MBA Library Introduction

Outline
1. Overview of AUT Library website
2. Library Search and databases
3. Reference Management software (EndNote, Mendeley, Zotero)
4. Where to get help

1. Overview of AUT Library website
library.aut.ac.nz
Bookmark this site – it has lots of useful information. Look for:
• Ask Librarian http://aut.ac.nz.libanswers.com/index.php
• My account
  • Log in to see the items you have on loan, to renew loans, check messages
• I am ... a postgraduate student https://library.aut.ac.nz/i-am/a-postgraduate-student
• My subject - Business/ Company and Industry Research/ Business Statistics etc.
• APA 6th reference style guide
  • Quick guide http://aut.ac.nz.libguides.com/c.php?g=613888&p=4569109
  • Massey owl http://owll.massey.ac.nz/referencing/apa-interactive.php
• EndNote (has video guides to using Endnote citation management software)
  http://aut.ac.nz.libguides.com/endnote

2. Types of Resources

Books: In depth, broad examination of topic/s. Longer time between discovery, writing and publication. More complete information. Deeper analysis. Longer, 100 pages +

Academic Journal articles: In depth, focused topic. Covers recent developments.
Reference: Wikipedia, Encyclopaedia, Dictionaries, handbooks, atlases (get an overview of your topic)
Professional magazines, Reports, Statistics, etc.

Evaluating your resources:
The TRAAP test
T:
R:
A:
A:
P:
3. Library Search

Learn to use these search tools:

- **Library Search** – to search for many Library resources, e.g. books, electronic-books, journals, articles (from journals, magazines, newspapers), DVDs, streaming video, theses/dissertations.

  You’ll definitely find something in Library Search so particularly good for unknown resources.

**Develop keywords:**

First - identify the **key concepts** in your topic and then assign **keywords** to use; think of **synonyms**, related ideas, concepts and terms. For example:

*Corporate responsibility and employee engagement: Is there a link?*

What are the key words of the topic?

**Techniques**

- Think about other words that have the same or similar meaning

<table>
<thead>
<tr>
<th>Corporate responsibility</th>
<th>employee engagement</th>
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- **phrase search** – enclose words in double quotes
  e.g. “employee engagement” glues these words together in results

- **truncation** – use * to search for different word endings
  e.g. strateg* picks up strategy, strategies, strategic

Refine the search by ticking the boxes for what you want:

- Full text / peer review
- Format, e.g. books/ebooks, academic journals etc
- Subject - click more... then select any subject terms of interest, e.g. select outsourcing
• publication date – enter the start and finish years to narrow the publication date range
• Email citations by clicking the folder on the right of the title. Click on “Folder” at the top of the page and set style to APA and email references to yourself.
• Limit to peer reviewed
• From the Subject category – select more to see all options, then choose one or more subject terms to narrow the focus

4. Key Article Databases

Accessed via the Library homepage, second tab after ‘Library Search’

- Databases – to search for articles in journals, magazines, newspapers as well as some specialised resources such as legislation. Searching individual databases gives you access to the most sophisticated search tools to ensure your results are comprehensive.

Business Source Complete

Similar to Library Search.

Subject: Thesaurus term indicates the actual meaningful content of article rather than a key word match and is consistent across the database.

Google Scholar

Access through the Library homepage when of campus to articles subscribed to by the university library.

Not limited to Scholarly Journals (careful when searching for peer reviewed articles)
5. Key Analysis and Statistics Databases

Passport

Passport is a global market research database providing insight on industries, economies and consumers worldwide, helping the clients analyse market context and identify future trends impacting businesses globally.

An integrated database providing key business intelligence on countries, markets and companies. It provides users with historical statistics and forecasts, analysis of consumers’ lifestyles, information sources, brand and company information, plus full-text market analysis.

Different search and Browse options are available.
Key word search (top right hand corner): Enter keywords “beer Zealand”
Click on analysis> “Beer in New Zealand”
See options for statistics on the left > Company shares

Click through on analysis > statistics > small brown square (mouse over> company shares)

**Question:**
Which company is the market leader in the New Zealand beer market?

Marketline Advantage

Provides information on industries, countries and companies. Global but includes New Zealand companies and industry reports.

Information about 30,000 companies, 110 countries, 3,000 industries and 145 categories of products. Company profiles include SWOT analysis for the top 1000 companies. Industry profiles include 5 forces analysis (global and US profiles). Country profiles, based on the PESTLE framework,
provide analysis of the country's political, economic, social, technological, legal and environmental structure.

In the search box enter “New Zealand wine” and click on search. Click on report- select aspects of report on right.

Question: What was New Zealand’s wine market value for 2013?

NZX Company Research (previously the New Zealand Stock Exchange)


Click on ‘Company Research’ – top left hand corner – type in Comvita – click where it says ‘CVT: Comvita Ltd.’ – click on Menu to left > Company profile, annual reports, financial profile – Sector breakdown.

Question: Find which investment group is the biggest shareholder for Comvita?
6. Reference Management Software Demo

- Store, manage and organise your references
- Create bibliographies and reading lists
- Import references directly from Library databases
- Create in-text citations and a list of references as you type

**Endnote**
Free to students of AUT
Desktop, cloud and mobile app.
Subject guide [http://aut.ac.nz.libguides.com/endnote](http://aut.ac.nz.libguides.com/endnote)

**Mendeley**
Simple to use
Cloud, desktop & mobile app.
Subject guide [http://aut.ac.nz.libguides.com/mendeley](http://aut.ac.nz.libguides.com/mendeley)

**Zotero**
Good for scraping metadata of websites...
Firefox or desktop, cloud
Subject guide [http://aut.ac.nz.libguides.com/zotero](http://aut.ac.nz.libguides.com/zotero)

7. Where to go for help

- Subject Guides, Referencing and Endnote help, video tutorials on the Library Website
- Library Help Desk, main entrance of the Library.
- Ask a Librarian – by email (response within 24 hours)
- Live Chat (10am to 4pm Monday to Friday)

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