Title slide) Library Resources & Research Skills
International Trade Management – BUS 4037

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George Brown College
Educational Resources
Library Learning Commons

This document is available in alternate formats upon request.

(Slide 2) Agenda

- Introduction
  - Research Skills
  - Library Resources
- Find Information
  - Articles,
  - Country Reports
  - Consumer Profiles
- Questions?
  - Library Login*
  - Research Help

(Slide 3) Intro to Research

Find Information.
Be Critical.
Evaluate the data.
Ask Questions.
Think about implications.

(Slide 4) Why Use the Library?

It saves time!

(We do research everyday)

Find & use materials that are:
- authoritative & relevant
- specialized for your field of study
- free (to you, as GBC students)

(Slide 5) Information Sources

- Articles – News, Magazines, Journals
  - Public Perception
  - New Trends, Products
  - Industry Perspective
  - In-depth Coverage
- Reports
  - Industry / Country / Market Analysis / SWOT
- Websites
  - Trade Data
  - Industry Canada
  - Stats Canada

(Slide 6) Search Strategies

Think about your topic and select keywords or concepts:
- economic fallout
- economic crisis
- economic crisis 2008
- economic crash

(Slide 7) Search Strategies

Use AND to find items related to more than one keyword.

economic crisis AND Greece

(Slide 8) Search Strategies

Use QUOTATION MARKS to search for specific concepts or phrases.

“economic crash”

Combine multiple search strategies for more complex searches.

canada AND “economic crash”

(Slide 9) Library Homepage
(Slide 10) Start your Research…

In the “Search Everything” tab, type: economic crisis AND greece. Then click the “Go” button. Research Tip: Identify your topic and try a search using basic keywords.

(Slide 11) Results include… Books, Articles, etc.

You’ll be brought to a “Search Results” page, which will list different types of sources, including books and articles.

(Slide 12) Refine your results by “Source Type” and by date: 2008-2015

To refine your results by source type, in the (left) “Refine Results” column, there will be a “Source Types” section, where you can check off which types you are interested in, such as: magazines, news, academic journals, reviews, books, etc.

To refine your results by date, in the (left) “Refine Results” column, there will be a “Limit To” section, where you can edit the range of the “Publication Date”. You can adjust the date range by typing the oldest year into the first box, and the more recent year into the 2nd box, or use the slider below to adjust the years.

(Slide 13) Open Full Text (PDF or HTML)

Click on “HTML Full Text” to open up the article in text-only format, or click on “PDF Full Text” to open up the article in its original layout, including the illustrations.

(Slide 14) Email, Cite, Print!

After clicking on one of the “Full Text” links, you will be brought to the page displaying the article. There is a menu in the right column. From here, you click on “Email” (the envelope icon).

(Slide 15) Email Article, With Citation!

Once you click on “Email”, a form will pop up. Fill out your email in the “E-mail to:” box, and choose MLA (Modern Language Assoc.) in the “Citation Format” dropdown menu, before clicking Send.

(Slide 16) Specialized Databases
- Proquest Canadian Newsstand Major Dailies, CBCA Business, LexisNexis
  - Articles: Canadian & International News & Trades
- Business Source Complete
  - Trade Publications, Industry & Market Research Reports
- Passport GMID (NEW)
  - Reports, Statistics & Analysis
- PMB Print Measurement Bureau
  - Consumer Behaviour by Products, Services

(Slide 17) Library Homepage

The library homepage url is: georgebrown.ca/llc

(Slide 18) Reports

- by country
  - Example: India
- by company
  - Example: Apple Inc.
- by industry
  - Example: Global Beer

(Slide 19) Reports

- by country
  - Example: India

(Slide 20) Purpose of Country Reports

A country report can give you background information about a particular country.

You may want to know about the country’s history, politics, economy, customs, and so on.

This information can be helpful when starting a business enterprise or marketing a product there.

(Slide 21) Library Homepage

Find the library homepage at: georgebrown.ca/llc.
In the “Start your research” section of the library screenshot, click on the “Articles & Databases” tab.

Select “Business” from the “Select Your Subject Area” dropdown menu. Click the “Go” button.

You will be brought to a webpage containing a list of databases related to the subject of business.

Find in the list “Business Source Complete (EBSCO)” and click on it. (This is a database containing magazine and journal articles on all aspects of business and management. It also includes company and industry profiles, SWOT analyses and market, country and product reports. Links to tutorials on how to find Industry Profiles, Country Reports, and Market Research Reports are listed below the database description.)

When you arrive at the main page, there are search boxes at the top, search options below, and a “Browse” column on the right.

You may begin your search by typing in your search term in the top left search box. For example, “United States”, then click on the “SEARCH” button.

You’ll be brought to the “Search Results” page. Click on “Source Types” in the “Refine Results” column on the left.

Check off the “Country Reports” box.
(Slide 30) Accessing Full Text

Find “COUNTRY REPORT: United States” in the list of results, and click on “PDF Full Text” at the bottom of the entry.

(Slide 31) Read, Print, or E-mail

You will be brought to a page where you can read the report. From here you can read, print (by clicking “Print” / the printer icon), or email it to yourself. Click on “Email” (the envelope icon.)

(Slide 32) Email Article, With Citation!

Once you click on “Email”, a form will pop up. Fill out your email in the “E-mail to:” box, and choose APA or MLA (depending on your assignment) in the “Citation Format” dropdown menu, before clicking Send.

(Slide 33) Library Homepage

Find the library homepage at: georgebrown.ca/llc.

(Slide 34) Find Specialized Databases

In the “Start your research” section of the library homepage, click on the “Articles & Databases” tab. Select “Business—Marketing” from the “Select Your Subject Area” dropdown menu. Click the “Go” button.

(Slide 35) Passport GMID

You will be brought to a webpage containing a list of databases related to the subject of marketing. Scroll down to “Passport GMID (Euromonitor)” and click on it. (This is an international database that provides access to market reports that analyze consumer and service industries across 80 countries. It also includes company profiles. Industries covered include Apparel, Consumer Finance, Consumer Foodservice and Travel & Tourism.)

(Slide 36) Research Tip: Check Consumers for Trends

When you arrive at the main page, click on “Consumers”.

(Slide 37) Consumers > Consumers Trends & Lifestyles

From “Consumers”, click on “Consumer Trends and Lifestyles”.
(Slide 38) Consumers for Trends: Analysis Finder

In the “Analysis Finder” section, scroll down in the “All analysis” dropdown menu, and select “Consumer Lifestyles”.

(Slide 39) Consumers for Trends: Analysis Finder by Country

In the “Analysis Finder” section, scroll down in the “Select geography” dropdown menu, and select the country you are researching. Then click “Go” at the bottom of the Analysis Finder section.

(Slide 40) Consumers for Trends: Analysis Finder

Once you find your consumer lifestyles analysis, you can click on “Download” (the downwards arrow icon), found in the top left column.

(Slide 41) Try a search for: Low income

In the search box at the top, try typing in “low income”. A results list will load. Try clicking on a “Special Report” (in this example, “Special Report: Low-Income Consumers Gain Importance as Their Purchasing Power grows”).

(Slide 42) Special Report: Low Income Consumers

The article will load up. From this page, you will have the options to Download, Print, or Save your Research (after registering).

(Slide 43) Citing Passport GMID

Passport GMID

In-text
(Euromonitor International, 2008, p. 16)

Reference list

(Slide 44) Study Tools

For other help, go back to the library homepage, at georgebrown.ca/llc, and click on “Study Tools” in the main menu bar.
(Slide 45) Study Tools

From here, you can click on “APA / MLA Guides” for citing help, “Avoiding Plagiarism” for more information on the topic, or “Tutorials” which cover a variety of research skills for you to learn at your own pace.

(Slide 46) Tutorials

On the “Tutorials” page, you can find a variety of video tutorials, including ones on how to search the databases. Click on “Find Reports & Statistics: Advanced Research” to help you with your search.

(Slide 47) Cite your Sources!

Citing your sources is an essential part of college research which allows you to acknowledge and use the works of others in your essays, research and assignments.

Any information (including ideas!) that you did not create yourself must be credited using a citation method – such as MLA.

(Slide 48) Summary: When to Cite?

- Using someone else’s idea?
- Quoting another person’s words?
- Paraphrasing another person’s words or ideas?
- Summarizing another person’s words or ideas?
Cite it!

(Slide 49) Citation Tips

Citation tips can be found in the Citing Sources research guide.

(Slide 50) Library Homepage

You can find information on how to access the library databases 24/7, in the left column of the library homepage, at: georgebrown.ca/lhc. There is a link to click if you are having trouble.

(Slide 51) Access Library Databases 24/7

You will be brought to the “Off-Campus Access” page, which will help you troubleshoot problems you may be having with your password, and list technical requirements needed to login.

(Slide 52) Library Login
If you have any issues logging in please email your name and student # to: llc@georgebrown.ca

Or visit the Help Desk, thank you!

(Slide 53) Ask a Librarian

On the library homepage, at georgebrown.ca/llc, you can click on the “Ask GBC Library” button in the top right corner. From the “Ask GBC Library” page, you can type in your keywords or questions to search for answers.

(Slide 54) Questions? Ask Us!

In Person: Help Desk, Research Desk
Phone: Phone: 416-415-5000
Email: Research Questions – askgbclibrary@georgebrown.ca
Online Chat: AskON Chat
TTY: 1-877-515-5559

(Slide 55) Accessible Formats

This presentation is available in alternative formats upon request. If you experience any barriers to access, please contact us via email: askgbclibrary@georgebrown.ca.

(Slide 56)

Q & A – Thank you!

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