Agenda

1. Introduction to the Libraries
   ➢ Focus on Peter F. Bronfman Business Library

2. Finding articles
   ➢ Using Ivar Kreuger assignment as example

3. Specialized research databases
   ➢ Using company case analysis as example

4. Citation Resources
Agenda

1. Introduction to EMBA resources
2. Overview of EMBA resources
3. Accessing EMBA resources
4. Utilizing EMBA resources
5. Learning Objectives
   • Discover how to get remote help from the library
   • Search major business article databases & retrieve relevant articles
   • Locate major business databases & search them effectively for EMBA assignments
Hours (Winter 2019):
• Monday-Thursday: 8am-11pm
• Friday: 8am-6pm
• Saturday: 9am-6pm
• Sunday: 11am-8pm

Research Help:
• Phone: 416-736-5139
• Reference email: bronfref@yorku.ca
• IM chat service available on Bronfman website

In-Person Research Help Hours:
• Mon to Thurs: 10am-7pm
• Fri: 10am-6pm
• Sat: 9am-4:30pm
• Sun: 11am-4pm
Best Getting Started Resources for EMBA Students

EMBA Research Guide

Business Resources A-Z list

Business Resources A – Z

The business collection includes books, business journals, full-text databases, and specialized databases accessible in the library only. We have prepared Guides to doing business research. We encourage you to visit our reference desk in the Brereton Business Library, Room 5237, Schulich School of Business. Email our reference service at ref@york.lib.ca, or phone us at 416-736-5139 for research assistance.

Major Business Databases

The A-Z list is a comprehensive list of databases and web site resources used for business research. For a quick overview and sub-set of these resources see the Quick Start Guide.

AI&R Global: contains citations and abstracts for several thousand leading business and management publications, including scholarly, trade, popular and news titles. A very large majority of these titles is available in full-text or full-image, with some dating back as far as the 1800s. A wide range of business subjects is covered. This resource also incorporates industry, company and market focused reports. This AI&R Inform UN Guide will give you insights into the collection and strategies for using this resource effectively.

AI&R Trade and Industry: This related database covers several thousand trade publications (mainly trade magazines and journals) with a large majority available in full-text format. A very useful source of information for current and historical trade and industry news and developments with coverage to current day and extending back to 1975. This AI&R Inform UN Guide will give you insight into the collection and strategies for using this resource effectively.

AI&R Global and Trade & Industry are only two of the suite of databases provided by ProQuest. Search ProQuest Business to see all five business databases.

AdAccess: This is a resource from Duke University which provides free access to over 7,000 U.S. and Canadian digitized advertisements in five product categories – radio, television, transportation, beauty & hygiene and World War II – dated between 1911 and 1957. The advertisements are primarily from newspapers and magazines and have been made available for use in research, teaching, and private study.

Bank of Canada Rates and Bank of Canada Statistics provides tables of interest rates, bond rates, exchange rates for last ten years, as well as inflation calculator, price indexes etc. There is also a ten-year currency converter which allows you to compare currencies between countries.
Different Article Types

- **Scholarly Articles**
  - *Journal of Business Ethics*

- **Trade / Industry Articles**
  - *Food in Canada*
  - *The Northern Miner*

- **Newspaper Articles**
  - *The Globe and Mail*
  - *The Wall Street Journal*
Different Article Types

**Scholarly Articles**
- may be peer-reviewed
- inform & share research
- written by researchers
- lengthy bibliographies

**Trade / Industry Articles**
- cover current industry issues
- written by industry practitioners
- published by professional organizations

**Newspaper Articles**
- cover current issues
- written for public by journalists
- entertain, inform, or influence
Major Business Article Databases

- **ProQuest**
  - Major scholarly & trade business articles
  - Includes some newspapers & magazines

- **Business Source Complete**
  - Major scholarly & trade business articles (i.e. Harvard Business Review)
  - Includes some newspapers & magazines

- **FACTIVA**
  - Major national & international business news sources (i.e. Wall Street Journal, Globe & Mail, Forbes)
  - Some trade article content (i.e. Northern Miner)
Effective Article Search Strategies

**Combines DISTINCT terms**
- Fewer results
- Makes search focused and specific

**Combines SIMILAR terms**
- Greater results
- Makes search broader

**Phrase searching**
- “double quotation marks” for exact phrases

**Truncation**
- Retail* searches for: retail, retailers, retailing, etc
global expansion AND ("online shopping" OR e-commerce) OR retail*
global expansion OR ("online shopping" OR e-commerce) AND retail

1. “global expansion”: put in “double quotations” to search for it as an exact phrase
2. OR: should be an AND to connect distinct terms
3. retail*: put asterisk at the root of the word (retail*) to search for variant forms
Article Search Strategy Exercise

What keywords would you use to find articles on Ivar Kreuger?

1. "global express" OR "global logistics" OR "global transportation"
2. OR: shorten the keywords by deleting the first few letters to get "gd ex" - "d expr" - "gtrnpor" or add an "s" to get "global express shipping"
3. retail*: product search for "global" or broader (retail*) to find relevant articles

Note: "*" in the search query is the wildcard symbol, which can help broaden the search to include related terms.
Finding Articles on Ivar Kreuger

- Form groups of 2-3 & go to your assigned worksheet
  - **Factiva:**
    - [bit.ly/EMBAAfactiva](bit.ly/EMBAAfactiva)
  - **Business Source Complete:**
Just in case you forget...

Key BRYT article video & PDF step-by-step content

Business articles guide
Harvard Business Review guide
Finding an article from a known citation guide
Specialized Business Research Databases

The Free Web (Surface Web)
- Google
- Wikipedia
- Company websites

Deep Web

Surface Web

Library Resources (Deep Web)
- The catalogue
- Article databases
- Specialized databases
Specialized Business Research Databases

The Free Web (Surface Web)
- Google
- Wikipedia
- Company websites

Dollarama as an example

Deep Web

Library Resources (Deep Web)
- The catalogue
- Article databases
- Specialized databases
Company Filings & Financials

Lexis Securities Mosaic
- allows for full-text searching of Canadian, American, & UK publicly-traded company filings

Mergent Online
- download up to 15 years of publicly-traded company financials for Canadian, U.S. & international co into Excel

Group Activity
Lexis Securities Mosaic:
bit.ly/EMBAlexis

Mergent Online:
bit.ly/EMBAmergent
Finding Analyst Reports with Investext

Learn about a public company’s strategy with third party analyst reports

BRYT video on using Investext to find analyst reports
(Investext only works in Internet Explorer 11)
Just in case you need more company research...

Key BRYT modules on company research

Company Research guide

Corporate Governance guide
Industry & Market Reports / Data

IBISworld
- Niche industry coverage (i.e. reports on caterers, bread production, dry cleaners)
- Canadian, US, China, & Global reports

Passport
- Strong consumer product & services coverage
- Covers over 200 countries
- Includes brand share data

Marketline
- Covers wide variety of markets (mining, healthcare, retail) & countries
- Includes Five Forces analysis
Group Activity

For more industry & market research...

BRYT modules on industry research

BRYT modules on market research

Industry Research guide

Market Research guide
Useful Citation Resources

- Bronfman Library’s Business Citation Guide
- SPARK’s Creating Bibliographies Guide
- Humber Libraries’ APA in Minutes Videos
- The OWL at Purdue’s Citation Guides
Feedback form: bit.ly/EMBAlibrary
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**Slide 5:** Untitled photo by Dat Ngo, York University Libraries staff member

**Slide 6:** Screenshot of chat widget from Peter F. Bronfman Business Library’s website; Zoom logo downloaded from [website](https).

**Slide 7:** Screenshot of EMBA guide from [library’s website](https); Screenshot of Business Resources A-Z list from [library’s website](https).

**Slide 8:** Photo, [Person holding a journal](https://unsplash.com/photos/5jJFyD4C9yI) by [Sandis Helvigs](https://unsplash.com/@sandis) on [Unsplash](https) / Available under [Unsplash license](https://unsplash.com/license) / Resized by S. Quail

**Slide 9:** Logos/article images taken from the following websites:

- Journal of Business Ethics cover page downloaded from [journal’s website](https)
- Food in Canada logo from [publication’s website](https)
- The Northern Miner logo from [publication’s website](https)
- The Globe and Mail logo from [publication’s website](https)
- The Wall Street Journal logo from [publication’s website](https)
Slide 11: Logos taken from the following websites:
- ProQuest logo from libraries’ subscription to Proquest Business databases
- Business Source Complete logo from libraries’ subscription to Business Source Complete database
- Factiva logo from libraries’ subscription to Factiva database

Slides 17, 22, & 25:
- BRYT wordmark property of York University Libraries
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- Icon, “PDF” by Serkan Doğan on the Noun Project, available under Creative Commons Attribution 3.0 United States license / Colour changed by S. Quail
- Icon, “Map locator” by Vectors Market on the Noun Project, available under Creative Commons Attribution 3.0 United States license / Colour changed by S. Quail

Slides 18 & 19: Untitled illustration by MoteOo on Pixabay, available under CC0 license / Resized by S. Quail

Slide 21: Screenshot of YouTube video by the Peter F. Bronfman Business Library

Slide 27: Photo, “four people holding chat bubbles,” by rawpixel on Unsplash / Available under Unsplash license / Resized with colour overlay added by S. Quail