Commerce 1E03
Business Environment & Organization

Ines Perkovic
Business Librarian

Innis Library
KTH-108

Winter 2018
By the end of this session, you will be able to ...

• how to identify **different types of secondary sources** frequently used in business research

• find articles, reports & other secondary sources in **research databases**

• how to **construct a search**

• get more help
COMMERCIAL 1E03
Group Project Requirements

- to conduct secondary research for two presentations ...

1. an ethics related topic and company in the news during the past 6 months

2. a human resources or marketing topic applied to two Canadian companies – one assigned, one chosen by you

- need to include at least 3-4 different types of secondary sources that were published from January 2017 to the present
## Primary vs. Secondary Sources

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Materials containing first-hand information</td>
<td>• Second-hand account, taken from someone or something else</td>
</tr>
<tr>
<td>• Direct, personal observations</td>
<td>• Usually describing, summarizing, analyzing, evaluating, derived from, or based on primary source materials</td>
</tr>
<tr>
<td>• Original materials that do not analyze or interpret other materials</td>
<td>• <strong>Examples:</strong> articles, books, reports, videos, etc.</td>
</tr>
<tr>
<td>• <strong>Examples:</strong> interviews, surveys, focus groups, observational research, etc.</td>
<td></td>
</tr>
</tbody>
</table>
Secondary Sources often used in Business

• Articles
  – Popular Magazines
  – Trade Magazines
  – Newspapers
  – Scholarly Journals

• Company Reports
  – Analyst (or Equity Research) Reports
  – Annual Reports
  – Company Profiles

• Directories
• Industry Reports
• Market Research Reports
• Statistics
• Videos
• Web Sites
• ... and more
Additional COMMERCE 1E03
Project Requirements

DO
Primary research
Research published before January 2017
YouTube
Instagram
Twitter
LinkedIn
Wikipedia
Blogs

NOT USE
Periodical Articles
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.
Books, Reports, Statistics, Videos, Websites

More Secondary Source Examples
Identifying Secondary Source Types

NEWSPAPER

WSJ on Web

WSJ in Print

LEADER (U.S.)

Toyota Feels Pinch Along With Big 3 As Sales Dive

The auto industry's sales slumped in April, extending a down draft, and even once-invulnerable Toyota is feeling the pinch.

The Japanese auto giant is now facing a challenge from its U.S. rivals for years: too much capacity. Toyota's U.S. sales fell 10% in March compared with the same month last year, compared with a 12% decline in total U.S. vehicle sales.

It was the seventh drop for Toyota in the past eight months, according to company spokeswoman Kristinigm. "We've got a lot of idle capacity," said a Toyota spokesman.

That's a stark signal of the malaise that has gripped the market on Wall Street and in the housing market, where many homeowners see the value of their homes decreasing by as much as 30% in some places. "People around the country are the worst hit," said analyst Joe Castiglione. "They are often the first to get postponed."
To Identify Secondary Source Types

Review ...

- **Purpose** - entertain, persuade, inform, sell, teach
- **Audience** - general, specialized
- **Author** - credentials, affiliation, contact info
- **Source/Publisher** - academic, commercial, organization, government, individual
- **Frequency** - daily, weekly, monthly, annually, once
- **Length** – short (100s of words), lengthy (pages)
- **Language** – natural, technical, scholarly
- **References** – none, some, extensive
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.
THE LAST DAYS OF TARGET

Castaldo, Joe

Canadian Business

Toronto


Purpose – inform, chronicles demise of Target Canada

Audience/Content – general

Author – Joe Castaldo, no additional info

Source/Publisher – commercial, Canadian Business, Rogers

Frequency – Monthly? (volume 89, issue 2, February)

Length – 14 pages, 7776 words

Language – natural

References – none

Other: no photos, but noted, no ads

MAGAZINE
Unsure about your secondary source type?

- Explore and/or research the source
- Check your source in Ulrichsweb to identify periodical (or serial) types
- Use a search tool that identifies or filters sources by type (e.g. Business Premium Collection)
Finding Secondary Sources

To find articles, reports & other secondary sources on a topic and/or company …

• use a free search engine such as …

Google  Bing  DuckDuckGo

• 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 sources, 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

• Library’s home page > **Databases** tab > pick a database **by Subject Area or search by Name**

• Research databases are accessible on & off-campus
Accessing Research Databases

read Description > click Database Name > input MAC ID

**Business Source Premier** (Business Searching Interface - Recommended)
**Business Source Premier** (Standard EBSCOhost Interface)

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

**Note:**
- On **January 18, 2018**, the Library’s subscription to Business Source Complete switched to **Business Source Premier**, resulting in the reduction of some content. To see the content changes, review the title lists of Business Source Complete and Business Source Premier.
- On August 1, 2013, five hundred Harvard Business Review articles became read-only (i.e., the full-text cannot be printed or saved).

**Description:**
Business Source Premier (BSP) provides selected full text from thousands of sources, including more than 1,100 scholarly business journals. In addition to academic journals, BSP also includes books, magazines (popular & trade), news, industry reports, market research reports, country reports, company profiles, SWOT analyses, working papers, and more. The database covers all areas of business, including accounting, economics, finance, management, management information systems, marketing and international business.

**Help:**
Business Searching Interface:
- **Tutorial** (EBSCO)
- **User Guide** (EBSCO)

Once connected to the database, conduct searches on your topic.
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** 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>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AND</strong></td>
<td>Use between search words to retrieve items with <strong>ALL words</strong> present. Narrows or decreases results.</td>
<td>brand and 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. Broadens or increases results.</td>
<td>marketing or advertising or promotion</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Removes unwanted words. Narrows or decreases results.</td>
<td>jobs not 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 or VW) and emissions and scandal</td>
</tr>
</tbody>
</table>
Best Search String
human resources | HR | management | Amazon

Business Premium Collection

1. human resources HR management amazon
   # of results: 23

2. human resources and HR and management and amazon
   # of results: 23

3. human resources or HR and management and amazon
   # of results: 549,607

4. (human resources or HR) and management and amazon
   # of results: 254
## Modifiers
### Control Word Variations

| * | Use a **wildcard** (or truncation) symbol to find **variant** spellings and word endings. |
| ! | NOTE: The symbol can vary by search tool – check Help section |
| ? | behavio*r finds: behavior, behaviour |

| “ “ | Use **quotes** around search words to find exact **phrases**; words appear together in the order specified |
| “ “ | “big business”, “public relations”, “social media” |
# Boolean & Modifiers at Work:

## Business Premium Collection

### Sample Search Results

<table>
<thead>
<tr>
<th>No Modifiers</th>
<th>Modifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>human resources</td>
<td>“human resource*”</td>
</tr>
<tr>
<td>management</td>
<td>manag*</td>
</tr>
<tr>
<td>amazon</td>
<td>amazon*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Counts</th>
</tr>
</thead>
<tbody>
<tr>
<td>549,587</td>
</tr>
<tr>
<td>8,077,934</td>
</tr>
<tr>
<td>151,289</td>
</tr>
<tr>
<td>514,488</td>
</tr>
<tr>
<td>11,101,316</td>
</tr>
<tr>
<td>160,183</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Boolean</th>
<th>Boolean + Modifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>human resources</td>
<td>“human resource*”</td>
</tr>
<tr>
<td>and</td>
<td>manag*</td>
</tr>
<tr>
<td>management</td>
<td>amazon*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Counts</th>
</tr>
</thead>
<tbody>
<tr>
<td>549,587</td>
</tr>
<tr>
<td>244,451</td>
</tr>
<tr>
<td>234</td>
</tr>
<tr>
<td>514,488</td>
</tr>
<tr>
<td>266,391</td>
</tr>
<tr>
<td>248</td>
</tr>
</tbody>
</table>
The option to specify the location of search words is common in databases. Can generate more precise/relevant results.

**Business Premium Collection**: Searching all sources in database
Limit results by source type
The option to specify the location of search words is common in databases. Can generate more precise/relevant results.
Overwhelmed? Don’t Know Where to Start?  
Comm 1E03 Course Research Guide

- includes numerous research databases, web sites and other sources useful for your group projects

http://libguides.mcmaster.ca/commerce1e03
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 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/
Stay Connected!

- “Follow” Us on Twitter!  
  https://twitter.com/innisbizlib

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

- “Follow” Us on Instagram!  
  https://instagram.com/innisbizlib

- SnapChat  
  maclibraries