Literature Searching and Referencing for Business
Quick Introduction to the Library
The Business Libguides
Literature Searching
• Keywords
• The databases
Referencing
• LSBU Harvard referencing
Where to find help
Using the Library
<table>
<thead>
<tr>
<th>Building opening times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday – Friday</td>
</tr>
<tr>
<td>Weekend</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perry Library helpdesk (1 East) opening times</th>
<th>IT helpdesk (1 West) opening times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>8:30am – 8:50pm</td>
</tr>
<tr>
<td>Monday</td>
<td>8:30am – 8:50pm</td>
</tr>
<tr>
<td>Tuesday – Friday</td>
<td>8:30am – 6:50pm</td>
</tr>
<tr>
<td>Tuesday – Friday</td>
<td>8:30am – 6:50pm</td>
</tr>
<tr>
<td>Weekend</td>
<td>10am – 4:20pm</td>
</tr>
<tr>
<td>Weekend</td>
<td>10am – 4:20pm</td>
</tr>
</tbody>
</table>
Borrowing

<table>
<thead>
<tr>
<th>Type of Student</th>
<th>Books</th>
<th>DVDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate (BA, BSc)</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Postgraduate (PG Dip, CPE, MA, MSc, LLM)</td>
<td>20</td>
<td>5</td>
</tr>
</tbody>
</table>

Fines!
For late return when overdue items are on hold:

- £2 per day per item (up to a maximum of £20 per item)
- 2 day grace period
Auto-renewals

All items will automatically be renewed, **UNLESS:**

- The item is reserved by another borrower.
- There is another issue with your library account (e.g., outstanding charges, or your account has expired.)
The following items have been automatically renewed. Please see below for the new due date(s):

C++ for everyone
Horstmann, Cay S.,
005.133 HOR Barcode: 30102009189760
Due date: Wednesday 26 June 2019 RENEWED
These items could not be renewed and are due on 19 June 2019:

Designing media
Moggridge, Bill.
006.7 MOG Barcode: 30102009669407
Due date: Wednesday 19 June 2019

The following items have been automatically renewed. Please see below for the new due date(s):

Nonobject
Lukić, Branko.
745.5 LUK Barcode: 30102009698281
Due date: Wednesday 26 June 2019 RENEWED
Gamestorming: a playbook for innovators, rulebreakers, and changemakers
Gray, David,
658.4022 GRA Barcode: 30102009698398
Due date: Wednesday 26 June 2019 RENEWED
Fiber-optic communication systems
Agrawal, G. P.
621.38275 AGR Barcode: 30102009672914
Due date: Wednesday 26 June 2019 RENEWED

Check the entire email!

This item could not be renewed
Layout of the Library

Study Spaces
- Group Study
- Quiet Study
- Silent Study

Library Help desk on 1 East
Student IT Support on 1 West

11 Bookable Study Rooms
Accessibility
Disability and Dyslexia Support (DDS)

- Extra time on books you borrow
- Private study areas if you qualify
- Extra help in the library
- Assistive technology
- Photocopying and scanning
- Books by post
- Books put aside for you

- More details on what the library offers on LibGuides

Contact a disability advisor to register
- 0207 815 6454 or disability@lsbu.ac.uk
- Student Life Centre helpdesk
The Business Libguides

https://libguides.lsbu.ac.uk/subjects/home

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

School of Business

• Accounting and Finance
• Business and Management
• Economics
• Human Resource Management
• Marketing
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
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
Keywords

Search strategy
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?
How do female executives and gender diversity affect the earnings management process?
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><strong>KEYWORD 1:</strong></td>
<td><strong>ALTERNATIVES FOR KEYWORD 1:</strong></td>
</tr>
<tr>
<td>Female Executives</td>
<td>Women executives  Female directors</td>
</tr>
<tr>
<td>AND</td>
<td></td>
</tr>
<tr>
<td><strong>KEYWORD 2:</strong></td>
<td><strong>ALTERNATIVES FOR KEYWORD 2:</strong></td>
</tr>
<tr>
<td>Gender diversity</td>
<td></td>
</tr>
<tr>
<td>AND</td>
<td></td>
</tr>
<tr>
<td><strong>KEYWORD 3:</strong></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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<tr>
<td><strong>KEYWORD 1:</strong></td>
<td>OR</td>
</tr>
<tr>
<td>“Female Executive***”</td>
<td>“Women executive***” OR “Female director***”</td>
</tr>
<tr>
<td><strong>AND</strong></td>
<td></td>
</tr>
<tr>
<td><strong>KEYWORD 2:</strong></td>
<td>OR</td>
</tr>
<tr>
<td>“Gender diversity”</td>
<td></td>
</tr>
<tr>
<td><strong>AND</strong></td>
<td></td>
</tr>
<tr>
<td><strong>KEYWORD 3:</strong></td>
<td>OR</td>
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<tr>
<td>“Earnings manag***”</td>
<td>“Financial manipulation”</td>
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</tbody>
</table>
**Business and Management journal databases**

- **Business Source Complete** *(Best Bet)*
  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 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)**
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.
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

…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
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 this Journal

**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)
What would the in-text citation be?
Answer


In text citation

(Equality and Human Rights Commission, 2017)
Reference List


Referencing help

Referencing guide
Tutorials
Workbooks
Refworks
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
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?