Literature Searching for Business
The aim of today’s session

To help you find good quality information

By the end of this session you will:

• be able to identify which LSBU resources will provide good quality material on your topic

• be able to identify where you can find good quality resources outside LSBU

• Be able to find your reference guide as well as reference a book, journal article, website, and market research report.
Researching your subject: on and off-campus

Resources
• Books and e-books
• Journals and e-journals
• Online, searchable collections of journal articles, reports
• Data and statistics
• TV & radio programmes

Where to find them
The Libguides
https://libguides.lsbu.ac.uk/subjects/home
The Business Libguides

Business and Management
https://libguides.lsbu.ac.uk/businessandmanagement

Accounting and Finance
https://libguides.lsbu.ac.uk/accountingandfinance

- Library catalogues
- Databases
- Training materials
- Contact details
- Current awareness
What is a Journal?

A Journal is an academic magazine.
- Published on a regular basis
- Generally every 3-4 months
- Focused on a particular subject or area of research.

What is a Journal article?

An article is a piece of writing or essay or case study.
- Several articles in each issue of magazine
- Different articles in each issue
It will have:

- Title
- Issue no.
- Volume no.
- Date
- And several articles listed in a table of contents.
All-cause mortality attributable to chronic kidney disease: a prospective cohort study based on 462,293 adults in Taiwan


Summary

Background: Both end-stage renal disease and chronic kidney disease are increasing worldwide; however, the full effect of chronic kidney disease on cardiovascular morbidity and mortality for all stages is unclear. We assessed prevalence and mortality rates for all stages of chronic kidney disease and quantified its attributable mortality in Taiwan.

Methods: The cohort consisted of 462,293 individuals aged 40–69 years who participated in a standard medical screening programme since 1994. As of Dec 31, 2008, we identified 14,440 deaths. Chronic kidney disease was determined by glomerular filtration rate (eGFR) and urinary protein. We estimated national prevalence in Taiwan from the cohort by applying age and educational book-based odds ratios (ORs) were calculated with Cox proportional hazards model. We calculated mortality attributable to chronic kidney disease for national population and for low-mean arterial pressure.

Findings: The national prevalence of chronic kidney disease was 13.0%, (95% CI 12.6–13.4%) but only 3.5% (95% CI 3.3–3.7%) of participants in the cohort were aware of their disease. Prevalence was substantially higher in the group with low mean arterial pressure than in the high mean arterial pressure group (17.0%, 95% CI 16.7–17.3% vs 12.4%, 95% CI 12.2–12.7%). The attributable mortality was 15.4% (95% CI 14.7–16.1%), and 105,879 deaths (10.5%, 95% CI 10.3–10.7%) in the entire population were attributable to chronic kidney disease, but 57.5% (95% CI 57.3–57.6%) of deaths in the low mean arterial pressure population.aggi (2004) study occurred before 60 years of age in those with chronic kidney disease. Regular users of Chinese herbal medicines had a 30% relative risk (95% CI 1.36–1.47) increased risk of developing chronic kidney disease.

Interpretation: The high prevalence and its associated disease mortality, especially in people with low mean arterial pressure, make selection of chronic kidney disease a public-health priority. Prevention of the recognition through the general public knowing their GFR and testing their stress is critical to reduce premature deaths from all causes and to attenuate this global epidemic.

Funding note: Chronic kidney disease is associated with a wide range of causes and increased mortality. However, the public-health effect of mortality is due to the disease and not due to the non-disease, such as an increased burden of disease, which is unaddressed. Thus, the unaddressed burden of chronic kidney disease is associated with a very low public awareness. It is not clear if the evidence is adequate to provide a full assessment of the effect of high mean arterial pressure on the cardiovascular risk in the general population. The data for mortality for all stages of chronic kidney disease were incomplete. The most detailed data for the US Renal Data System (USRDS) with no-treatment on-end-stage renal disease included only the small fraction of chronic kidney disease. Mortality in this study, however, found that other causes were more likely for diabetes than in other studies. Chronic kidney disease is associated with an increased burden of disease, which is unaddressed. Thus, the unaddressed burden of chronic kidney disease is associated with a very low public awareness. Since 1994, we are able to calculate the mortality ratio for all stages of chronic kidney disease. And to assess its health effect in the entire population. On the basis of our study, we aimed to estimate the national prevalence of chronic kidney disease in Taiwan, as well as an awareness, and quantify its attributable mortality for the nation as a whole and particularly for the lower social classes.

Methods

Study population

In this prospective study, the cohort consisted of 462,293 participants in a standard medical screening programme from 1994 to 2008, who were aged 40 years and above.
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
• Mostly online
• Massive databases containing thousands of journals and millions of articles
• If you can’t find what you are looking for, try Google Scholar

You are expected to use journal articles in your assignments
There are two things you need to consider

Before you search!
Keywords

Search strategy
How do female executives and gender diversity affect the earnings management process?
How do female executives and gender diversity affect the earnings management process?
Building a search strategy

Identify keywords on your topic.
Consider alternative terms:

Avoid instruction words, e.g. “analyse,” “compare”.

Consider Limits:

- Synonyms
- Alternate spellings
- Broader or narrower terms
- Date range
- Research within the UK only

Keep a note of every search you do. Adjust keywords as you go along.
How do female executives and gender diversity affect the earnings management process?

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Alternative / related words</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXAMPLE: news</strong></td>
<td><strong>EXAMPLE: media or television</strong></td>
</tr>
<tr>
<td>KEYWORD 1:</td>
<td><strong>ALTERNATIVES FOR KEYWORD 1:</strong></td>
</tr>
<tr>
<td>Female Executives</td>
<td>Women executives   Female directors</td>
</tr>
<tr>
<td><strong>AND</strong></td>
<td></td>
</tr>
<tr>
<td>KEYWORD 2:</td>
<td><strong>ALTERNATIVES FOR KEYWORD 2:</strong></td>
</tr>
<tr>
<td>Gender diversity</td>
<td></td>
</tr>
<tr>
<td><strong>AND</strong></td>
<td></td>
</tr>
<tr>
<td>KEYWORD 3:</td>
<td><strong>ALTERNATIVES FOR KEYWORD 3:</strong></td>
</tr>
<tr>
<td>Earnings management</td>
<td>Financial manipulation</td>
</tr>
</tbody>
</table>
Focussing and broadening your search

• Use **AND** to focus your search (this will give you fewer results)
  • eg brand orientation **AND** marketing

• Use **OR** to broaden your search (this will give you more results)
  • eg online **OR** internet **OR** digital

• Use **NOT** to exclude a topic (this will give you fewer results)
  • eg Europe **NOT** Brexit
Truncation and phrase searching

- Use * to find different possible endings to a word
eg manag* would find manage, manages, manager, managers, management etc

- Use "" [quotation marks] to search for a phrase
eg “social media” AND “brand orientation”
How do female executives and gender diversity affect the earnings management process?

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<td>“Female Executive*”</td>
<td>OR “Women executive*” OR “Female director*”</td>
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<td><strong>AND</strong></td>
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Business and Management journal databases

- **Business Source Complete**
  Articles from approximately 2,300 scholarly business journals covering management, economics, finance, accounting, international business and marketing.

- **Academic Search Complete**
  Multi-disciplinary database with more than 8,500 full text periodicals, including more than 7,300 peer-reviewed journals.

- **Economist.com**
  Full text and graphics from of the UK edition of The Economist from 1997 onwards, plus additional web resources.

- **Emerald**
  Access to management research journals from Emerald publishers.

- **GreenFILE**
  Freely accessible research database focusing on the relationship between human beings and the environment, with information on topics ranging from global warming to recycling to alternate fuel sources and beyond.

- **PsycArticles**
  Full-text, peer-reviewed scholarly and scientific articles in psychology.

- **Sage Premier (Does not work in IE)**

The Specialist Databases for Business
Putting it all together

Enter keywords (and synonyms) for each concept in your research topic in a separate search row.

Too many results? Refine them using the menu bar on the left.

Too few results? Consider different search words (and check spelling).

Email articles to yourself with folder icon.
Finding Market Research Reports

- Mintel
- Passport Euromonitor
Newspapers

• The Financial Times – email askalibrarian@lsbu.ac.uk for login details

• Lexis Library – News tab for all local and national UK papers
Finding literature that is not available at LSBU

Start at the Library page on myLSBU. Click on Perry Library.

Request books or articles from other libraries through InterLibrary Loan.

Library Services: Inter Library Loans

Inter Library Loans FAQ

- How do I get a book or journal article which LSBU doesn't hold?
- Can I check the progress of my inter library loan request?
- Can I get my inter library loan articles by email?

Final year undergraduates can make 10 requests. Taught 20 per year.
Finding literature that is not available at LSBU

**SCONUL**
Apply online to visit other libraries that belong to the scheme to borrow or use books or journals

**The British Library**
Apply for a Reader Pass to access British Library Reading Rooms and view their collections
Referencing
Referencing

Why do it?

To acknowledge other people’s ideas and to avoid charges of plagiarism

To offer support for the argument we are making

To enable readers to trace the source
In-text citation (Author, year) or (Author, year, page)

…….. most important issues for marketers (Blythe and Martin, 2016).

Blythe and Martin (2016) suggest that ………..

“Impulse purchases are not based on any plan, and usually happen as the result of a sudden confrontation with a stimulus.” (Blythe and Martine, 2016, p. 64)

Reference list

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
Referencing a book

**Title:** Cross-Cultural Management: Essential Concepts (third edition)

**Authors:** David C. Thomas and Mark F. Peterson

**Publisher:** Sage Publications, London

**Year of publication:** 2015

What would the in-text citation be?
Answer


In-text citation:

(Thomas and Peterson, 2015)
Referencing a Journal Article

**Title of Article:** Female Executives and Perceived Employer Attractiveness: On the Potentially Adverse Signal of Having a Female CHRO Rather Than a Female CFO

**Title of Journal:** Journal of Business Ethics

**Authors:** Anja Iseke and Kerstin Pull

**Volume number:** 156

**Issue number:** 4

**Year of publication:** 2019

**DOI:** 10.1007/s10551-017-3640-1

What would the in-text citation be?
Answer


In text Citation:

(Iseke and Pull, 2019)
Referencing a Website

Title: A stronger approach to advancing disability rights

Authors: Equality and Human Rights Commission


Year of publication: 2017

Accessed on: 09/10/2019

What would the in-text citation be?

In text citation

(Equality and Human Rights Commission, 2017)
Referencing a Company Report

**Author/producer of report:** Marketline

**Title:** Virgin Atlantic Airways Ltd.


**Year of publication:** 2019

Accessed on: 09/10/2019

What would the in-text citation be?
Answer


In-text citation: (Marketline, 2019)
Further training

- Assignment Surgeries
- Workshops
  - Harvard Referencing
  - Refworks
  - Literature searching
- Book on via the calendar on the Training and Support tab
Where to get Help
Library and Learning Resources

Library
Helpdesk – 1 East
library@lsgu.ac.uk
020 7815 6607/6615

IT Support
Helpdesk – 1 West
llr-ithelpdesk@lsgu.ac.uk
020 7815 6678

Digital Skills
Digital Skills Centre
digitalskills@lsgu.ac.uk
020 7815 6610
1:1 support

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

Email queries: [askalibrarian@lsbu.ac.uk](mailto:askalibrarian@lsbu.ac.uk)

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