In this session

Business and Management Libguide

Researching your assignment
• Keywords
• Search strategy

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.
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
Keywords

Explain the etic and emic approach. Give an example of each approach that refers to cultural differences in managing people from a different country.
Explain the **etic** and **emic** approach. Give an example of each approach that refers to cultural differences in managing people from a different country.

Broad definitions from books or websites

Broad search terms – you will need to narrow these down
Explain the etic and emic approach. Give an example of each approach that refers to cultural differences in managing people from a different country.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Alternative / related words</th>
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- **Etic and emic**
- **Cultural differences**
- Cross cultural
- Culture diversity
- Managing people
- Different country
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”
Explain the etic and emic approach. Give an example of each approach that refers to cultural differences in managing people from a different country.

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Etic OR emic

“Cultural difference*” OR “Cross cultural” OR “culture diversit*”

“Managing people”

Different country
Explain the etic and emic approach. Give an example of each approach that refers to cultural differences in managing people from a different country.

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Etic OR emic

“Cultural difference***” OR “Cross cultural” OR “culture diversit***”

“Manag***” OR “leader***”

Different country
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


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


In-text citation: (Bocij et al., 2018)
Referencing a journal article

Author’s Surname, Initials.  
Year published (in brackets)  
Title of article,  
*Title of Journal* (in italics),  
Volume  (issue number),  
First & last page numbers. 
DOI

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:
Referencing a journal article

Cloud computing technology: improving small business performance using the Internet.

Authors: Attaran, Mohsen (AUTHOR) maffaran@osub.edu
Woods, Jeremy (AUTHOR)


Document Type: Article

Subject Terms: "INTERNET use in business
*SMALL business
*TELECOMMUNICATION
CLOUD computing
CONCEPTUAL models

Author-Supplied Keywords: cloud computing technology (CCT)
community clouds
hybrid clouds
Infrastructure as a Service (IaaS)
Platform as a Service (PaaS)
private clouds
public clouds
Software as a Service (SaaS)
Storage as a Service (StaaS)
Logiciel en tant que service
Nuvages hybrides
Nuvages privés
Technologie de l'informatique en nuage (TIN)
Language of Keywords: English; French

NAICS/Industry Codes: 517919 All Other Telecommunications
517911 Telecommunications Resellers
811213 Communication Equipment Repair and Maintenance
517910 Other telecommunications
811214 Communications Systems Design and Related Consulting Services

In-text citation: (Attaran and Woods, 2019)
Websites

Author’s Surname, Initials.
Year of publication or last updated (in brackets)
*Title of the webpage* (in italics).
Available from: URL
[Day month year accessed]

Surname, Initial. (year) *Title*. Available from: URL [Accessed day month year].
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)


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?