Pre-MBA Library Orientation

Angie An | Business Librarian | angiean@yorku.ca | July 5, 2016
1. Introduction to the Libraries
   - Focus on Peter F. Bronfman Business Library

2. Using the Catalogue

3. Research Tools @ York

4. Academic Integrity & Citation
York University Libraries

Eight library branches at York, covering various subjects such as:

- Osgoode Library
- Scott Library
- Steacie Library

The Peter F. Bronfman Business Library

- Dedicated to collecting business resources
- Serves business research needs of students and faculty at York
YU-Card & Passport York

YU-Card
• Your official photo ID card
• Use it to print, photocopy, & borrow books
• Get it at the YU-Card office

Passport York (PPY)
• Your unique authentication ID
• Use PPY to login to eResources, renew books, book group study rooms & more
The Bronfman Library

Location and Services:
• 2nd floor of Seymour Schulich Building
• Individual study carrels
• Quiet study room on 2nd level
• Six bookable group study rooms
Computing & Printing

• Sign-in to public access computers with PPY
• Sign-in to wifi network with PPY
• Remote printing available
• 3 printers (B&W 10¢; Colour 25¢ per page)
• Photocopier (B&W 10¢ per page)
• Scanners (Free)
Hours (Fall 2016):
• Monday-Thursday: 8am-11pm
• Friday: 8am-6pm
• Saturday: 9am-6pm
• Sunday: 11am-8pm

Getting Help:
• Phone: 416-736-5139
• Reference email: bronfref@yorku.ca
• IM chat service available on Bronfman website
Using the Catalogue

Bronfman Website

Library Catalogue
Using the Catalogue: Course Reserves

Course Reserves Search

orgs 5100

Results 1 - 10 of 10

ORGS5100: Organizational Behaviour
2 item(s) reserved by HARTMAN, LORNE

ORGS5100: Organizational Behaviour
2 item(s) reserved by BELL, CHRIS (Mr)
Using the Catalogue: Keyword Searches

1) Perform broad search

2) Catalogue has right-hand side facets that allow you to narrow by:
   - Location (online, Bronfman)
   - Format (book, ebook, journal)
   - Subject
   - Author
   - Call number
   - Language
   - Publication year
Using the Catalogue

Find electronic and print: books, journals, & course reserves. Also find databases, online research guides, and much more…

Can’t search for individual journal articles; but, can find specific journals (ex: Harvard Business Review) or journal databases (ex: ProQuest Business)
You’re given the following citation:


How would you find this article?
Using the Catalogue: Finding Articles


Who = Author
What = Article title
When = Date
Where = Journal title, volume, and page

This [short video](#) is also available to help you find articles when you are working from a citation or reference.
Using the Catalogue: Finding Articles


Who = Author
What = Article title
When = Date
Where = Journal title, volume, and page

The *Journal Title* is how you will find it in the catalogue!

This [short video](#) is also available to help you find articles when you are working from a citation or reference.
Setting Your Google Scholar Preferences

1. Click on the Settings button.
2. Go to the Scholar Settings section.
3. Select Library links.
4. In the Show library access links for (choose up to five libraries) field, select York University.
   - Example: York University Libraries - Find it @ York
   - Example: YORK UNIVERSITY - ProQuest Fulltext

For more information, see our blog post!
The Bronfman website is the gateway to many resources:

- Business databases
- eJournals & eBooks
- Business research guides
Research Tools @ York: Why Use Them?

The Free Web (Surface Web)
- Google
- Wikipedia
- Company websites

Library Resources (Deep Web)
- The catalogue
- Article databases
- Specialized databases
Research Tools @ York: Bronfman Guides

From your Schulich Email:

Schulich Links
- Schulich Homepage
- Notes/Domino FAQ
- GradBlog
- UndergradBlog
- Business Card Request
- Finance Portal
- Class List
- Course Offerings
- Information Services & Technology
- Schulich Software Repository
- Peter F. Bronfman Business Library
- Getting Help from a Business Librarian
- Bronfman Business Library Blog
- Business Library Research Guides
- Business E-Resource A-Z
- Bronfman Business Library Top 10

Bronfman Business Library Guides

General Business Research
- Company
- Industry
- Business Plans
- Start Ups
- Country and International Business
- Business Research
- Business History
- Finding Business Articles
- Searching ABI/Inform

Finance & Accounting
- Finance
- Bloomberg
- Accounting

Arts & Media Management
- Arts & Media

Writing & Citation Management
- Writing & Citation
- APA
- MLA
- AMA

Data & Statistics Guide
- Data Library's Data & Statistics Guide

Citing Business Resources
- Business Citation Guide
- Company & Industry

Business Resources
- Business Resources A-Z
- Business Resources by Title

60's Research
- 60's Research Workshop presentation materials and resources

Business Resources A - Z

Major Business Databases
- ABI/Inform: contains citations and abstracts for several thousand leading business and management publications, including scholarly, trade, popular and news titles. A very large majority of these titles is available in full-text or full image, with some dating back as far as the 1980s. A wide range of business subjects is covered. This resource is ideal for corporate, industry, company and market focused reports. The ABI/Inform LibGuide will give you insight into the collection and strategies for using this resource effectively.

AB Immagine: contains citations and abstracts for several thousand leading business and management publications, including scholarly, trade, popular and news titles. A very large majority of these titles is available in full-text or full image, with some dating back as far as the 1980s. A wide range of business subjects is covered. This resource is ideal for corporate, industry, company and market focused reports. The ABI/Inform LibGuide will give you insight into the collection and strategies for using this resource effectively.
The A-Z List is a comprehensive listing of business databases & other resources.
Peter F. Bronfman Business Library Guides

To assist your research on business subjects, the Library staff has compiled helpful guides to resources. These include library recommended subscription e-resources, print materials and resources on the free Web.

### GENERAL BUSINESS RESEARCH
- Company
- Industry
- Business Plans
- Non Profit
- Country and International Business
- Business Research
- Business History
- Finding Business Articles
- Searching HBR Articles

### MARKET RESEARCH
- Marketing Research
- Market Share
- Company Ranking

### DATA & STATISTICS GUIDE
- Data Librarian's Data & Statistics Research Guide

### BUSINESS ETHICS & CORPORATE GOVERNANCE
- Business Ethics
- Corporate Governance

### FINANCE & ACCOUNTING
- Finance
- Bloomberg
- Accounting

### ARTS & MEDIA MANAGEMENT
- Arts & Media

### WRITING & CITATION MANAGEMENT
- Guide to All Citation Styles
- Zotero Citation Management
- Business Writing Guide
- Academic Integrity

### CITING BUSINESS RESOURCES
- Business Citation Guide
- Comparing Business Resource Citation Styles
- MLA / APA

### 601 RESEARCH
- 601 Research Workshop presentation materials and Research Guides

---

Our Research Guides include general, as well as specific guides for MBA specializations such as global mining & health industry management.
Research Tools @ York: Company Research

The Company Research Guide

• Databases for Public, Private, Nonprofit, & Subsidiary research
Research Tools @ York: Business Research at York Toolkit (BRYT)

Check out Company Research Tab

http://bryt.library.yorku.ca/
Research Tools @ York: Industry Research

The Industry Research Guide

- Databases for specific sectors, SWOT/Five forces analysis, & much more
The Marketing Research Guide

- Databases for market share, competitors, buying patterns, & more
Finding Business Articles Guides

- Best resources for scholarly, trade, & popular news sources on business topics
How are Canadian companies helping their employees achieve a better work-life balance?

Step 1: Identify main concepts.

Step 2: Come up with synonyms or related terms for your concepts.
Research Tools @ York: Creating Effective Search Strategies

- "Canadian companies" AND "work-life balance"
  - Combines DISTINCT terms
  - Fewer results
  - Makes search focused and specific

- Phrase searching
  - "double quotation marks" for exact phrases

- manag*
  - management, manager, manages, managing, etc.
  - Combines SIMILAR terms
  - GREATER results
  - Makes search broader

- Employee
- Worker
- Labourer
  - OR
  - OR
  - OR
Citations strengthen YOUR work by...

• Showing you have done YOUR research
• Giving readers a list of books and articles to LEARN MORE about your topic
• Showing you RESPECT intellectual property
• Indicating you understand there are SERIOUS CONSEQUENCES if you don’t document your sources

(Harris, 2002, p. 35).
When to Cite

1. When **directly quoting from a source**
   - Use “quotation marks”
   - Create an **in-text reference** & a reference in assignment’s bibliography

1. When **paraphrasing** or using something else that someone has produced (ex. data, tables, charts)
   - Create an **in-text reference** & a reference in assignment’s bibliography
Citation Management Tools

- Zotero
- Mendeley

Citation Management Tools can:
- Store citations from library catalogues and periodical databases.
- Format and print your final bibliography in the citation style of your choice.
- Store full-text PDFs, images, audio or video files and web page snapshots.
- Help you collaborate with others on group projects.
Today we’ve covered

1. Introduction to the Libraries
   ➢ Focus on Peter F. Bronfman Business Library

2. Using the Catalogue

3. Research Tools @ York

4. Academic Integrity & Citation
Questions?

Angie An | Business Librarian | angiean@yorku.ca | July 5, 2016
References