Commerce 1DE0
Library Services & Resources

Presented by Innis Library (Business)
Goal

- To enhance your awareness & use of library services and resources
TOP 10 things you should know about McMaster libraries
Pick a Number

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McMaster has 4 libraries on campus
McMaster Libraries

- **Mills** (Humanities & Social Sciences)
- **Thode** (Science & Engineering)
- **Innis (Business)**
  - located in *Kenneth Taylor Hall* (KTH), *Room 108*, just above Celebration Banquet Hall
- **Health Sciences**
  - located in the *Health Sciences Centre* (HSC), 2nd floor, purple section
McMaster Libraries by the Numbers

- **Hours** open: at least 75-95 hours per week, extended during exams
- **Annual visits**: > 2.4 million people
- **Annual no. of research help questions** answered: > 11,000
- **Number of titles held** (all formats): almost 2 million items
- **Annual information resource expenditure**: approx. $9.8 million
Libraries offer a variety of study spaces
Study Space

- **Silent** - silence, no talking, socializing, music or cell phones, carrels only

- **Quiet** - some noise & distractions, low-level conservations, tables & carrels

- **Group** – meeting rooms for collaborative work
  - can be [booked online](#) with your MAC ID (link is on Library’s home page)
  - at least 3 people per room
Library resources can be accessed via Google – Scholar that is.
Google Scholar

- a subset of Google results
- retrieves **scholarly/academic materials** in a variety of subject areas
- **full-text** access to materials *may* be available via McMaster libraries – click **get it!** in the search results

![Google Scholar search results for Emad Mohammad](image-url)
Is Analyst Earnings Forecast Ability Only Firm Specific?*

LAWRENCE D. BROWN, Georgia State University
EMAD MOHAMMAD, McMaster University

1. Introduction

The state of the art in the earnings forecasting literature is that analyst earnings forecast ability is only firm specific. Finding that investors ignore earnings forecast ability with respect to firm \( j \) when reacting to analyst earnings forecast revisions of firm \( j \), Park and Stice (2000, 259) state, “we are unable to find any spillover effect. As a result, we conclude that the specific forecasting ability that we document is with respect to the earnings of a specific firm.”

Chen, Francis, and Jiang (2003, 11) state, “We focus on analyst-firm pairings, as opposed to all forecasts made by an analyst, based on Park and Stice’s (2000) finding that learning about analysts’ forecasting ability is firm-specific (i.e., investors do not believe an analyst is good at predicting firm A simply because she is good at predicting firm B).” Chen and Jiang (2006, 336) state, “[Our measures] are both analyst-firm specific to account for Park and Stice’s (2000) finding that analysts’ ability is firm-specific.”

“Spillover” is a narrow measure of “general” ability as it considers analyst ability with respect to only one other firm the analyst follows.3 We examine if analyst earnings forecast ability is only firm specific by using a broader measure of general ability that considers analyst ability with respect to all other firms the analyst follows. We show that our broader measure of general ability is incremental to firm-specific ability for the dual purposes of explaining earnings forecast accuracy in holdout periods and for explaining how investors react to earnings forecast revisions.

Our findings have important implications. First, they shift the state of the art in the literature from the notion that earnings forecast ability is only firm specific to one that it possesses a general aspect, providing researchers, investors, and practitioners with a better understanding of why some analysts are better at forecasting earnings than others. Second, researchers using earnings

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* Accepted by Patrick O’Brien. We thank Marcus Caylor, Arthur Hugon, Nan Liu, Artemis Pinello, Pat O’Brien, Bill Richardson, two anonymous referees, and workshop participants at Bealey College and McMaster University for helpful comments. Emad Mohammad thanks the Social Sciences and Humanities Research Council of Canada for its financial support.

1. Park and Stice (2000) use the term spillover, not general ability. For expositional convenience we refer to spillover as a narrow measure of general ability.

Contemporary Accounting Research Vol. 27 No. 3 (Fall 2008) pp. 727–750 © CAAA
doi:10.1111/j.1911-3846.2010.01025.x
To enable get it!, setup Library Links in Google Scholar

1. Go to [http://scholar.google.ca/](http://scholar.google.ca/)
2. Click 🔄 Settings
3. Click Library Links (in left navigation)
4. In the Library Links section, find and select McMaster University Library

**NOTE:** If using Google Scholar on more than one device, these settings will need to be saved on each one.

5. Click Save

[How library works video tutorials]
Your McMaster accounts provide access to the Library’s resources
MAC ID – Library’s e-Collections

Your MAC ID gives you access to all the Library’s online resources (e-books, e-journals, databases, etc.) 24/7, anywhere in the world!
McMaster ID Card –
Library’s Physical Collections

• Your McMaster ID card is your library card.
• Borrow items from any library at McMaster.
• Loan period for books is 2 weeks but you can renew up to 6 times online!
• Select Account/Renewals (link on Library home page) to manage items on your library account. Login with the 14 digit barcode on your ID card (e.g., 29005...
Items You Can Borrow

- Books
- Government Publications
- Music CDs
- Vinyl LPs
- DVDs
- etc.

**NOTE:** Loan periods can vary for different items
More Items You Can Borrow

- **MUSE brain sensing headbands** @ Mills, Innis & Thode libraries

- **Bikes** from **Start the Cycle** @ Mills & Thode Library

- **Supplies & Equipment** – whiteboard markers & brushes, power bars, calculators, headphones, projectors, etc. @ Innis Library.
You have access to collections in other libraries.
Interlibrary Loan

- Interlibrary Loan (or I.L.L.) lets you request items not held in the collections at McMaster.

- Use RACER to submit I.L.L. requests and get the book or article you need delivered to you for FREE.

- Register and login to RACER with the barcode on your McMaster ID card.
Reciprocal Borrowing

- As a current McMaster student, you can **borrow books in-person** from almost any university library in Canada.

- Apply for a **reciprocal borrower card** at **participating Canadian university libraries**.

- Make sure you have appropriate identification (a valid McMaster ID card is usually required).
Use the right search tool to find the information you need
If you need ...

- Books
- Course Reserves
- Textbooks
- Encyclopedias
- Directories
- Periodical Titles
- Popular Reading
- Maps
- DVDs
- GovPubs
- etc.

**Catalogue**

Search by author, title, subject, keyword(s).

- If item is **online**, click link & enter MAC ID.
- If item is in a physical format, take note of the **library, location & call number** to find it on the shelf.
- If an item is **Checked out**, it can be **recalled** by you.

**INNIS LIBRARY**

**Location:** Innis Bookstacks

**Item type:** Book

**Call Number:** BF 637 .S8 L573 2003  • Available
If you need ...

- Articles in Journals, Magazines & Newspapers
- Company Profiles
- Company Financials
- Industry Reports
- Market Research Reports
- Statistics
- SWOT Analyses

Databases

Search by subject or database title
Cite Right!
This citation describes ...


A. Article
B. Book
B. It’s a Book!

Book citations typically include:

- author
- title
- place of publication
- publisher
- publication date
Citation Guides

- APA and Chicago are two of the most popular citation styles in business.

NOTE: Your instructor may have a preference, so check with them about which style to use for your course work.
Prize Winner

Congratulations!

You’ve won $10 on your PrintSmart Account
Printing, copying and scanning available in all libraries
- **PrintSmart** account linked to your MAC ID
- **Add value** to your PrintSmart account using credit or debit from any computer
  - online payment only; no cash or coins
- **Copying & Printing**
  - **b&w:** 10¢ single-sided;
    9¢ double-sided [default]
  - **colour:** 25¢ single-sided
    23¢ double-sided [default]
- **Scanning** to email only: 5¢
- **Send print jobs from your own devices**
  - download the PrintSmart client (PC or Mac)
FREE 3D Printing

- Lyons New Media Centre, Mills, 4th floor
- Funded by McMaster’s Student Life Enhancement Fund (SLEF)
- Submit requests online – average job can take 4-5 hours to complete
Libraries provide access to specialized resources.
Lyons New Media Centre
Mills Library, 4th floor

- Edit Studios
- Green Screen
- Cameras & Tripods
- Games & Consoles
- Viewing, listening & recording equipment
McMaster University 24 Hour Film Fest

The 24 Hour Competition Starts
September 25th, 4:00PM
at Mills Library

REGISTER YOUR TEAM NOW!

PROP
It could be a phone, a shoe, or any other common household item.

LOCATION
Perhaps it will be on the street? Under a tree? In a box with a fox?

DIALOGUE
A famous line of dialogue. It might come from a movie, meme, or TV commercial.

A SHORT FILM
Create a five minute (or less) film that integrates all three elements.

M24 Gala & Awards
Friday, October 9, 2015
Libraries offer many ways to get help & to stay connected!
Research Help

- **E-mail:** [library@mcmaster.ca](mailto:library@mcmaster.ca)
- **Phone:** 905-525-9140
  - ext. 22081 Innis Service Desk
  - ext. 21359 Business Librarian
- **Face to Face:**
  - Drop by the Service Desk at anytime, Monday to Friday
- **Live Chat:**
  - [http://library.mcmaster.ca/justask/](http://library.mcmaster.ca/justask/)
Self-Serve Help

SELF SERVE

- Subject Guides
  Resources specific to your subject area

- How to Find
  Guides and Videos on How library Stuff Works

Questions related to Borrowing Materials

InterLibrary Loans/RACER
borrow materials not owned by Mac.

PrintSmart

Your Library Account

FAQs

Forms
retrieve a book from storage, can’t find a book on the shelf

Book a Study Room

Business

- Accounting & Finance
- Business Data & Statistics
- Career & Job Resources
- Country Specific Statistics
- Human Resources & Labour Relations
- Knowledge Management
- Top Business Databases

Business and Law

- How to Find Business Cases
- How to Find Canadian Case Law
- How to Find Collective Agreements
- How to Find Company Annual Reports
- How to Find Industry Reports
- How to Find McMaster Business Theses
- How to Find McMaster Business Working Papers
- How to Find Market Share
- How to Find a SWOT Analysis
- How to Find Top Business Databases
How Library Stuff Works

Video Tutorials

How to Find a Journal Article (video)

You need journal articles for your essay? Watch this video to learn how to find them online. (5:07)

Transcript (PDF) | Transcript (.doc)

How to Read a Call Number (video)

A call number is like an address for a book and this video describes how you read it so that you can find out where the book lives on the shelf. (2:48)

Transcript (PDF) | Transcript (.doc)

Peer Review (video)

Confused by what ‘peer reviewed’ means? This video will tell you and explain how it works. (2:11)

Transcript (PDF) | Transcript (.doc)
Stay Connected!

- “Follow” Us on Twitter!
  [https://twitter.com/innisbizlib](https://twitter.com/innisbizlib)

- “Like” Us on Facebook!
  [http://www.facebook.com/innislibrary](http://www.facebook.com/innislibrary)

- “Follow” Us on Instagram!
  [https://instagram.com/innisbizlib](https://instagram.com/innisbizlib)

- Subscribe to Library News
The DeGroote Commerce Society
SRA Commerce 2015/16

Brandon Stegmaier

Jay Krause: krausejt@mcmaster.ca

John Tambakis
What is the MSU?

How does the MSU affect you day to day?
- Opportunities
- Advocacy
- Services/Business Units

MSU Structure:
- Services
- Clubs
- Governance
What is the SRA?

- Your student government consisting of 35 members from all faculties
- What do we do?
  - Advocate for student needs on and off-campus
  - Lobby the University to improve academic quality
  - Work to provide the best services
Year Plan

- Academic Quality Survey
- Improved Midterm Schedule
- Increased presence in DeGroote, our classes, the University, etc.
- And so much more!
Contact Us

Brandon Stegmaier - stegmabc@mcmaster.ca
Jay Krause - (ask for preferred contact info)
John Tambakis (Caucus Leader) - sracom@msu.mcmaster.ca
## Conference Itinerary

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Finance</th>
<th>Operations</th>
<th>Accounting</th>
<th>Marketing</th>
<th>Panel Discussion</th>
<th>Keynote Speaker</th>
<th>Optional Networking Session</th>
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<tr>
<td>8:15 - 9:00</td>
<td>Sign in / Refreshments</td>
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<td>9:00 - 9:45</td>
<td><strong>LiFi Whelan</strong>&lt;br&gt;Sunlife Financial Investment Analyst</td>
<td><strong>Behlool Khan</strong>&lt;br&gt;BDC Capital Venture Capitalist</td>
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<td>9:45 - 10:15</td>
<td>Human Resources&lt;br&gt;Kelly Hanson&lt;br&gt;PEPSiCO Talent Acquisition Specialist</td>
<td>Entrepreneurship&lt;br&gt;Steve Baker&lt;br&gt;Virtual High School CEO</td>
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<td>10:40 - 11:30</td>
<td>Networking Session</td>
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<td>11:30 - 12:00</td>
<td>Lunch</td>
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<td>12:00 - 12:40</td>
<td>CPA Soft Skills Workshop</td>
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<td>12:45 - 1:25</td>
<td><strong>Charlie Atkinson</strong>&lt;br&gt;Hewlett-Packard Enterprise Vice President</td>
<td><strong>Jennifer Harris</strong>&lt;br&gt;Labatt Breweries Imports and Innovations</td>
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<td>1:30 - 2:10</td>
<td>Accounting&lt;br&gt;Justin Vandezee&lt;br&gt;KPMG Auditing</td>
<td>Accounting&lt;br&gt;Paul Ciapanne&lt;br&gt;KPMG Manager</td>
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<td>2:15 - 2:55</td>
<td>Marketing&lt;br&gt;Marc Boria&lt;br&gt;Lucros Partners VP Business Development</td>
<td>Marketing&lt;br&gt;Allison Miceli&lt;br&gt;Holt Renfrew Marketing Manager</td>
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<td>3:05 - 3:45</td>
<td>Panel Discussion</td>
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<td>3:50 - 4:20</td>
<td>Keynote Speaker&lt;br&gt;Vincent Dong</td>
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<td>4:25 +</td>
<td>Optional Networking Session</td>
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ANNUAL GENERAL MEETING

SEE WHAT THE DCS HAS TO OFFER THIS YEAR!
SEPT 30TH, 6PM - 9PM
PIZZA WILL BE PROVIDED!

AFTER-SOCIAL
HOSTED AT THE PHOENIX.
9PM - 11PM