DeGroote School of Business
EMBA Students

Library Services & Resources

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September 19, 2018
McMaster Libraries - Hamilton

1. Mills (Humanities & Social Sciences)

2. Innis (Business)
   - located in Kenneth Taylor Hall (KTH), Room 108, just above Celebration Banquet Hall

3. Thode (Science & Engineering)

4. Health Sciences (HSL)
   - located in the Health Sciences Centre (HSC), 2nd floor, purple section
TD Learning Commons/Library (1st floor)
Ron Joyce Centre (RJC) – Burlington

- Area behind Welcome Centre/Concierge Desk
- Access to almost all of the same library services & resources available on the Hamilton campus
Welcome to the RJC Research & Library Services Website

Useful Resources

McMaster Library website
Provides access to the library catalogue, e-journals, databases, subject & course guides plus other resources and services.

Career Research Beyond Google is a slide deck of resources for independent job searching.

Lynda.com contains video tutorials on a wide range of education topics, and all DeGroote students have memberships provided by the DeGroote School of Business.

Useful Links for Case Competition

- How to Find Financial Ratios (Industry & Company)
- How to Find Industry Reports
- How to Find Market Share
- How to Find Top Business Databases @ McMaster
- Slides from preMBA 2016 Library Presentation
- Library Resources Case Competition

Research Services
Please email rjclib@mcmaster.ca or phone 905-525-9140 ext. 22081 for company, industry, business research, and assignment related research help.
Collections @ McMaster

• Number of titles held (all formats): over 2 million items

• Annual library acquisitions: $12.7 million (UL + HSL, 2017/18)

• Library website is your primary access point to our collections
Discovery
Library Catalogue plus Articles & More

Results 1 - 25 of 13882 for leadership integrity

Sorted by Relevance | Date

Refine by:
- Library Catalogue (138)
- Articles & More (13748)
- Full Text (13748)
- Peer Reviewed (13748)
- Found In
- Availability
- Format
  - Academic Journals (4837)
  - Magazines (3015)
  - Book (1907)
  - Dissertations (610)
  - News (609)
- Location
- Course
- Instructor
- Subject
- Language

Development and initial validation of an indirect measure of transformational leadership integrity.
Mills, John P.; Boardley, Ian D.
Academic Journal | Psychology of Sport & Exercise
An indirect measure of transformational leadership i... more

Business and corporate integrity: sustaining organizational compliance, ethics, and trust / Robert C. Chandler, editor; foreword by David Campbell
Book | 2014 -
Available at Innis Library Bookstacks (HF 5387 .B662 2014 V.2) plus 1 more see all

Perceived Leadership Integrity in the Manufacturing Industry.
McCann, Jack; Holt, Roger
Ethics is a significant issue among those in leadership position... more

Discovery simultaneously searches McMaster's library catalogue PLUS the contents of some subscription & open access databases such as JSTOR and HathiTrust.

Results can be refined by a variety of criteria in the left column.

Discovery and Catalogue can include some of the same format types (i.e., books, videos, etc.), but only Discovery includes articles.
Getting Library Materials

#1. Books Delivered to Home or RJC

- Use online form to request **print books**

- **Books** will be retrieved by library staff and sent to your home via **Canada Post**
  or to the RJC Concierge Desk via the **Shuttle Bus**.
  
  **NOTE:** Shuttle bus is the **faster** option.

- Return books via **Canada Post**
  using postage paid envelope provided or use the **Book Return**
  in the RJC lobby (1st floor by elevators)
Getting Library Materials

#2. Articles & Book Chapters Scanned

- Use for journal & magazine articles and book chapters only available in print (i.e., not online) at Mills, Innis & Thode libraries

- Select the scan button in the detailed Catalogue record. Include the citation of the article or chapter you want in the resulting form.

- Requested item will be delivered by email within 48 hours (M-F).
Getting Library Materials

# 3. Visit Libraries on Hamilton Campus

- Visit the Hamilton campus at 1280 Main Street West and photocopy articles or borrow book(s) in person.

- Check RJC shuttle schedule between RJC and McMaster
Borrowing Materials from McMaster Libraries

• **Library Card:** McMaster ID card

• **Loan Period for MBA (& other Graduate) Students**
  - 3 months (Mills, Innis & Thode)
  - 2 weeks (Health Sciences Library)

• **Renewals:** All books can be renewed (unless they have been recalled). Select [My Library Account](#) on Library home page. Login with the **14 digit barcode** on your McMaster ID card and a numeric **PIN code** (at least 4 digits).
e-Collections @ McMaster

• **e-Books:** Thousands of business books online; **view** on any computer with a standard **web browser** - no special reading device required

• **e-Journals, magazines & newspapers:** Over 8,000 titles related to business

• **Databases:** Over 125 business databases that contain articles, statistics, financial data, industry reports and more
Accessing e-Collections at McMaster Libraries

• Your MAC ID gives you access to all the Library’s online resources (e-books, e-journals, databases, etc.) 24/7, anywhere in the world!

• Connect to our online resources via the Library’s website – https://library.mcmaster.ca

• When prompted, login with your MAC ID
Accessing e-Collections
Sample results from Discovery

Read ebook using any web browser. No special reading devices required.

Select Get It! button
Get it!@Mac Menu

3 options for the fulltext of this article.

When a link is selected, you will be prompted for your MAC ID before viewing the full-text.

If one link doesn’t work, try another.

Title: Computer use by older adults: A multi-disciplinary review
Source: Computers in human behavior [0747-5632] Wagner yr.2010 vol.26 iss.5 pg.870

- **Basic**
  - Full text available from E-Journals - Scholars Portal
  - Full Text Online - CRKN Elsevier ScienceDirect
  - Full Text Online - Elsevier ScienceDirect Journals Complete
  - Check for a print copy in our library catalogue

- Request document on Interlibrary Loan via RACER - Scholars Portal

Note: You have to have registered in RACER previously in order to use the system.
Interlibrary Loan (I.L.L.)
Get Books & Articles from Other Libraries

- If a book or article is *not held* at McMaster, use **RACER** to submit I.L.L. requests (link on home page)
  
  **NOTE:** Requires **one time registration**.

- Regular service is **FREE** of charge.

- **Books:** Books will be delivered to McMaster. Pick up and return I.L.L. books at the Mills Library Service Desk (1st floor).

- **Articles:** I.L.L. articles will be sent online via an email link. Takes 2-5 days (or longer) for materials to arrive.

- **Notified by email** when items are available
RACER Login is the 14 digit barcode on your McMaster ID card (not your MAC ID).
Once Library Links has been configured, search results in Google Scholar should display a get it @Mac (or find it @ Mac) link if available at McMaster libraries.

**Design aesthetics leading to m-loyalty in mobile commerce**
D Cyr, M Head, A Ivanov - Information & Management, 2006 - Elsevier

Researchers have previously examined the technology acceptance model (TAM) in many contexts, including the Internet. More recently TAM has been enhanced to include a hedonic component of enjoyment but the effect has rarely been investigated in a mobile commerce …

**Computer use by older adults: A multi-disciplinary review**
N Wagner, K Hassanean, M Head - Computers in human behavior, 2010 - Elsevier

As the populations of most of the world’s developed nations experience an increase in average age, a similar trend is being observed in the population of computer and Internet users. In many cases, older adults are the fastest growing computer and Internet user group …

**Exploring human images in website design: a multi-method approach**
D Cyr, M Head, H Larios, B Pan - MIS quarterly, 2009 - JSTOR

Effective visual design of e-commerce websites enhances website aesthetics and emotional appeal for the user. To gain insight into how Internet users perceive human images as one element of website design, a controlled experiment was conducted using a questionnaire …
Set Up Library Links to Access McMaster Resources via Google Scholar

1. Go to [https://scholar.google.ca/](https://scholar.google.ca/)
2. Click 🗒 Settings
3. Click Library Links (in left navigation)
4. In the Library Links section, find and select McMaster University Library

   ![Library Links](library_links_example.png)

   Library Links (what's this?)
   
   e.g., Harvard

   Show library access links for (choose up to three libraries):

   - McMaster University Library - get it @ Mac

5. Click ✅ Save

   ![How stuff works video tutorials](how_stuff_works.png)
Library’s Research Databases ...

- are search engines with a well defined scope
  - covering specific years, various geographies, specific sources, etc.

- can be subject specific or general
  - finance, psychology, business, social sciences, multi-disciplinary

- can contain one or more source types
  - articles, data, financials, reports, videos, maps, images, and more!
Library’s Research Databases ...

• support **precise, systematic searching**
  – many searching, filtering, sorting & exporting options

• contain **content curated** by humans (not robots)

• are typically **fee-based, contain full-text content** not typically available for free on the open web
Selecting & Accessing Databases

• On the Library’s home page, select the **Databases** tab and then pick a database **by Name** or **by Subject Area**

Library subscribes to over 100 databases useful for business research
Top Business Databases
http://libguides.mcmaster.ca/databases/business-top
Selecting & Accessing Databases

Read Description & Click Hyperlinked Name

Business Premium Collection

Alternative Title: ProQuest Business Collection | PBC | BPC
Allowable Uses:
Access is available on and off campus to current McMaster University students, faculty and staff.

View Detailed Terms of Use

Description:
Coverage: 1850s to the present; varies by database
ProQuest’s Business Premium Collection is comprised of the following suite of collections:

- ABI/INFORM Collection - formerly ABI/INFORM Complete
- Accounting, Tax and Banking Collection - formerly Accounting & Tax and Banking Information Source
- Asian & European Business Collection - European coverage added February 2017
- Business Market Research Collection - new as February 2017
- Entrepreneurship Database - formerly ProQuest Entrepreneurship
- J.P. Morgan Research - new as February 2017

Search thousands of full-text scholarly journals, dissertations, conference proceedings, working papers, newspapers, trade publications, industry reports, and books. Popular titles includes the Wall Street Journal, Financial Times, and Economist. Strong U.S. and international coverage in business and the social sciences.
Constructing a Search
Concepts and Keywords

1. Identify **main concepts** of your topic
   - Usually 2-3 concepts

2. Think of **keywords** (synonyms or related words) for your concepts

3. Combine keywords using **Boolean operators** (i.e., AND, OR, NOT) and **modifiers** “ ”, ( ) , *
   - Be aware of variant word endings and spellings
## Constructing a Search

### Boolean Operators

<table>
<thead>
<tr>
<th>Operator</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AND</strong></td>
<td>Use between search words to retrieve items with <strong>ALL words</strong> present. <strong>Narrows</strong> or decreases results.</td>
<td>brand and reputation</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>Use between search words to retrieve items with <strong>ANY of the words</strong> present. <strong>Broadens</strong> or increases results.</td>
<td>marketing or advertising or promotion</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>Removes unwanted words. <strong>Narrows</strong> or decreases results.</td>
<td>jobs not steve</td>
</tr>
<tr>
<td><strong>( )</strong></td>
<td>Searches using a mix of Boolean operators are processed left to right - AND first, OR second, NOT last. Words enclosed in parentheses ( ) will become first.</td>
<td>(volkswagen or VW) and emissions and scandal</td>
</tr>
</tbody>
</table>
Search Statement  
Piecing it All Together  

(“human resource*” or HR or personnel or employee* or staff or talent) and (manag* or adminstrat* or develop* or plan*) and (amazon or amazon.com or “amazon inc*”)

Order of operations:  
Left to right, AND first, OR second, NOT last, ( ) becomes first
The option to specify the location of search words is common in databases. Can make results more precise.

**Specify date range**

**Boolean Operators & Modifiers**
Research Help

• E-mail:  rjclib@mcmaster.ca

• Phone:  905-525-9140
  – ext. 22081 Innis Service Desk
  – ext. 21359 Business Librarian
  – ext. 20561 RJC Research Services Librarian (on leave during Fall 2018)

• Live Chat:  
  http://library.mcmaster.ca/justask/
  When chat is open, Ask a Librarian button will appear on bottom right of every library webpage/screen.
Citation Management Software

• This software helps you collect, organize, cite, and share your research.

• The University Library doesn't subscribe or recommend any specific system, but below are 3 free popular tools that you can explore.

  • Zotero
  • Mendeley
  • Endnote Basic

Citing Guides for APA, MLA, Chicago, etc.
From [library.mcmaster.ca](http://library.mcmaster.ca) select **Research Guides** tab > All Guides > **Business** > pick from a list of course &subject guides
Borrowing Books @ Other Universities On Site

• Use a Reciprocal Borrower Card to borrow books from other institutions in Canada for free
  ▪ EXCEPTION: University of Toronto Libraries charge reciprocal borrowers a fee of $300 for a borrower card. McMaster University Library will subsidize $250 towards the cost of these cards, for graduate students only. Complete this application form.

• Some material exclusions (e.g., reserves, reference) and borrowing limitations (shorter loan period, limit on # of items borrowed) apply

• For full details on program, read the Canadian University Reciprocal Borrowing Agreement and visit the reciprocal institution’s website for specific policies
When you graduate from McMaster you are eligible for ...

- **Alumni Library Card**
  - borrow books from Mills, Innis, Thode and Health Sciences libraries. [Some borrowing restrictions](#) apply.

- **Alumni Access Account**
  - access a [very limited selection](#) of e-journals, e-books, music and videos off-campus. None of the online resources are business-related.

- **Guest Internet Account**
  - issued in person at Service Desk in Mills, Innis, and Thode libraries. Can only be used inside the libraries and will expire at closing on the day of issue. [Some e-resource restrictions](#) apply.