Commerce 1B03
Business Environment & Organization

Ines Perkovic
Business Librarian

Innis Library
KTH-108

Fall 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
For COMM 1B03, you need ...

- to conduct secondary research ...
  - on your assigned company
    - Air Canada
    - or
    - Canadian Tire Corporation
  - published in 2017
  - that includes at least 4 different secondary source types
Primary vs. Secondary Sources

**PRIMARY**

- Materials containing first-hand information
- Direct, personal observations
- Original materials that do not analyze or interpret other materials
  
  **Examples:** interviews, surveys, focus groups, observational research, etc.

**SECONDARY**

- Second-hand account, taken from someone or something else
- Usually describing, summarizing, analyzing, evaluating, derived from, or based on primary source materials
  
  **Examples:** articles, books, reports, videos, etc.
Secondary Sources often used in Business

**PERIODICALS**

- Articles
  - Popular Magazines
  - Trade Magazines
  - Newspapers
  - Scholarly Journals
- Company Reports
  - Annual Reports
  - Company Financials
  - Company Profiles

- Directories
- Industry Reports
- Market Research Reports
- Statistics
- Videos
- Web Sites
- ... and more
Periodicals
Newspapers, Magazines (Popular & Trade) and Journals

NOTE: An article from each 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
How do you tell the difference between periodical types?

• What type of content?
• Who is the intended audience?
• Who are the authors of the articles? Do they have credentials?
• Do the articles have references listed?
• Who is the publisher?
• Are there advertisements?
• Are the articles “peer reviewed”?

[Images of various 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><strong>Example Titles</strong></td>
<td><em>Globe &amp; Mail, The Economist, Maclean’s</em></td>
<td><em>CPA Magazine, Progressive Grocer, HR Magazine</em></td>
<td><em>Human Performance, Journal of Advertising, Journal of Business Ethics</em></td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Current events, general interest. Topic coverage can be very broad.</td>
<td>Industry news &amp; trends. Topics related to a specific trade or profession.</td>
<td>Original research, in-depth analysis. Topics are usually discipline or subject specific. Language can be very specialized and technical.</td>
</tr>
<tr>
<td><strong>Authors</strong></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><strong>Publisher</strong></td>
<td>Commercial publishers</td>
<td>Industry associations or organizations</td>
<td>Academic presses, research institutes, universities</td>
</tr>
</tbody>
</table>

Continued ...
<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>Frequency</td>
<td>Daily</td>
<td>Weekly</td>
<td>Monthly</td>
</tr>
<tr>
<td></td>
<td>Weekly</td>
<td>Monthly</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Monthly</td>
<td></td>
<td></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>
Articles from a journal, magazine or newspaper?

THE LAST DAYS OF TARGET

MAGAZINE

THE GRAND OPENING OF TARGET CANADA WAS SET TO begin in one
month, and Tony Fisher needed to know whether the company was
actually ready. In February 2013, about a dozen senior-level employees
gathered at the company's Mississauga, Ont., headquarters to offer
updates on the state of their departments. Fisher, Target Canada's
president, was holding these meetings every day as the launch date crept
closer. The news was rarely good. The company was having trouble
moving products from its cavernous distribution centres and onto store
shelves,

which would leave Target outlets poorly stocked. The checkout system
was glitchy and didn't process transactions properly. Worse, the
technology governing inventory and sales was new to the organization; no
one seemed to fully understand how it all worked. The 750 employees at
the Mississauga head office had worked furiously for a year to get up and
running, and nerves were beginning to fray. Three test stores were slated
to open at the beginning of March, followed shortly by another 21. A
decision had to be made.

Link to article

How Does Target Know So Much About Its Customers? Utilizing
Customer Analytics to Make Marketing Decisions
Hope B. Corrigan, Georgiana Craciun & Allison M. Powell
Pages 159-166 | Published online: 07 Dec 2014

JOURNAL

Abstract

Every time shoppers make a purchase at a store or browse a Web site,
customer behavior is tracked, analyzed, and perhaps shared with other
businesses. Target Corporation is a leader in analyzing vast amounts of
data to identify buying patterns, improve customer satisfaction, predict
future trends, select promotional strategies, and increase revenue. This
case highlights a situation in which a teen girl unexpectedly received a
maternity-specific mailer from Target and discusses the positive and
negative aspects of this retailer's data mining program. The case focuses
on the types of data needed to identify changes in consumer behavior,
privacy issues that arise with data mining, and how customer analytics
supports marketing decisions.

Link to article
Not sure of your periodical type? Look up the periodical title in **Ulrichsweb**

<table>
<thead>
<tr>
<th>Basic Description</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Canadian Business</td>
</tr>
<tr>
<td><strong>ISSN</strong></td>
<td>0008-3100</td>
</tr>
<tr>
<td><strong>Publisher</strong></td>
<td>Rogers Publishing Ltd.</td>
</tr>
<tr>
<td><strong>Country</strong></td>
<td>Canada</td>
</tr>
<tr>
<td><strong>Status</strong></td>
<td>Ceased</td>
</tr>
<tr>
<td><strong>Start Year</strong></td>
<td>1928</td>
</tr>
<tr>
<td><strong>End Year</strong></td>
<td>2016</td>
</tr>
<tr>
<td><strong>Publication History</strong></td>
<td>1928-2016</td>
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<tr>
<td><strong>Frequency</strong></td>
<td>16 times a year</td>
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<tr>
<td><strong>Volume Ends</strong></td>
<td># 12, Dec</td>
</tr>
<tr>
<td><strong>Language of Text</strong></td>
<td>Text in: English</td>
</tr>
<tr>
<td><strong>Abstracted / Indexed</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Serial Type</strong></td>
<td>Magazine</td>
</tr>
<tr>
<td><strong>Content Type</strong></td>
<td>Trade</td>
</tr>
</tbody>
</table>

Peer-reviewed is also known as “refereed”. **NOTE:** Every article in a refereed journal will **not** be peer-reviewed (e.g., editorial, book review, etc.)
Toyota Feels Pinch Along With Big 3 As Sales Dive

By Norihiko Shirouzu, Mike Spector and Josee Valcourt
Updated April 2, 2008 12:01 a.m. ET

The auto industry's sales slump deepened sharply in March amid a powerful economic slowdown, and even once-invincible Toyota Motor Corp. took a big hit.

"It is now dealing for the first time with the problem that it has faced for years: too much North American manufacturing capacity," said a Toyota executive familiar with the firm's strategy. "The car industry is in a very difficult situation."
Citing Same Source in Different Formats

Citation requirements vary by format


Newspaper article on WEB

Newspaper article in DATABASE

Newspaper article in PRINT
Citing

• Use the Fall 2017 Citation Guide for Business exactly. Included in Comm 1B03 courseware, A2L and on Library’s website.


• Track citations as you do your research. Use stable URLs or take note of item details. Do not copy URLs from browser toolbar – not always reliable.

• Don’t leave it till the last minute!
Finding Secondary Sources on Your Topic

To find periodical articles, company reports & other secondary sources ...

• use a free search engine such as ...

Google  Bing

• use a subscription based research database (a.k.a. library database, database) such as ...
Top Business Databases @ McMaster
What are Research Databases?

• are search engines with a well defined scope
  – covering specific years, various geographies, specific publications, etc.

• can be subject specific or general
  - marketing; business; social sciences; multi-disciplinary

• can contain one or more source types
  – articles, data, financials, reports, videos, maps, images, and more!
Research Databases ...

- support **precise & systematic searching**
  - many searching, filtering, sorting & exporting options

- contain **content curated** by humans (not robots)

- are typically **fee-based $$$**, contain **full-text** content not typically available for free on the open web
Accessing Research Databases

• On the Library’s home page, select **Databases** tab and then pick a database by **Subject Area** or search by **Name**
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: 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.
Finding Company Profiles

1. Click on "Company Profiles" in the navigation menu.

2. Enter "amazon" in the search bar and select "Alphabetical".

3. Click on "Amazon.com, Inc." in the list of company profiles.
Click links in Related Information box for periodical articles and other documents about this company within the BSC database.
Constructing a Search in a Research Database

1. Identify **main concepts** of your topic
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` words
  – avoid `relational` words such as `influence, cause, impact`, etc.
Possible Keywords for Main Concepts of Sample Research Topic

1. human resources
   HR
   personnel
   employee
   staff
   talent

2. management
   administration
   development
   planning

3. Amazon
   Amazon.com
   Amazon Inc.
## Boolean Operators

### Use to Combine Keywords

<table>
<thead>
<tr>
<th>Operator</th>
<th>Description</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AND</strong></td>
<td>Use between search words to retrieve items with <strong>ALL words</strong> present. <strong>Narrows</strong> or decreases results.</td>
<td>brand <strong>and</strong> reputation</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Use between search words to retrieve items with <strong>ANY of the words</strong> present. <strong>Broadens</strong> or increases results.</td>
<td>marketing <strong>or</strong> advertising <strong>or</strong> promotion</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Removes unwanted words. <strong>Narrows</strong> or decreases results.</td>
<td>jobs <strong>not</strong> steve</td>
</tr>
<tr>
<td><strong>(  )</strong></td>
<td>Searches using a mix of Boolean operators are processed left to right - AND first, OR second, NOT last. Words enclosed in parentheses (  ) will become first.</td>
<td>(volkswagen <strong>or</strong> VW) <strong>and</strong> emissions <strong>and</strong> scandal</td>
</tr>
</tbody>
</table>
### Boolean at Work:
Human Resources Management at Amazon, Inc.

<table>
<thead>
<tr>
<th>Search</th>
<th># of results</th>
</tr>
</thead>
<tbody>
<tr>
<td>amazon</td>
<td>140,315</td>
</tr>
<tr>
<td>and</td>
<td></td>
</tr>
<tr>
<td>human resources</td>
<td>565</td>
</tr>
<tr>
<td>or</td>
<td></td>
</tr>
<tr>
<td>HR</td>
<td>659</td>
</tr>
<tr>
<td>and</td>
<td></td>
</tr>
<tr>
<td>management</td>
<td>239</td>
</tr>
<tr>
<td>not</td>
<td></td>
</tr>
<tr>
<td>river</td>
<td>234</td>
</tr>
</tbody>
</table>
# Modifiers

## Control Word Variations

<table>
<thead>
<tr>
<th>*</th>
<th>!</th>
<th>?</th>
<th><strong>Use a wildcard (or truncation) symbol to find variant spellings and word endings.</strong></th>
<th><strong>NOTE:</strong> The symbol can vary by search engine – check Help section</th>
<th><strong>manag</strong> finds: manage, manages, manager, managers management, managing, etc.</th>
<th><strong>behavio</strong> finds: behavior, behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot; &quot;</td>
<td>&quot; &quot;</td>
<td><strong>Use quotes around search words to find exact phrases; words appear together in the order specified</strong></td>
<td><strong>“human resources”</strong>  <strong>“public relations”</strong>  <strong>“social media”</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Boolean & Modifiers at Work:
Human Resources Management at Amazon, Inc.

### Sample Search Results

<table>
<thead>
<tr>
<th>#1: Boolean</th>
<th>#2: Boolean + Modifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>amazon</td>
<td>amazon</td>
</tr>
<tr>
<td><strong>and</strong></td>
<td><strong>and</strong></td>
</tr>
<tr>
<td>human resources</td>
<td>“human resource*”</td>
</tr>
<tr>
<td><strong>or</strong></td>
<td><strong>or</strong></td>
</tr>
<tr>
<td>HR</td>
<td>HR</td>
</tr>
<tr>
<td><strong>and</strong></td>
<td><strong>and</strong></td>
</tr>
<tr>
<td>management</td>
<td>manag*</td>
</tr>
<tr>
<td><strong>not</strong></td>
<td><strong>not</strong></td>
</tr>
<tr>
<td>river</td>
<td>river</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>140,315</td>
<td>140,315</td>
</tr>
<tr>
<td>565</td>
<td>476</td>
</tr>
<tr>
<td>659</td>
<td>571</td>
</tr>
<tr>
<td>239</td>
<td>257</td>
</tr>
<tr>
<td>234</td>
<td>257</td>
</tr>
</tbody>
</table>
Search Statement
Piecing it All Together

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

Order of operations:
Left to right, AND first, OR second, NOT last, ( ) becomes first
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.

**Business Premium Collection:** Searching all sources in database
Research Databases Often Have Filters
Use them to refine and/or narrow search results
'Bruising workplace' stirs up debate
Dobson, Sarah X Canadian HR Reporter; Toronto 28.15 (Sep 21, 2015): 1,10.

It was a damming 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.

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 permalinks when citing and exporting.

Trade magazine article
Quick Search

• is a multi-disciplinary search tool for locating online items and physical materials in Mills, Innis, Thode & Health Sciences libraries.

• **Quick Search** = “Catalogue” + “Articles & More” (includes some content from Databases + eJournals)

• Search by keyword(s), then refine results using a variety of limits such as format, date, subject, database, etc.
Sample Quick Search Results

- includes articles (from all periodical types), plus a variety of other secondary sources
- search not comprehensive, missing content from many of our research databases (like Factiva)
- “Articles & More” entries may not always be available in full-text at McMaster; select Get It @ Mac! for options
- good place to start, can help identify which databases to explore
Overwhelmed? Don’t Know Where to Start?

Comm 1B03 Course Research Guide

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

http://libguides.mcmaster.ca/commerce1b03
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 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 Library Stuff Works

Video Tutorials

- Using the Library
- Finding Articles
- Finding Books
- Doing Research
- Citing

How to Find a Journal Article (video)
You need journal articles for your essay? Watch this video to learn how to access them online. (5:07)

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)

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)

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/
Library Hours

October 15 - December 3
library.mcmaster.ca/hours-info

INNIS
Mon-Thurs: 8:30am - 2am
Fri: 8:30am - 6:45pm
Sat: CLOSED
Sun: 1pm - 7:45pm

MILLS & THODE
Mon-Thurs (Mills): 8am - 10:45pm
Mon-Thurs (Thode): 8am - 3am
Fri (Mills): 8am - 5:45pm
Fri (Thode): 8am - 9:45pm
Sat: 10:30am - 5:45pm
Sun: Noon - 10:45pm

Learning Commons open 24/5

Late Night Silent Study Hours Now Available
Group Study Rooms at Innis

- 7 rooms, seating for 6
- Include whiteboards, monitors, outlets, etc.
- Supplies can be borrowed from Service Desk
- Book rooms online with your MAC ID

https://library.mcmaster.ca/mrbs/

Click on a ✗ below to book a room. If an ✗ appears then it means that you are trying to book the room either more than 2 weeks in advance or the date is in the past.
LIAM THE LIBRARY DOG IS BACK THIS YEAR!

2017
Innis: 11-11:30am  
Mills: 1-2pm  
(1st floor, Connection Centre)  
Thode: 3-3:30pm

October 26  
November 9  
November 23  
December 7
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• SnapChat
  maclibraries