Resources for CPS Students in Business & Management

at the Lightner Library

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CPS Librarian
Librarians Can Help You:

- Figure out how and where to locate different types of resources
- Formulate effective search terms
- Evaluate resources for credibility and bias/perspective
- With citation and format in your assignments

Disclaimer: This doesn’t mean we do it for you! But we will show you how and answer your questions as best as we can.
Physical Materials

- Books
  - Library Catalog
    - General Collection
    - Reference

- DVDS
  - Library Catalog
    - Video Collection
    - Entertainment DVDs

- Journals
  - Find a Journal Title
    - Newspapers
    - Magazines
    - Journals
Digital Materials

- E-Books
  - Find an E-Book

- Reference Databases
  - Databases by Subject

- Journal Articles
  - Databases by Subject
  - Find an Article
  - Find a Journal Title
Types of Journals
Also known as “Periodicals”

Newspapers, Magazines, Scholarly Journals

How do you tell the difference?
Newspapers (Popular)

- Current events
- Local / regional focus
- Written for general public
- Published daily or weekly
- Newsprint, some color, ads
- No formal list of references
Magazines (Popular)

- Specific interests and/or current events
- Brief articles and interviews
- Written for general public
- Published weekly or monthly
- Glossy and colorful; Lots of pictures and ads
- No formal list of references
Scholarly Journals

- Reports of original research
- In-depth analysis of topics
- Written for experts in the field
- Published quarterly, semi-annually, or monthly
- Book-like, usually black and white
- Few or no pictures and ads
- All references cited; peer-reviewed
Best Bet Databases
For Business & Management

Reference Databases
- Business Insights: Essentials
- Gale Virtual Reference Library
- LexisNexis
- Mergent
- Opposing Viewpoints in Context

Article Databases
- EBSCOhost Databases
  - Academic Search Premier
  - Business Source Premier
  - OmniFile
  - Regional Business News

- Other Databases
  - Business Economics & Theory Collection
  - Small Business Collection
  - Proquest
Brainstorming Search Terms

- Write your topic out as a sentence or question
- Underline the key words or concepts
- Think of other words to describe your topic
  - Synonyms or related words
- Start Simple! Add more words as you go.
- Do more than one search. Try different words.
- Figure out which terms get you the best results
- You may need to do some background research to identify more search terms.
Topic to Search Term Examples

**Business & Management**

**Topic as a sentence/question:**
What can companies do to retain their employees?

**Keywords:**
Retain, Employees

**Synonyms or related terms:**
- Retain: Retention, Keep, Morale, Job satisfaction
- Employees: Workers, Staff
Search Term Tips & Tricks

Business & Management

Retain
OR
Retention
OR
“Job Satisfaction”

AND

Your Results

Employee*
OR
Staff

* - Acts as a wildcard (any number of letters can go here)

“” - Makes those words show up together in that order in your results
Search Term Tips & Tricks

* - Acts as a wildcard (any number of letters can go here)

“” - Makes those words show up together in that order in your results
How do we find journal articles?

Especially those peer-reviewed articles!

Library Website has 3 ways:

- **Databases by Subject** – good for beginners
- **Find an Article** – quick links to databases
- **Find a Journal Title** – you already know the journal title and/or are trying to find a specific article you know exists

Use Google Scholar as a Last Resort

We don’t recommend Google Scholar as your first stop for research. Here’s why:

- You won’t get the same articles you would from a database
- Can’t sort popular from scholarly (peer-reviewed)
- Can’t limit to full text
- You only have access to what is freely available

The library pays for subscriptions to databases filled with high-quality content that you cannot access with Google Scholar.
If you must use Google...

- Look for well-known online news sources, magazines, or blogs.
- .gov, .edu, and .org sites are usually more trustworthy.
- Be extra critical in evaluating sources you find on the open web.
  - Who is the author?
  - Has this been edited in any way?
  - Opinion or objective?
  - Read the About or Mission Statement.
Help!! I need help!!

- **Library Guides** made by KC Librarians
  - Help you get started with research
  - General “How-To”s
  - Video Tutorials, Links, Information
  - Guides made just for you! CPS guides
Help!! I need help!!

- Citation & Formatting Help
  - Library Website – Links on the right
  - Email me for an APA check (allow 24 hours)
  - Email the Writing Center for a thorough check (allow 48 hours): asapwritinghelp@keuka.edu
Help!! I need help!!

Contact Us!!

- Chat window
- Ask a Librarian
- Phone: Reference & Circulation Desks
- Email me: ahiggins@keuka.edu