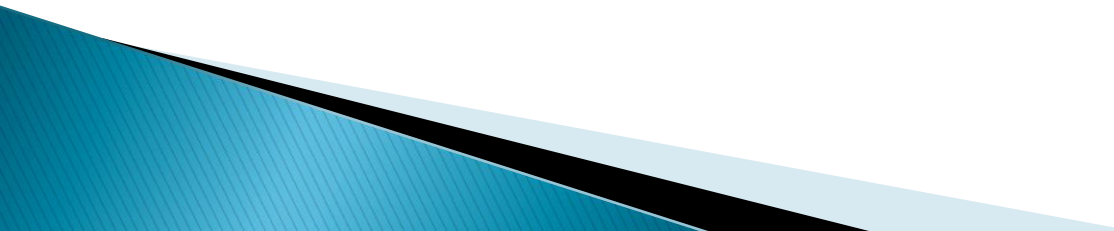


Library Workshop for MANA 266, *Foundations of Modern Management*

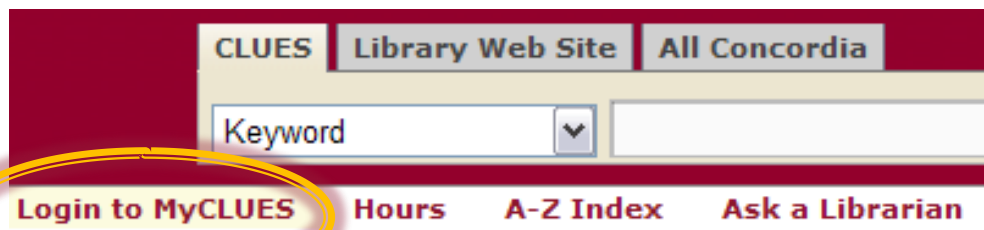
Given by Andrea Harland
Reference Library for Management & Marketing

What we will be covering

1. Setting up your Library PIN
 2. Types of business articles
 3. Accessing the article databases
 4. Finding articles on a topic
 5. Locating the fulltext versions of articles
 6. Websites
 7. Citing your sources
- 

1. Create library PIN...Why?

- ▶ Access databases from off-campus
- ▶ Request or renew books online
- ▶ Book group study rooms



Login

Please enter the following information:

Your First OR Last Name:

Your 14-digit Barcode on
Concordia ID:

Your Library PIN:

[Forgot your PIN?](#) |  [Don't have a PIN yet?](#)

Also see: https://mercury.concordia.ca/screens/help_createpin.html

2. Types of business articles

1. Scholarly/Academic articles

- a) Some are Peer Reviewed/Refereed
- b) Applied articles (ex: Harvard Business Review articles)
- c) Research articles (describe research in detail)
 - Contain usually a literature review, methodology, research results and a discussion
 - Example: <http://0-search.ebscohost.com/mercury.concordia.ca/login.aspx?direct=true&db=bth&AN=48037118&site=bsi-live>



2. Types of business articles (cont'd)

2. Non-scholarly Articles

a) Magazine articles



b) Trade publications

- Usually focus on an industry
- Readers are business people not the consumers

c) Newspapers

A screenshot of the Wall Street Journal website from Tuesday, March 2, 2010. The page shows the date and time (6:18 PM EST), the newspaper's name "THE WALL STREET JOURNAL", and navigation links for "U.S. Edition", "Today's Paper", "Video", "Columns", "Blogs", "Topics", and "Journal Community". Below this are links for "Home", "World", "U.S.", "Business", "Markets", "Tech", "Personal Finance", and "Life & Style". A "QUICK LINKS" section includes "Health & Wellness", "Winter Olympics", "Investing in Funds", "Apple iPad", and "Greece Debt Crisis". The "LATEST HEADLINES" section features "WSJ: GM Triples Opel Financing". The main content area has three articles: "Apple Sues Google Phone Maker" (with a video player and a photo of a smartphone), "Pakistan to Receive U.S. Bomb Kits" (with a photo of a military aircraft), and "One Senator Holds Up Spending Bill" (with a photo of a senator). At the bottom, there are links for "Obama Open to GOP Health Proposals" and "Vote: Should Senator Change His Vote?".

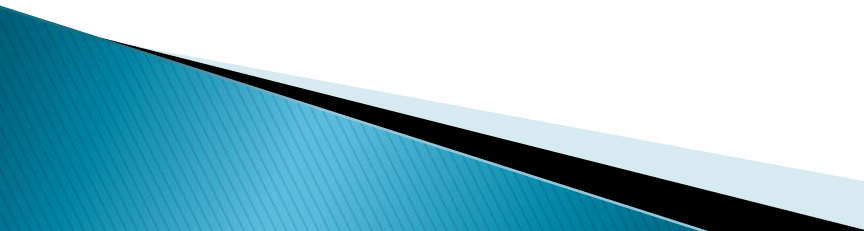
3. Accessing the article databases

- ▶ You'll find all the databases **subscribed to** by the Library listed here:

<http://library.concordia.ca/research/databases/>

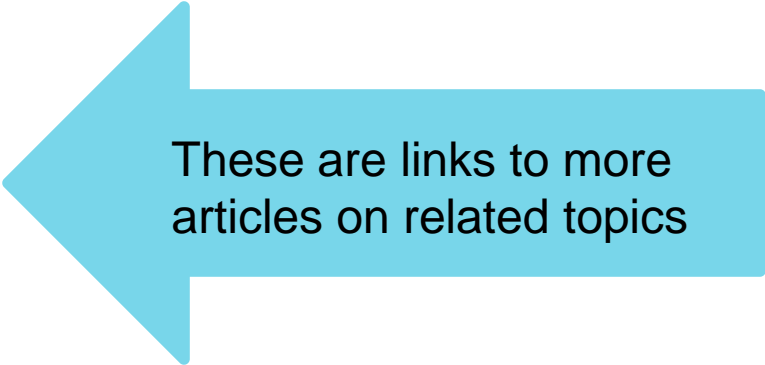
- ▶ Two databases with articles on business topics, both scholarly and non-scholarly
 - [Business Source Complete](#)
 - [ProQuest Business Databases](#)
 - Contains ABI/Inform Global and Trade & Industry
- ▶ Some articles are fulltext some are not

4. Finding articles on a topic

- A. Work from your original article via the databases
 - B. Keyword searching in the databases
 - Keep track of your searches by accessing your search history in each database
 - C. Look at the reference lists in the articles you find (or even referenced in your HBR article)
- 

4. a) Working from your chosen article

Title:	<i>How Open Innovation Can Help You Cope in Lean Times. (cover story)</i>	Find More Like This
Authors:	Chesbrough, Henry W. ¹ Garman, Andrew R. ² agarman@nvpllc.com	
Source:	Harvard Business Review ; Dec2009, Vol. 87 Issue 12, p68-76, 9p, 1 diagram, 1 illustration, 1 color	
Document Type:	Article	
Subject Terms:	<ul style="list-style-type: none">*STRATEGIC planning*INNOVATION management*RESEARCH & development*COST effectiveness*BUSINESS conditions*RECESSIONS*MANAGEMENT styles*CONTRACTING out*BUSINESS planning*CORPORATE divestiture*MANAGEMENT by objectives*SUCCESS in business*COST controlSOCIAL aspects	
Abstract:	<p>A recession often forces you to cut R&D as you refocus on your core. But innovation need not go by the wayside. By placing certain assets and projects outside your walls, you can actually preserve opportunities for future growth while you shore up the fortress. Chesbrough, of Haas School of Business, and Garman, of New Venture Partners, identify five strategic moves that open the door to innovation by ironically, letting it out of the house. Some inside-out moves permit outside firms to invest in and develop your projects; others call for spinning off projects as separate ventures that still allow you to retain some equity. Whatever the specific approach, you can meet the inherent cultural and organizational challenges of inside-out open innovation by approaching it holistically and placing it under the leadership of senior executives in strategic roles. INSETS: Inside-Out Venture Capital;The People Side of Inside-Out Moves. [ABSTRACT FROM AUTHOR]</p>	



These are links to more articles on related topics

4. b) Keyword searching

1. Determine the concepts you want to search
2. Think of synonyms
3. Combine into a search strategy

EXAMPLE:

Article “Creativity and the Role of the Leader”

Concepts	Synonyms
Leadership	managing
Creativity	Innovation, ideas

4. b) Keyword searching (cont'd)

Basic Search **Advanced Search** Visual Search

Business Source Complete
powered by EBSCOhost

Find: in

in

in [Add Row](#)

in:



(Searching: Business Source Complete)

[Search Tips](#)

- ▶ Keep one concept per box
- ▶ Each box is linked with **AND** > AND tells the database to find everything on either side of the expression
- ▶ **OR** tells the database to search for one term OR another. Good for Synonyms
- ▶ The **asterisk *** tells the database to look for any word starting with those letters. Ex: creativ* also searches: creative, creativity

All Results

- | | | | |
|---|--|---------------------------------------|---|
| <input type="radio"/> Academic Journals | <input type="radio"/> Trade Publications | <input type="radio"/> Magazines | <input type="radio"/> Newspapers |
| <input type="radio"/> Books/Monographs | <input type="radio"/> SWOT Analyses | <input type="radio"/> Country Reports | <input type="radio"/> Industry Profiles |
| <input type="radio"/> Market Research Reports | <input type="radio"/> Product Reviews | <input type="radio"/> Videos | |

All Results: 1-10 of 23471 Page: 1 [2](#) [3](#) [4](#) [5](#) [Next](#)Sort by: Date Descending   [Add \(1-10\)](#)

Narrow Results by

▼ Subject: Thesaurus Term

[LEADERSHIP](#)[TECHNOLOGICAL innovations](#)[STRATEGIC planning](#)[BUSINESS planning](#)[INDUSTRIAL management](#)[SUCCESS in business](#)[More »](#)

▶ Company

▶ Publication Type

▶ Subject

▶ Geography

▶ NAICS/Industry

▶ Publication

1. [Transformational Leadership Education and Agency Perspectives in Business School Pedagogy: A Marriage of Inconvenience?](#) By: Tourish, Dennis; Craig, Russell; Amernic, Joel. *British Journal of Management*, Mar2010 Supplement 1, Vol. 21, ps40-s59, 20p; DOI: [10.1111/j.1467-8551.2009.00682.x](#); (AN 47922988)

[Cited References: \(117\)](#)**Find it!** [Add](#)

2. [First Thought](#). *Business Strategy Review*, Spring2010, Vol. 21 Issue 1, p1-1, 1p; DOI: [10.1111/j.1467-8616.2010.00634.x](#); (AN 47978184)

[Linked Full Text](#)[Add](#)

3. [Editorial](#). By: Buijs, Jan; van der Meer, Han; de Weerd-Nederhof, Petra; Visscher, Klaasjan. *Creativity & Innovation Management*, Mar2010, Vol. 19 Issue 1, p1-2, 2p; DOI: [10.1111/j.1467-8691.2010.00549.x](#); (AN 48193052)

Find it! [Add](#)

4. [Managing the Co-operation–Competition Dilemma in R&D Alliances: A Multiple Case Study in the Advanced Materials Industry](#). By: Faems, Dries; Janssens, Maddy; Van Looy, Bart. *Creativity & Innovation Management*, Mar2010, Vol. 19 Issue 1, p3-22, 20p; DOI: [10.1111/j.1467-8691.2010.00546.x](#); (AN 48193055)

Find it! [Add](#)

5. [Measuring Innovative Work Behaviour](#). By: de Jong, Jeroen; den Hartog, Deanne. *Creativity & Innovation Management*, Mar2010, Vol. 19 Issue 1, p23-36, 14p; DOI: [10.1111/j.1467-8691.2010.00547.x](#); (AN 48193054)

[Add](#)

1. Use the top menu to choose the type of article you want
2. Then narrow using the subject/thesaurus terms

5. Locating the fulltext versions of articles

1. The **find it @ Concordia** button

8. [Transformational *Leadership* and Organizational *Innovation*: The Roles of Internal and External Support for *Innovation*](#). By: Gumusluoğlu, Lale; Ilsev, Arzu. *Journal of Product Innovation Management*, May2009, Vol. 26 Issue 3, p264-277, 14p; DOI: [10.1111/j.1540-5885.2009.00657.x](#); (AN 37137973)

[Cited References: \(44\)](#)

Find it! @ Concordia



You are looking for:

Transformational Leadership and Organizational Innovation: The Roles of Internal and External Support for Innovation.

Journal of Product Innovation Management v. 26 no. 3 p. 264 Year: 20090501

Click on the link(s) below to get the article:

[Blackwell-Synergy](#)

Check the library catalogue:

[Search for the Journal in CLUES](#) (by Title *Journal of Product Innovation Management*)

[Search for the Journal in CLUES](#) (by ISSN 07376782)

More options:

[Get your publication through another library using Interlibrary Loan](#)

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[What is "Find it! @ Concordia"?](#)

5. Locating the fulltext versions of articles (cont'd)

2. If the Find it @ Concordia button doesn't work, or if your working from a list of references, check CLUES to see if we have a subscription to the journal

CLUES Library Catalogue

Library Home ► CLUES Home Login

Keyword Title **Journal Title** Author Subject Call Number

Title begins with **Submit** [\[Search Tips\]](#)

Electronic Journals only

Use this option to verify if a full text electronic version is accessible and to find out which years are available online.

Title begins with **Submit**

Course reserves

- Course
- Instructor

Other Searches:

- Unique Collections
- ISBN/ISSN/Music Number
- Author/Title

Book a Study Room

Locating the fulltext versions of articles (cont'd)

CLUES Library Catalogue

Library Home ▶ CLUES Home Login

(Search History)

Journal Title System Sorted

Limit search to available items

Result page: [◀ Previous](#)

Call Number HF 5410 M39
Title Marketing science
Library Has Webster Periodicals Display: LATEST ISSUES
Webster Periodicals: v.15, 1996-ONWARD
Publisher [Providence, R.I. : The Institute of Management Science
Society of America, c1982-

[Persistent link to this page](#)

Full Details **Availability** **Find Similar Items**



Call Number HF 5410 M39
Location Webster Periodicals
Latest Received: January 2010 - February 2010 v.29 no.1

Description v. : ill. ; 26 cm
Frequency Quarterly

Concordia Libraries E-Journals

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You can also use [Article Finder](#) to find the full-text link to an article for which you have a citation.

[0-9](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#)

Title begins with

-- Please select a subject category --

1 record retrieved for the search: Title begins with "marketing science"

Marketing science (Providence, R.I.) ([0732-2399](#))

- from 01/01/1982 to present in [INFORMS PubOnLine](#)
- from 01/01/1982 to 2 years ago in [Business Source Complete](#)
- from 01/01/1982 to 2 years ago in [Communication & Mass Media Complete](#)
- from 1982 to 2005 in [JSTOR Arts and Sciences IV Collection](#)
- from 1982 to 2005 in [JSTOR Business Collection](#)
- from 01/01/1985 to 10/01/1985 in [ABI/INFORM Global](#)
- from 01/01/1986 to 10/01/1998 in [ABI/INFORM Global](#)
- from 01/01/1999 to 2 years ago in [ABI/INFORM Global](#)

6. Websites

Assignment directives:

- ▶ Look at domain name (what kind of site is it?)
- ▶ Is there an author and who is she/he?
 - What are the author's credentials?
 - Does the author have a reputable affiliation?
 - When you are writing a scholarly paper, you probably want your sources to have scholarly affiliations (i.e. be associated with a university or other reputable research organization)
- ▶ Consider bias
- ▶ Other things to consider:
 - <http://library.concordia.ca/help/howto/internetandout.html?guid=eval>

6. Websites (cont'd)

- ▶ What do you think of this webpage:
 - http://www.ideachampions.com/weblogs/archives/2010/02/_every_once_in.shtml#more

The screenshot shows a blog post on a website with a navigation bar at the top containing links for HOME, PRODUCTS, ABOUT US, CONTACT US, and ARTICLES. The main heading is 'The Heart of Innovation'. Below the navigation is a sub-header '«Kaleidoscopic Leaders | Main | Create an Innovation Portfolio»' and a date 'February 21, 2010'. The title of the post is 'The Rise of the Innovation Ninjas'. The post features four stylized portraits of a man in a suit and glasses, each with a different background color (red, blue, orange, purple) and overlaid with various icons like a lightbulb, a gear, and a network. The text of the post discusses the author's habit of posting quotes from articles on their clients' windshields, mentioning 'Neanderthalic' ways and 'Einstein'.

HOME PRODUCTS ABOUT US CONTACT US ARTICLES

The Heart of Innovation

«Kaleidoscopic Leaders | Main | Create an Innovation Portfolio»

February 21, 2010

The Rise of the Innovation Ninjas

Every once in a while I come across a quote or excerpt from an article that I want to immediately post on the windshield of every client of mine. It cuts to the chase and lucidly states what I've been trying to say, in various Neanderthalic ways, all these many years.

Take Einstein for example: "Not everything that counts can be counted; and not everything that can be counted counts." Bingo! Bullseye! What a perfect way of explaining to a left-brained addicted world that metrics and analysis is not the only game in town.

And then there's Gary Hamel. He takes a bit more time than Albert to make his point, but hey, it's all relative isn't it? Check this out from the man behind one of my favorite business books of all time:

Who Are We?

Idea Champions is a consulting and training company dedicated to awakening and nurturing the spirit of innovation. We help individuals, teams and entire organizations tap into their innate ability to create, develop and implement ideas that make a difference.



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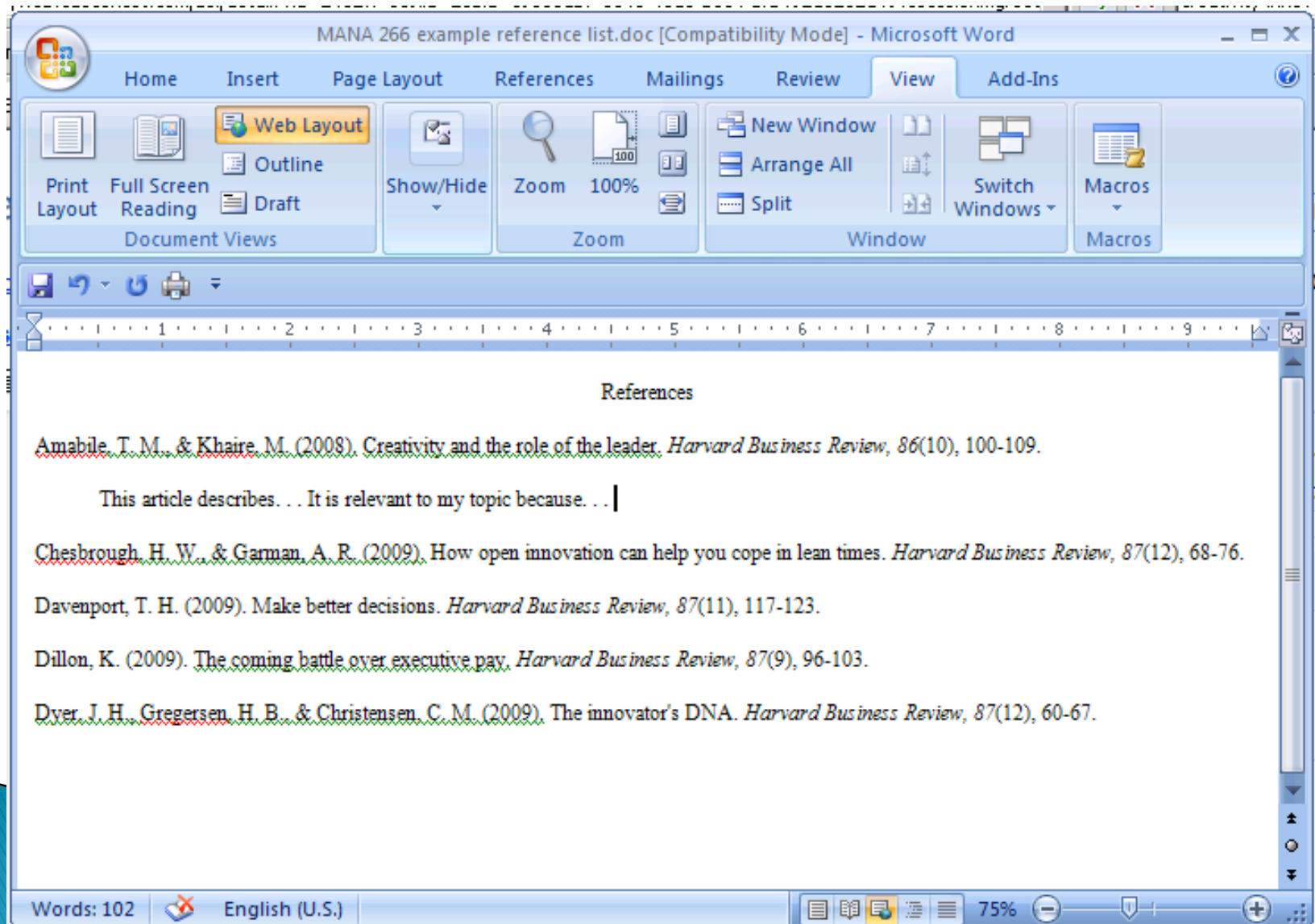
Email this page to a friend

SUBSCRIBE 

7. Citing your sources

- ▶ You will probably want to refer to a format guide. For example:
 - <http://library.concordia.ca/help/howto/citations.html> (see <http://library.concordia.ca> > Quick links)
- ▶ Your professor wants you to annotate 4 of your articles. **DO NOT COPY THE ABSTRACT.** You will need to write these annotations in your own words.

7. Citing your sources (Cont'd)



The screenshot shows the Microsoft Word interface with the 'References' tab selected. The document title is 'MANA 266 example reference list.doc [Compatibility Mode]'. The ribbon includes 'Home', 'Insert', 'Page Layout', 'References', 'Mailings', 'Review', 'View', and 'Add-Ins'. The 'View' ribbon is active, showing options like 'Web Layout', 'Print Layout', 'Full Screen Reading', 'Draft', 'Outline', 'Show/Hide', 'Zoom' (set to 100%), 'New Window', 'Arrange All', 'Split', 'Switch Windows', and 'Macros'. The document content is centered and titled 'References'. It contains five entries from *Harvard Business Review*, each followed by a sentence: 'This article describes. . . It is relevant to my topic because. . . |'. The status bar at the bottom indicates 'Words: 102', 'English (U.S.)', and a zoom level of 75%.

MANA 266 example reference list.doc [Compatibility Mode] - Microsoft Word

Home Insert Page Layout References Mailings Review View Add-Ins

Print Layout Full Screen Reading Draft Outline Show/Hide Zoom 100% New Window Arrange All Split Switch Windows Macros

References

Amabile, T. M., & Khaire, M. (2008). Creativity and the role of the leader. *Harvard Business Review*, 86(10), 100-109.

This article describes. . . It is relevant to my topic because. . . |

Chesbrough, H. W., & Garman, A. R. (2009). How open innovation can help you cope in lean times. *Harvard Business Review*, 87(12), 68-76.

Davenport, T. H. (2009). Make better decisions. *Harvard Business Review*, 87(11), 117-123.

Dillon, K. (2009). The coming battle over executive pay. *Harvard Business Review*, 87(9), 96-103.

Dyer, J. H., Gregersen, H. B., & Christensen, C. M. (2009). The innovator's DNA. *Harvard Business Review*, 87(12), 60-67.

Words: 102 English (U.S.) 75%

For additional help

- ▶ Try checking our help guides:
 - <http://library.concordia.ca/?id=help>
- ▶ Try our Ask A Librarian services including, Chat & the Reference Desk:
 - <http://library.concordia.ca/help/questions/>
- ▶ Try looking at the subject guides:
 - <http://library.concordia.ca/research/subjects/?id=business>
- ▶ Make an appointment with me for additional assistance:
 - Andrea.harland@concordia.ca