PMPB 6F21
Library Research Workshop

Linda Lowry
Business Liaison Librarian
James A. Gibson Library, Brock University
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Welcome

• By the end of today’s session, you will be able to:
  • search the Library Catalogue to locate books using basic search strategies
  • understand the difference between scholarly journals and magazines
  • apply basic search strategies within Library Databases to locate articles on a topic
  • apply advanced techniques to improve your search results
  • create APA Style In-text and Reference List entries
• There will be time to practice searching for resources for your paper topics
Workshop Agenda

• Part 1: Finding Books
• Part 2: Finding Articles
• Part 3: Citing Your Sources in APA Style
• Part 4: Getting Help in the Library
Part 1: Finding Books

- Use the **Library Catalogue** to find books.
  - Search by Author, Title, Keyword, Subject, or Call Number.
  - The Library Catalogue includes information about our print and e-books (online format).
You can find the **Catalogue** under the Library’s **Research** menu.

- Select a type of search (the default option is Keyword)
- Enter your search terms
- Click Submit
Library Catalogue:
Example of a Print Book

<table>
<thead>
<tr>
<th>Author</th>
<th>Trask, R. L. (Robert Lawrence), 1944-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>How to write effective emails / R.L. Trask.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>CALL #</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>9TH FLOOR OF LIBRARY</td>
<td>HF 5718.3 T75 2005</td>
<td>IN LIBRARY</td>
</tr>
</tbody>
</table>

| Descript.                 | 214 p.; 18 cm.       |
| Series                    | Penguin writers' guides |
| Note                      | Includes index.      |
| Subject                   | Business writing.    |
|                           | Electronic mail messages. |

| ISBN                      | 9780141017198        |
|                          | 0141017198           |

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Example of a Call Number

Spine Label

Subject of Book

Author of Book

Year of Publication

How to Write Effective Emails

R. L. TRASK
# Library Catalogue:
## Example of an E-book

<table>
<thead>
<tr>
<th><strong>Author</strong></th>
<th>Wilson, K. (Kevin), 1958-</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>AMA handbook of <strong>business writing</strong> [electronic resource] : the ultimate guide to style, grammar, usage, punctuation, construction, and formatting / Kevin Wilson and Jennifer Wauson.</td>
</tr>
<tr>
<td><strong>View item.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Descript.</strong></td>
<td>xxvii, 637 p. : ill.</td>
</tr>
<tr>
<td><strong>Bibliog.</strong></td>
<td>Includes bibliographical references and index.</td>
</tr>
<tr>
<td><strong>Subject</strong></td>
<td>Commercial correspondence -- Handbooks, manuals, etc.</td>
</tr>
<tr>
<td></td>
<td><strong>Business writing</strong> -- Handbooks, manuals, etc.</td>
</tr>
<tr>
<td></td>
<td>English language -- <strong>Business English</strong> -- Handbooks, manuals, etc.</td>
</tr>
<tr>
<td><strong>Alt Author</strong></td>
<td>Wilson, K. (Kevin), 1958-</td>
</tr>
<tr>
<td></td>
<td>Wauson, Jennifer.</td>
</tr>
<tr>
<td></td>
<td><strong>American Management Association.</strong></td>
</tr>
<tr>
<td></td>
<td>ebrary, Inc.</td>
</tr>
<tr>
<td><strong>ISBN</strong></td>
<td>9780814415894</td>
</tr>
</tbody>
</table>

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Finding books about a topic

• What is a topic?
  • A company:
    • Microsoft
    • Apple
  • A person:
    • Bill Gates
    • Steve Jobs
  • A concept:
    • Leadership Style

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Hands-On Activity 1: Finding Books on a Topic

10 Minutes
Activity 1: Review and Feedback
Part 2: Finding Articles in Journals and Magazines

# Scholarly Journals

Journals are a scholarly type of *serial* (or *periodical*): something we subscribe to, rather than buying once. There are other types of *serials*: popular magazines, newspapers, and trade publications. This chart outlines the differences between them.

<table>
<thead>
<tr>
<th>Journals:</th>
<th>Popular magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td>• scholarly articles</td>
<td>• audience: the general public</td>
</tr>
<tr>
<td>• audience: other scholars</td>
<td>• writers are hired and paid for articles</td>
</tr>
<tr>
<td>• written by subject experts (scholars), usually researchers publishing</td>
<td>• purpose: profit-making - advertising and sales influence content and design</td>
</tr>
<tr>
<td>their results</td>
<td>• subscriptions sold to individuals, and issues sold in stores</td>
</tr>
<tr>
<td>• purpose: advancement of knowledge - not profit</td>
<td>• may have a specific focus - some are more educational and serious than others</td>
</tr>
<tr>
<td>• subscriptions are sold to research institutions, not available in stores</td>
<td></td>
</tr>
<tr>
<td>• no advertising</td>
<td></td>
</tr>
<tr>
<td>• focused on a specific academic subject or field</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>Trade Publications</th>
</tr>
</thead>
<tbody>
<tr>
<td>• audience: general public</td>
<td>• audience: those employed in a specific field</td>
</tr>
<tr>
<td>• writers are hired and paid for articles</td>
<td>• purpose: news, current awareness, professional development</td>
</tr>
<tr>
<td>• purpose: news, current events, general interest - profit-making</td>
<td>• usually practical, applied information</td>
</tr>
<tr>
<td>• subscriptions sold to individuals, issues available in stores</td>
<td>• subscriptions sold to individuals, issues may be available in stores</td>
</tr>
<tr>
<td>• no specific subject focus</td>
<td>• focused on a particular industry/trade/business</td>
</tr>
</tbody>
</table>

Source: [http://www.trentu.ca/admin/library/help/scholarly/journal.html](http://www.trentu.ca/admin/library/help/scholarly/journal.html)
Examples of Scholarly Journals
Examples of Popular Magazines
Examples of Trade Publications
Finding Articles on a Topic

• Start by searching a Library Database such as Business Source Complete
• Create a search strategy with keywords and connectors
• Limit by source type
• Sort results by date or by relevance
• Scan the results list and obtain full text articles
• Tweak (modify) your search strategy for even better results
Hands-on Activity 2:
Create a Search Strategy Statement

10 Minutes
Business Source Complete

Business Source Complete

Indexing, abstracts and fulltext from thousands of scholarly business journals, trade journals and business magazines including the Harvard Business Review. Also includes company profiles, industry reports, market research reports, country economic reports. Subjects covered include all disciplines of business including marketing, management, MIS, operations management, accounting, finance, and economics.
Search Results: 1 - 10 of 2,330

1. Expatriate paternalistic leadership and gender relations in small European software firms in India.
   Get it!

2. Explorations into sex, gender and leadership in the UK Civil Service Part 3. Implications and research findings on leadership.
   Get it!

3. Project Management Leadership Style: A Team Member Perspective.
   Show all 12 images
   Get it!

4. Learning to lead from outsiders.
   Get it!
Project Management Leadership Style: A Team Member Perspective.

Authors: Cunningham, Jennifer1 jc387@drexel.edu
Salmeron, Jordan1 js727@drexel.edu
Weiguss, Norine1 nwv50@drexel.edu

28p. 4 Charts, 1 Graph.

Document Type: Article

Subject Terms: *LEADERSHIP
*PROJECT management
*RATIONAL-legal authority
*EMPLOYEES -- Coaching of
*MANAGEMENT -- Employee participation

Author-Supplied Keywords: autocratic
bureaucratic
coaching
democratic
finance
healthcare
laissez-faire
leadership style
pharmaceuticals
strategic

NAICS/Industry Codes: 541619 Other management consulting services
541614 Process, Physical Distribution, and Logistics Consulting Services
541611 Administrative Management and General Management Consulting Services

Abstract: This study looked at six popular project management leadership styles across three industries to discover if there is a commonality in each industry as well as if the preferred methodology differs from industry to industry. The leadership styles researched were coaching, strategic, laissez-faire, bureaucratic, autocratic, and democratic. The three industries surveyed were healthcare, finance, and pharmaceuticals. Participants were made up of 51 employees (9 managers, 8 team leaders, and 44 team members) from the three industries. An electronic survey generated by Key Survey and using the Likert scale from one to five was sent to participants to complete within 48 hours. Data from the survey showed that all three industries best identify with strategic and democratic leadership styles. The healthcare industry preferred strategic and coaching best, finance industry preferred strategic and democratic, and pharmaceuticals preferred strategic, coaching, and democratic styles almost equally. Bureaucratic leadership was proven to be the least preferred style across all three industries. This study also showed that there was a leadership style preference when broken down by gender. Males favored democratic while females favored strategic, showing alignment with the overall preferred styles across industries. Our study confirms that there are leadership style preferences across industries and that this preference can vary only slightly by industry and by gender. [ABSTRACT FROM AUTHOR]

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Hands-On Activity 3:
Basic Database Searching for Articles

10 Minutes
Activity 2 and 3: Review and Feedback
Part 3: Academic Integrity & Citing Your Sources in APA Style

References


Why do we cite?

- To acknowledge and show respect for others’ contributions to the field
- To provide justification and support for your own assertions and arguments
- To compare, contrast, and evaluate the work of others
- To enable readers to track down your sources and check the accuracy of your work
- To avoid plagiarism

(Ridley, 2008, p. 97)
What are the differences among quoting, paraphrasing, and summarizing?

These three ways of incorporating other writers' work into your own writing differ according to the closeness of your writing to the source writing.

**Quotations** must be identical to the original, using a narrow segment of the source. They must match the source document word for word and must be attributed to the original author.

**Paraphrasing** involves putting a passage from source material into your own words. A paraphrase must also be attributed to the original source. Paraphrased material is usually shorter than the original passage, taking a somewhat broader segment of the source and condensing it slightly.

**Summarizing** involves putting the main idea(s) into your own words, including only the main point(s). Once again, it is necessary to attribute summarized ideas to the original source. Summaries are significantly shorter than the original and take a broad overview of the source material.

Source: [http://owl.english.purdue.edu/owl/resource/563/01/](http://owl.english.purdue.edu/owl/resource/563/01/)
What is APA Style?

- It is a style manual for writers and is widely used in the social and behavioral sciences.
- It includes rules for crediting sources within the body of your paper, and in your reference list.
- Many business professors will ask you to use APA Style in your written assignments.
Citing Sources in Your Paper

• When do you need to credit your sources with an in-text citation?
  • Whenever you directly quote from another work.
  • Whenever you paraphrase an idea from another work.

• How does APA Style handle in-text citations?
  • APA uses the author-date system of citation.
  • There are many ways to do this, but the basic format is:
    Introductory text “quotation goes here” (Author, Date, Pages).
Basic Examples of In-text Citations

• Example 1: Direct quotation with a signal phrase
  
  ...according to Ojala (2006), “transformational librarians look at the changes in the information world and take advantage of those changes to enhance their roles” (p. 5).

• Example 2: Direct quotation with multiple authors
  
  "teams at the top are the most difficult" (Katzenbach & Smith, 1999, p. 3).

• Example 3: Paraphrase (one author)
  
  There are nine ways to build demand through marketing (Kotler, 1999, p. 47).
Citing Sources in a Reference List

• When do you cite sources in a Reference List?
  • Every source which was cited within the text of your paper must also appear in your reference list.

• How does APA Style handle reference list citations?
  • APA Style calls these References.
  • They are listed at the end of your paper in alphabetical order by the last name of the author.
  • The list is double spaced and uses hanging indentation.
  • There are basic formats for journal articles, books, websites, and other publication types.
Basic Examples of Reference List Entries

**Example 1: Article from an academic journal**


**Example 2: Page or document from a company or organizational website**

If You Have Questions about APA Style

• Please consult the following resources:
  • *Publication Manual of the American Psychological Association, Sixth Edition*
    • There are copies for loan in the Brock Library.
    • You can also purchase your own copy from the Brock Campus Store
  • *Citing Business Sources in APA Style*
    • This is an online guide with many examples from Brock Library Business Databases
    • [http://researchguides.library.brocku.ca/APABusiness](http://researchguides.library.brocku.ca/APABusiness)
Citing a book in APA Style (with help from the Library Catalogue)

Hands-On Activity 4: Generating APA Style Reference List Citations in Business Source Complete

10 Minutes
Activity 4: Review and Feedback
Part 4: Getting Help in the Library

• General help is available:
  • In Person at the Learning Commons Circulation Desk
  • By Telephone at: 905-688-5550 ext. 4583
  • By Ask Chat on the Library web site.

• Consult the PMPB 6F21 Research Guide:
  http://researchguides.library.brocku.ca/pmpb6f21
Any Questions?

• You may schedule an individual or group **research consultation** with me for in-depth Business research help
  • [https://lindalowry.youcanbook.me/](https://lindalowry.youcanbook.me/)
  • Email: linda.lowry@brocku.ca
  • Tel: 905-688-5550 ext. 4650
  • Office Location: Schmon Tower, 11th floor, Room 1133