Literature searching and Referencing
In this session

Business and Management Libguide
Finding sources for your assignment

- Books
- Journal articles
  - Citation searching
  - Search the databases
- Company reports
- Websites
- Newspaper articles

Referencing

Where to find Help
Business and Management LibGuide

https://libguides.lsbu.ac.uk/businessandmanagement

- Library catalogues
- Databases
- Training materials
- Contact details
- Current awareness

Welcome to the Business and Management subject guide

This guide will help you find books, journal articles and subject specialist information. You'll also find recommended websites and guidance on referencing. Use the blue tabs towards the top of the page to find the information you need. There are contact details for us and other departments too, should you need further assistance.
Finding books

https://libguides.lsbu.ac.uk/businessandmanagement/books
Journal articles

Written by experts in your area:
• Academics
• Practitioners
• Researchers

Can be:
• results of a piece of research
• a literature review
• a case study

Peer review
• Quality check
• A process by which the methodology and results are discussed and checked by independent experts in the same field.

How to access them
• Not via Google!
• Mostly online
• Massive databases containing thousands of journals and millions of articles

You are expected to use journal articles in your assignments
Searching for journal articles

• Keywords
• Identify alternative terms
  • synonyms (similar/identical meanings)
  • alternative spellings

• Keep a note of every search you do
  • adjust key words as you go along
Discuss the relationship between leadership and company performance
Discuss the relationship between leadership and company performance

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Alternative / related words</th>
</tr>
</thead>
<tbody>
<tr>
<td>leadership</td>
<td>management</td>
</tr>
</tbody>
</table>

Company performance
Researching your topic
Focussing and broadening your search

• Use **AND** to focus your search (this will give you fewer results)
  • eg organisational structure **AND** Virgin Atlantic

• Use **OR** to broaden your search (this will give you more results)
  • eg local **OR** national **OR** international
Researching your topic
Truncation and phrase searching

• Use * to find different possible endings to a word
  eg lead* would find lead, leads, leader, leaders, leading, leadership etc

• Use “” [quotation marks] to search for a phrase
  eg “Virgin Atlantic” AND “organisational structure”
Discuss the relationship between leadership and company performance

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Alternative / related words</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXAMPLE: news</td>
<td>EXAMPLE: media or television</td>
</tr>
<tr>
<td>KEYWORD 1:</td>
<td>OR</td>
</tr>
<tr>
<td>ALTERNATIVES FOR KEYWORD 1:</td>
<td></td>
</tr>
<tr>
<td>Leader*</td>
<td>manag*</td>
</tr>
<tr>
<td>&quot;Company performance&quot;</td>
<td>OR</td>
</tr>
<tr>
<td>ALTERNATIVES FOR KEYWORD 2:</td>
<td></td>
</tr>
<tr>
<td>AND</td>
<td>OR</td>
</tr>
<tr>
<td>KEYWORD 3:</td>
<td>OR</td>
</tr>
<tr>
<td>ALTERNATIVES FOR KEYWORD 3:</td>
<td></td>
</tr>
</tbody>
</table>
Researching your topic

Use **AND** to focus your search (this will give you fewer results)

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Use * to find different possible endings to a word

eg lead* would find lead, leads, leader, leaders, leading, leadership etc

Use “” [quotation marks] to search for a phrase

eg “Virgin Atlantic” **AND** “organisational structure”
Finding websites

https://libguides.lsbu.ac.uk/businessandmanagement/websites

Good quality websites
Alternatives to Google

**Bing**  [https://www.bing.com/](https://www.bing.com/)
- the world’s second most popular search engine, run by Microsoft
- Fewer ads

**DuckDuckGo**  [https://duckduckgo.com/](https://duckduckgo.com/)
- Doesn’t retain your data or manipulate results

**Dogpile**  [http://www.dogpile.com/](http://www.dogpile.com/)
- Metasearch engine – Google, Yahoo, Yandex
Finding Newspapers

https://libguides.lsbu.ac.uk/businessandmanagement

Pressreader - Newspapers from around the world

Lexis (the News tab) - National and Local UK Newspapers

Financial Times – unrestricted access for Business students

Email askalibrarian@lsbu.ac.uk for login details
Finding Company Reports

Use the Discovery Service or Business Source Complete to search for Company Reports from Marketline

• Full report
• Downloadable

What collections does the Discovery Service search?
Referencing
Referencing

Why reference?

- To prove that substantial research has been done to support your analysis
- To give credit to other people’s work
- To enable others to follow up on your work

To avoid plagiarism!
What is plagiarism?

Plagiarism is the act of presenting the work or ideas of another as your own.

- Penalises honest students
- Degrades academic standards
- Reflects on your academic record

- Persistent or blatant plagiarism could lead to expulsion from the university
In-text citation

Format: (Author, year) or (Author, year, page)

Examples:

• For end of sentence
  … other authors have denied this (Hartley, 2019).

• As part of sentence
  Hartley (2019) suggests that …

• As part of direct quote
  “transformation is key to …” (Hartley, 2019, p.74).
Example

…Virgin Atlantic Airways have decided to update their guidelines for crew attire to make the working environment more comfortable (Topham, 2019). This reflects on the commitment to leadership development plans that the company has created over the years (Holt et al., 2018). This has led to effective tasks and motivations from the company’s leadership structure, as proposed by Mitchell and Bommer (2018). The move by Virgin Atlantic is seen as a significant change, as other airlines have “relatively relaxed rules on crew presentation” (Topham. 2019. para.4) …


Reference List

- Should only contain the details of sources you’ve cited in your work.

- Put all your references in one list under the heading ‘Reference list’.

- Do not list resources by type.

- List references in alphabetical order by the authors’ surnames/names of corporate authors or by the first letter of the reference.
Three or more authors

All authors appear in the Reference List

Only the first named author appears in the in-text citation

One author (Brown, 2018)
Two authors (Brown and Smith, 2018)
Three or more authors (Brown et al., 2018)

et al. = et alia = and others
Secondary referencing

If you want to cite a work which is referenced in another work, you should try and track down the original. However, if this isn’t possible, make it clear in your text where you found the information and only include a reference to the document you’ve read.

Example: Dunn (1988), as cited by Campbell and Muncer (2018), believed …
or
Dunn (1988) revealed that … (cited in Campbell and Muncer, 2018)
Or

Your reference list will include the full details of the Campbell and Muncer work, but no mention of Dunn’s.
Referencing a Book

Author’s Surname, Initials.
Year published (in brackets) of the book
*Title of the book* (in italics)
Edition (if later than the first)
Place of publication: Publisher

Surname, Initial. (year published) *Title of book*. $X^{rd}$ ed. Place of publication: Publisher.
Answer


In-text citation: (Armstrong et al., 2017)
Author’s Surname, Initials. (Year of publication) Title of the article, *Title of the Journal*, volume number (issue number), page range of the article. DOI:
# Reference this article

## The future of leadership - what will it take to succeed?

<table>
<thead>
<tr>
<th>Authors:</th>
<th>Charman, Andrea¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Document Type:</td>
<td>Article</td>
</tr>
</tbody>
</table>
| Subject Terms: | *Interpersonal relations*  
*Learning*  
*Classroom activities*  
*Leaders*  
*Self-consciousness (Awareness)*  
*Theory of self-knowledge*  
**Leadership**  
*Calmness*  
*Cooperation* |

## Abstract:
The article explores the characteristics of leaders which contribute for successful relationships of all kinds. It states that the starting point for successful relationships is self-reflection which leads to self-knowledge and self-awareness. It mentions seven mediative spaces required for effective *leadership* which includes...
Author’s surname, Initials. (Year of publication) Title of the article, *Title of the Journal*, volume number (issue number), page range of the article.
Answer


In-text citation: (Charman, 2011)
Tech Leaders Run Their Companies Differently, And Their Teams Are 40% More Productive As A Result

Chee Tung Leong  Contributor
Asia

⚠️ This article is more than 2 years old.
Surname, Initial. (year) *Title of webpage*. Available from: [www.webaddress.com](http://www.webaddress.com) [Accessed day month year].

In-text citation: (Leong, 2017)
Newspapers

Author’s surname, Initials. (Year of publication) Title of article, 
*Title of Newspaper* (in italics), 
(details of supplement if relevant), 
Day month. 
Available from: URL 
[Day month year accessed]

Author’s surname, Initials. (Year of publication) Title of article, *Title of Newspaper*, (details of supplement if relevant), day month. Available from: URL [Accessed day month year].
Women at the top is better for business and the environment

Female leadership is characterised by vision and the ability to convey it to others, research shows, but senior sustainability jobs are more likely to held by men
Author’s surname, Initials. (Year of publication) Title of article, *Title of Newspaper*, (details of supplement if relevant), day month. Available from: [www.webaddress.com](http://www.webaddress.com) [Accessed day month year].

In-text citation: (Balch, 2015)
Company report

Author’s surname, Initials. or Producer of the Report
(Year of publication)  
*Title of report.*

Available from: [www.webaddress.com](http://www.webaddress.com)  
[Day month year accessed]

Author’s surname, Initials. or Producer of the Report
(Year of publication) *Title of report.* Available from:  
[www.webaddress.com](http://www.webaddress.com) [Accessed day month year].
Reference this Company Report

COMPANY PROFILE
Virgin Atlantic Airways Ltd
Author’s surname, Initials. or Producer of the Report (Year of publication) *Title of report*. Available from: [www.webaddress.com](http://www.webaddress.com) [Accessed day month year].
Answer


In-text citation: (Marketline, 2019)


Referencing help

https://libguides.lsbu.ac.uk/businessandmanagement/referencing

- Full guide
- Tutorials
- Refworks
- Textbooks
- Plagiarism guidance
1:1 support

Book a 1:1 with an Information Skills Librarian
go.lsbu.ac.uk/askalibrarian
• Database Searching e.g. Journal articles
• Referencing
• Using RefWorks

Email queries: askalibrarian@lsbu.ac.uk

Research Helpdesk
3 Bridge
Mon-Fri 12.00-4pm
Any questions?