; Strategic planning;
Strategic management; Technological change; Product
development; R&D

NOTES: t[indicates a title field
              a[indicates an author field
              d[indicates a publication date field

SOCIO-ECONOMIC MODELS AND THE IMPACTS OF A SMALL
SOCIALIST ECONOMY ON AN INDUSTRIALIZED   SOCIETY: THE   CASES
OF   CUBA   AND   THE   USSR   IN   HISTORICAL PERSPECTIVE (SOVIET
UNION, INTERNATIONAL TRADE).   281 PAGES
  PELLET, PEDRO FERNANDO (PH.D. 1986 UNIVERSITY OF MIAMI).
  PAGE 4156   IN VOLUME 47/11-A OF DISSERTATION ABSTRACTS
INT'L   ECONOMICS, HISTORY
     This dissertation represents a first attempt to
combine an empirical socio-economic input-output   analysis
with a historical approach to determine the   impacts   of   the
Cuban   economy   on the USSR economy. Static input-output
models   of   the   Cuban   and   Soviet   economies   are   blended
with   dialectical   interpretations   of their socio-economic
relationship. A multiplier approach is used   to   measure   the
role   of   different   sectors in each economy. Also, the
direct,   indirect   and induced effects per unit of currency
of final demand are considered.
     These   computations   reflect   that   the   total   cost
to   the   USSR of supporting   the   Cuban economy is much
larger than the available data suggests. In   other words, the
total requirements of resources in terms of output, income
and   employment   are   larger   than   the   direct   costs
involved.   The   use   of input-output   models   allows   to
measure the indirect impacts that normally are omitted   in
other   approaches   that underestimate real costs because they
only consider   the   direct   impacts.   However, the USSR saves
resources by exporting capital   intensive   products   and   by
importing   labor   intensive   goods. This complementarity
evidences   the   applicability   of   the   law   of   comparative
advantage,   that   is, the overall efficiency in the area of
international trade increases   when   each country allocates
its resources in those sectors in which each   one   is more
efficient or less inefficient. This situation also validates
the   Heckscher-Ohlin   theorem,   which   states that each
country tends to export goods and services that use
intensively its abundant resources...

NOTES: The THESES file does not contain field names
                such as t[and a[. All the information is
                present without being specified by field
                names.

t[Business not as usual : rethinking our individual,
t[corporate, and industrial strategies for global
t[competition
a[MITROFF, IAN I.
a[MOHRMAN, SUSAN ALBERS.; LITTLE, GEOFFREY, 1956-
  Series: The Jossey-Bass management series
  1st ed. San Francisco : Jossey-Bass Publishers, 1987.
xxi, 194 p. : ill. ; 24 cm.
  Publication Date(s): d[1987
  Place of Publication: California
  ISBN: 1555420303 (alk. paper)
  LC Call No.: HD70.U5M52 1987 Dewey Call No.: 338.9
  Languages: English
  Document Type: Monograph; Bibliographies
  Geographic Location: United States
  Includes index.   Bibliography: p. 181-187.
  Descriptors: Industrial management-United States;
Organizational change-
United States; Industrial organization-United States;
Competition, International

NOTES: t[indicates a title field
              a[indicates an author field
              d[indicates a publication date field

VIII. DUPLICATES

Since records come from different data base sources, there is some variation in format and the length of the abstract. Every effort has been made to remove duplicate records, even where they were retrieved from different sources, and to leave the most informative version in the database.

In the rare instances where you retrieve a duplicate reference, it may be that there are two editions of the same book, or the same article was published in two different journals or by different organizations. We have intentionally left in these references because it may help you locate the desired item.

IX. HARDWARE REQUIREMENTS

In order to run the ASKSAM program and access your
ILPES/database files, you will need the following computer
hardware:

- IBM PC-XT, PC-AT, PS/2 or
  100% compatible microcomputer

- 512K or random access memory

- One floppy disk drive (360K or
  1.2 MB)

- One hard disk (at least 3 MB
  storage required for the ILPES/
  database)

- PC-DOS Version 3.1 or higher

- Printer

X.   COMPUTER INSTALLATION

To install the ASKSAM program and the ILPES/database on your computer, you will need the following diskettes, which have been provided with this report:

- ASKSAM program diskette

- PC-DOS version 3.1 or higher (recommended)

- ILPES/database files diskettes
  (customized, in "backup" format)

1.   Make a subdirectory on your hard disk called "AS" (the initials of the program name "ASKSAM"). To do this, from the root directory type "MD AS".

2.   Check the version of PC-DOS you are using. Type "VER" and the computer will respond with the version number. If you are using PC-DOS version 3.1 or higher, you can go to step #3. If you are using version between 2.0 and 3.1, you must complete the following paragraphs in step #2.

   If you are using a PC-DOS version lower than 3.1 you must reboot your computer using the PC-DOS 3.1 diskette provided with this report. We will make your PC function at the higher level DOS for the duration of the session. Then you can reboot your computer at the previous DOS version.

   Place the PC-DOS 3.1 diskette in the floppy drive, and turn your computer off. Wait a minute, then turn it on again, so that it boots up from the floppy drive. When it has booted up, change to your hard disk (usually C:). Now go to the new AS subdirectory (CD\AS). Type:

        COPY A:RESTORE.COM C:\AS

   and you'll copy the restore file from the floppy to your hard disk.

3.   Place the AS program diskette in the floppy drive. The
      prompt on your screen should still display the hard disk
      drive. Type:

                COPY A:*.* C:\AS*.*

      and the program will begin to copy the program file from
      the diskette to your hard disk.

4.   After you've finished step #3, place the ILPES/database
      diskette #1 in the floppy drive. Type:

                RESTORE A: C:\AS*.*

      and the program will restore the database into your hard
      disk.

      You'll be prompted to insert subsequent diskettes into
      the floppy drive.

5.   You have now finished copying up the ASKSAM program, and
      the ILPES/database files. If you used the PC-DOS 3.1
      diskette we provided, you must now reboot your computer.
      Make sure there are no diskettes in the floppy drive,
      and press CTRL+ALT+Del keys all at once.

6.   Before beginning the ASKSAM program, change to the AS
      subdirectory by typing:

                CD\AS

7.   To run the program, type: S3

USER'S MANUAL

XI.   <u>ILPES/DATABASE USER'S MANUAL</u>

<u>TABLE OF CONTENTS</u>

I.   <u>INTRODUCTION</u>

This manual is intended to be a "start-up" manual, so that
you can begin to use your ILPES/database right away.   It
supplements, but does not replace, the ASKSAM manual which
you will find enclosed with this report.

This manual explains the basic functions of choosing a file,
retrieving data, and viewing it on the screen, or printing
it.   It also describes the settings appropriate for your
customized ASKSAM database.

A copy of this report and users manual can be found in the
ILPES.DOC file included in the diskettes.   This will allow
you to edit these instructions according to your needs as
they may arise, and to print additional copies or a new
version of the users manual.

1. <u>STARTING THE PROGRAM</u>

    <u>AND CHOOSING A FILE</u>

To begin the ASKSAM program, at the DOS
prompt, change to the ASKSAM subdirectory by
type:

            CD\AS   [Press Enter]

then start the program by typing:

            S3   [Press Enter]

You'll see the MAIN MENU.

Notice that in the upper right-hand corner of
the screen, the program says:

            Active File: —NONE—

Before you can begin working, you must choose
the file you wish to work with. The Active
File be either ARTICLES, THESES, or BOOKS.

Type "F" for "File" on the Main Menu. The
program will ask you what file you will want
to use. Type (in either upper or lower case):

           ARTICLES

or

           THESES

or

           BOOKS

Press [Enter], and the program will make the
file you selected available to you.

There may be a short delay before you see the
cursor flashing on your screen. This delay is
because these files are very large, and the
computer is loading your file choice into
memory.

You will now see the Main Menu again, but the
Active File will be listed as either:
ARTICLES.ASK, THESES.ASK, or BOOKS.ASK.

3. SEARCHING FOR RECORDS

CONTAINING A SINGLE WORD

First we'll explain how to search for a bibliographic record by specifiying ONE KEY WORD. A later chapter will teach you how to search for many words, or a multi-word phrase.

To begin a search on ILPES/database, choose "Q" for "Query" from the MAIN MENU. If you aren't at the MAIN MENU, press [ESC] till you return to the MAIN MENU, then type "Q".

When you get the next screen, simply type the single word you're looking for. You can use upper case or lower case, the computer will match the letters regardless of case (unless you specify differently). Press [Enter].

There will be a short delay while the program searches for all relevant records. Then, if there are any matches, the first record will be displayed on your screen. The word you are looking for is highlighted.

When you make a search request, the program will
automatically assume you want to see the records on
the screen, and it will display the records for
you.

When you're looking at a record on the screen,
notice the message line at the bottom of the
screen. If there is no message, that means the
computer is still working to find if there are any
more records that will satisfy your request.

If you see the word:

                    -MORE-

at the bottom of your screen, this means there are
more records containing this word. Press the

                 [SPACE BAR]

to see the next record.

If you want to return to a record which has just
gone by, press the letter

                          L

for "LAST RECORD" and you'll go back through the
selections.

When you see the word

                            -END-

there are no more records that meet your search
word. Press

                        [SPACE BAR]

again, and you'll return to the MAIN MENU.

If there are no records containing that word,
you'll see the word

                          -NONE-

at the bottom of the screen.

Press

                          [ESC]

to return to the MAIN MENU.

If you want to QUIT at any point, press

                          [ESC]

and you will return to the MAIN MENU.

5.   PRINTING THE RESULTS

Make sure your printer is turned on before you give
the program a print command. If your printer is
not turned on, the program may fail.

Check that the MAIN MENU is on your screen. If it
is not, press [ESC] till you see the MAIN MENU.

Choose "Query" by typing

                    Q

In the command line type the following word,
including the braces "{" and "}":

                 {printer}

then the key word you want to search for. For
example, to search for the word "CHILE", type:

                 {printer} Chile   [press ENTER]

This tells the program to send all the records
containing the word "Chile" to the printer.

6.   TRUNCATION AND SUBSTITUTION

Truncation allows you to search for a root word
which ahs different endings. The truncation symbol
is the asterisk (*). This is a very important tool
to use when you want to retrieve all references on
a certain topic, since different records may refer
to the concept using a variation of the same word.

For example, to find all the records containing the
words beginning with the root JAPAN, type the
following:

JAPAN*

and you'll retrieve JAPAN, Japan's, JAPANESE, etc.
(The way your program is set up, ASKSAM will ignore
upper and lower case distinctions).

You can also truncate the word from the beginning.
The search

*PARTISAN

will retrieve partisan and bi-partisan.

The asterisk (*) will act like a "wild-card" to
substitute for any number of letters. However, if
you know that you only want to substitute one
letter, you may use the question mark (?).

For example, if you want to retrieve all the
records that mention the word WOMAN or the word
WOMEN, you could type the following word in order
to retrieve both possibilities:

WOM?N

Note that this last example will only substitute
one letter, and therefore would not retrieve a
record containing the word WOMEN'S. In order to
get all possibilities, the best search request
would be to type

WOM?N*

7.   COMBINING SINGLE WORDS

Because of the complexity of many topics, several
terms may be required to define a search. To link
the terms, you can use the operators

    (AND),   (OR),   and   (NOT).

Insert them between the search terms with a space
on either side.

If you search two words without these operators,
the computer will assume you mean (AND).
Therefore, if you search

        MANAGEMENT ARGENTINA

you will retrieve all the articles that mention the
words "management" and "Argentina", in any order.
Just because you write the words side by side is
not enough for the computer to know you mean them
to be in that order. It will simply find the
records in with both words ocurr.

If you want records on management everywhere except
in Argentina, type

        MANAGEMENT (NOT) ARGENTINA

If you want all records refering to the two
countries Brazil and Argentina, type

        BRAZIL (OR) ARGENTINA

8.   SEARCHING FOR A MULTI-WORD PHRASE

You may want to search for an expression, such as

LONG RANGE PLANNING

The way to tell the computer that these words must
be taken in this specific order, is to put square
brackets around them:

[LONG RANGE PLANNING]

Using square brackets will change three separate
words into one expression.

Please note that to retrieve the broadest spectrum
of records, you should not limit your search to
multi-word phrases, since not all relevant records
will use the words in that exact order.

9.   CUSTOMIZED REPORTS

Up to now you have been viewing and printing the
full records, which sometimes take up two or three
computer screens.

In order to print just part of the record, you must
specify what you want printed on the QUERY command
line.

In the ARTICLES and BOOKS files, you can specify
that you just want the authors and titles printed.
Do this by adding the field names

                        a[t[

to the end of your search request.   This will tell
ASKSAM to print only the author and title fields.

For instance, to view the author and titles for all
records containing the word INTERNATIONAL, type

            INTERNATIONAL a[t[

If you want to print that list, type

            {PRINTER} INTERNATIONAL a[t[

10.   <u>SPEEDING UP RETRIEVAL</u>

Due to the size of the database, the search may
seem to be slow. This is because the program is
inspecting every word in the many records that are
in the database.

Sometimes you can speed up the search by
restructuring your query. This is because every
time you ask the program to search for a word, it
begins to search for the word letter by letter.

You can speed up your search by beginning the
search phrase with the more unusual letters.

For example, if you want all references to

          BRAZIL

it is faster to search

         *ZIL

since there are fewer "Z" ocurrences in the
database than there are for the letter "B".

11.   <u>STORING OUTPUT IN A DISK FILE</u>

To store the results of your search in a disk file,
to be printed later or worked on with a word
processor, add the command

           · 〈DOC ASCII DISK FILENAME〉

to your query.

This will tell ASKSAM to work in "document" mode,
to make an "ASCII" file on disk, and to name it
FILENAME.TXT. You can substitute any filename you
want, just type it in the place of "filename."

12.   DEFAULT SETTINGS

The default settings are the way this program should be
installed in your computer in order for everything to
work well.

The program diskette you received is pre-set to the
correct default settings. If you would like to check
these settings, choose "M" for "MODIFY " from the MAIN
MENU. The correct settings are underlined in the screen
picture below.

CORRECT DEFAULT SETTINGS

```
ALL   or   FIRst              REcord   DOcument

CAPs   or   CASe              LIne X      LIne X
                                or          or
AScii   or   SAm              SKip 1      SKip 1

NAme   or   Value             MARgins    1   80

STream or  IMage              PAGe 55

DECimals 2                    SEt   5
```