Commerce 1E03
Business Environment & Organization

Ines Perkovic
Business Librarian

Innis Library
KTH-108

Winter 2017
By the end of this session, you will be able to ...

• identify **different types of secondary sources** frequently used in business research
• how to **construct a search**
• find articles, reports & other secondary sources in **research databases**
• get more help
Group Report Requirements

• Conduct **secondary research**
  – use current/recent research (January 2015 to the present)
  – use at least five different secondary sources & amounts

• Pick a **topic** within a **functional area**
  – Human Resources Management
  – Marketing Management

• Apply topic to **assigned company**
Examples of Secondary Sources

- Books
- Textbooks
- Encyclopedias
- Industry Reports
- Company Profiles
- Company Annual Reports
- Government Publications
- Statistics

PERIODICALS
- Popular Magazines
- Trade Magazines
- Newspapers
- Scholarly Journals
- Videos
- Websites
... and more
Finding Secondary Sources @ McMaster Libraries

Catalogue ...

• is the primary finding aid for items in Mills, Innis, Thode & Health Sciences libraries

• all formats are included (print, online, microform, etc.)

• allows you to search descriptions of items, rather than the full-text of those items

• will be most useful for finding books on your topic

Search by ... title | journal title (all periodical types) | author | subject (i.e., subject headings) | anywhere (keywords appearing in any fields)
NOTE: Format of source does not change the source type. A printed book and an online book are the same type of secondary source.
Periodicals
Newspapers, Magazines (Popular & Trade) and Journals

NOTE: An article from each one of these periodical types can count as a different secondary source. Format of article (online or print) does not change the source type.
What makes a Periodical...periodical??

- published in **regular intervals** (usually daily, weekly, monthly or quarterly)
- produced on an **ongoing basis**
- comprised of **many articles**
- coverage may be on **one or many subjects**
- sometimes referred to as a **serial**
What type of periodical is the WSJ?

ANSWER: Newspaper Article

**WSJ on Web**

**WSJ in Research Database (Factiva)**

**WSJ in Print**
How do you tell the difference between periodical types?

- What type of content?
- Who are the authors of the articles? Do they have credentials?
- Who is the intended audience?
- Who is the publisher?

- Do the articles have references listed?
- Are there advertisements?
- Are the articles “peer reviewed”?

What does “peer-reviewed” mean?

- Experts in the field evaluate papers before they are published.
- Peer-reviewed is also known as “refereed”.
- Not sure if your periodical is peer-reviewed? Check the title in Ulrichsweb (a directory of periodicals).
<table>
<thead>
<tr>
<th>PERIODICALS</th>
<th>NEWSPAPERS &amp; POPULAR MAGAZINES</th>
<th>TRADE MAGAZINES</th>
<th>SCHOLARLY JOURNALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example Titles</td>
<td><em>Globe &amp; Mail</em>, <em>Canadian Business</em>, <em>Fortune</em></td>
<td><em>CPA Magazine</em>, <em>Progressive Grocer</em>, <em>HR Focus</em></td>
<td><em>Human Performance</em>, <em>Human Relations</em>, <em>Journal of Business Ethics</em></td>
</tr>
<tr>
<td>Content</td>
<td>Current events, general interest.</td>
<td>Industry news &amp; trends.</td>
<td>Original research, in-depth analysis. Topics are usually discipline or subject specific. Language can be very specialized/technical.</td>
</tr>
<tr>
<td></td>
<td>Topic coverage can be very broad.</td>
<td>Topics related to a specific trade or profession.</td>
<td></td>
</tr>
<tr>
<td>Authors</td>
<td>Freelance writers, reporters or journalists.</td>
<td>Industry experts or practitioners.</td>
<td>Academics, researchers. Credentials &amp; institutional affiliations noted.</td>
</tr>
<tr>
<td>Publisher</td>
<td>Commercial publishers</td>
<td>Industry associations or organizations</td>
<td>Academic presses, research institutes, universities</td>
</tr>
<tr>
<td>PERIODICALS</td>
<td>NEWSPAPERS &amp; POPULAR MAGAZINES</td>
<td>TRADE MAGAZINES</td>
<td>SCHOLARLY JOURNALS</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------------------</td>
<td>----------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Frequency</td>
<td>Daily Weekly Monthly</td>
<td>Weekly Monthly</td>
<td>Monthly Quarterly</td>
</tr>
<tr>
<td>Abstracts/Summaries</td>
<td>No</td>
<td>Sometimes</td>
<td>Yes, most of the time</td>
</tr>
<tr>
<td>Article Length</td>
<td>Typically short</td>
<td>Varies, but usu. short to moderate in length</td>
<td>Varies, but often lengthy</td>
</tr>
<tr>
<td>Review Process</td>
<td>Reviewed by staff of publication</td>
<td>Reviewed by staff of publication</td>
<td>Often peer-reviewed by experts in a field</td>
</tr>
<tr>
<td>References / Bibliography</td>
<td>Not usually included</td>
<td>May be included</td>
<td>Always included</td>
</tr>
<tr>
<td>Advertisements</td>
<td>Yes, many of them</td>
<td>Yes, usu. industry related</td>
<td>Few or none</td>
</tr>
</tbody>
</table>
What’s the most efficient way to find periodical articles, reports & other secondary sources?

• Use a free search engine such as ...
  Google  Bing  YAHOO!

• Use a subscription search engine (aka research database, library database) such as ...
  GALE  Academic OneFile  STOR  Social Sciences Abstracts
Research Databases ...

• are **search engines** with a well defined scope
  – covering specific years, sources, topics & geography
• can be **subject specific** or **general**
  – accounting *or* business *or* social sciences
• can contain **several source types**
  – articles, data, financials, reports, videos, etc.
• contain **costly sources** not readily available to the public
• contain **content curated** by humans (not robots)
• support **precise & systematic searching**
  – many searching, filtering, sorting & exporting options
Top Business Databases @ McMaster
Include many types of secondary sources
Finding Research Databases

- **Catalogue** and **Articles/Databases** tabs do not include individual articles.

- Select a relevant database first, then search for articles or reports within the selected database.
Accessing Research Databases
Read Description & Click Hyperlinked Name

**Business Source Complete**

Business Source Complete (Standard EBSCOhost Interface)

**Coverage:** 1886 to the present; varies by title

**Note:** On August 1, 2013, *five hundred Harvard Business Review articles* in Business Source Complete will become read-only (i.e., the full-text cannot be printed or saved).

Business Source Complete provides selected full text from 11,200 sources, including more than 1,100 scholarly business journals. Covers all areas of business, including accounting, economics, finance, management, management information systems, marketing and international business. Additional full text, non-journal content includes financial data, books, monographs, major reference works, book digests, conference proceedings, case studies, investment research reports, industry reports (by Datamonitor/Marketline), market research reports, country reports, company profiles, SWOT analyses and more. Also includes a **Company Information** section, a company directory of more than a million public and private companies worldwide. Entries include address, revenue, top executives, subsidiaries, NAICS & SIC codes, and more.

**More Info / Permalink**

Includes links to online tutorials, subject coverage, more database details, etc.
Constructing a Search in a Research Database

1. Identify **main concepts** of your research question

2. Think of **keywords** (synonyms or related words) for your concepts
   ✓ Be aware of variant spellings and word endings

3. **Combine keywords** using ➤ **Boolean operators** (i.e., AND, OR, NOT) and ➤ **modifiers** (" ", ( ) , *)
Main Concepts

Identify the **main concepts** of your research topic

– usually 1 to 3 concepts

**Sample research topic:**

• Assess human resources management at the Amazon corporation

**Concepts:**

1. human resources
2. management
3. Amazon
Keywords

• Develop a list of **keyword(s)** that express your concept(s)
  – consider **specific and general words** (nouns, adjectives & verbs)
  – think of **synonyms** and **related words**
  – use a mix of **natural** and **scholarly language**
  – eliminate less relevant terms
  – avoid **relational words** such as *influence, cause, impact*, etc.
Possible Keywords for Main Concepts of our Research Topic

1. human resources
   HR
   personnel
   employee
   staff
   talent

2. management
   administration
   development
   planning

3. Amazon
   Amazon.com
   Amazon Inc.
<table>
<thead>
<tr>
<th><strong>Modifier</strong></th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>*</code></td>
<td>Use a wildcard (or truncation) symbol to find variant spellings and word endings.</td>
<td>manag* finds: manage, manages, manager, managers management, managing, etc.</td>
</tr>
<tr>
<td><code>!</code></td>
<td>-</td>
<td>behavio*r finds: behavior, behaviour</td>
</tr>
<tr>
<td><code>?</code></td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><code>“”</code></td>
<td>Use quotes around search words to find exact phrases; words appear together in the order specified</td>
<td>“human resources” “public relations” “social media”</td>
</tr>
</tbody>
</table>
## Boolean Operators

**Use to Combine Keywords**

<table>
<thead>
<tr>
<th>Operator</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AND</strong></td>
<td>Narrows or decreases results. Use between search words to retrieve items with <strong>ALL words</strong> present.</td>
<td>brand <strong>and</strong> reputation</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Broadens or increases results. Use between search words to retrieve items with <strong>ANY of the words</strong> present.</td>
<td>marketing <strong>or</strong> advertising <strong>or</strong> promotion</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Narrows or decreases results. Removes unwanted words.</td>
<td>jobs <strong>not</strong> steve</td>
</tr>
<tr>
<td><strong>()</strong></td>
<td>Use parentheses to search for words in a particular, logical order when a variety of Boolean operators are used in a single search statement</td>
<td>(volkswagen <strong>or</strong> VW) <strong>and</strong> emissions <strong>and</strong> scandal</td>
</tr>
</tbody>
</table>
### Sample Search Results in Business Source Complete

**Effect of Boolean Operators & Modifiers**

<table>
<thead>
<tr>
<th>Search Query</th>
<th># of Results Retrieved on February 1, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>“human resource*”</td>
<td></td>
</tr>
<tr>
<td>HR</td>
<td>244,291</td>
</tr>
<tr>
<td>manag*</td>
<td>3,159,708</td>
</tr>
</tbody>
</table>

1. “human resource*” HR manag*                  | 2,047                                     |
2. “human resource*” and HR and manag*          | 27,632                                    |
3. “human resource*” or HR or manag*            | 3,271,951                                 |
4. “human resource*” or HR and manag*           | 252,326                                   |
5. (“human resource*” or HR) and manag*         | 170,571                                   |

Red numbers = # of search results retrieved on February 1, 2017.

Order of operations: Left to right, AND first, OR second, NOT last, ( ) becomes first
Search Statement
Piecing it All Together

(“human resource*” or HR or personnel or employee* or staff or talent) and (manag* or adminstrat* or develop* or plan*) and (amazon or amazon.com or “amazon inc*”)

[Image of jigsaw puzzle pieces being connected]
The option to specify the location of search words is common in databases. Can make results more precise.
The option to specify the location of search words is common in databases. Can make results more precise.

Boolean Operators & Modifiers

Specify date range
'Bruising workplace' stirs up debate

Dobson, Sarah (Canadian HR Reporter; Toronto 28.15 (Sep 21, 2015): 1,10.

It was a damning article. Outlining the "bruising workplace" of online retailer Amazon, an August 17 story in the New York Times detailed the unrelenting pace, late hours and secrecy of a work environment that's "more nimble and more productive but harsher and less forgiving." Workers are encouraged to tear apart each other's ideas in meetings and held to "unreasonably high" standards. An internal phone directory tells colleagues how to send secret feedback to one another's bosses. Another integral component to Amazon is a focus on measurement. The company uses a self-reinforcing set of data and psychological tools to spur its tens of thousands of white-collar employees to do more and more, according to the New York Times.

Additional keywords or controlled vocabulary to use in searches:
- Work environment
- Productivity
- Feedback
- Electronic commerce

When full-text is not available in the database, select get it!

Also check on sources noted in description, full-text and/or reference lists.

Use stable URLs when citing and exporting.

Source type: Trade Journals

Trade magazine article
Sample Company Profile

Amazon.com, Inc.

Address: 410 Terry Avenue North
Seattle
Washington 98109 5210

Country: United States

Abstract: Amazon.com, Inc. (Amazon or 'the company') is one of the largest global online retailers. It offers a wide range of merchandise, including books, music, videos, and electronics. The company was founded in 1994 by Jeff Bezos and has grown rapidly since then. It is headquartered in Seattle, Washington with operations in several countries.

Click links in Related Information box for periodical articles and other documents about this company within the database.
Research Databases Often Have Filters
Use them to refine and/or narrow search results
Citing Sources

• Use the Fall 2016 *Citation Guide for Business* exactly. Included in Comm 1E03 courseware, A2L & on Library’s website. Includes many examples of how to cite secondary sources.

• Based on *Chicago Manual of Style* (CMOS) 16th edition - available online

• Track citations as you do your research

• Don’t leave it till the last minute!
Overwhelmed? Don’t Know Where to Start?

Comm 1E03 Course Research Guide

Canadian Company Sources

Course code: Commerce 1B03/1E03
Course name: Business Environment and Organization
Course date: Winter 2017

- includes numerous library databases, web sites and other sources useful for your research project

http://library.mcmaster.ca/guides/commerce-1be03
Self-Serve Help
Help > Need Help? Just Ask!

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 Financial Ratios (Industry & Company)
- 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

http://library.mcmaster.ca/justask
How to Choose an Essay Topic (video)
This video describes how to come up with a research topic, develop a thesis statement, and write an essay. (2:32)
Transcript (PDF) | Transcript (.doc)

How to Choose Keywords (video)
This video explains how to choose keywords for database searching when doing research. (2:43)
Transcript (PDF) | Transcript (.doc)

Boolean Searching Part I: Boolean Operators AND OR NOT (video)
Learn how to use the Boolean Operators AND/OR/NOT to target and refine your search.
Transcript (PDF) | Transcript (.doc)

http://library.mcmaster.ca/instructional-videos
Research Help @ Innis

- E-mail: 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/
We love feedback!

Please fill out our survey:
https://www.surveymonkey.com/r/liblearning
LIAM @INNIS
2017
11-11:30 am
Feb. 9
Feb. 23
March 9
March 23
April 6
April 20