ADM1301
SOCIAL CONTEXT OF BUSINESS
GUIDE TO LIBRARY RESOURCES
Welcome!

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Table of Contents

1) The Management Library and our resources
   a. Where we are & what we do (pp. 4-7)
   b. Resources & research guides (pp. 8-13)
   c. Thinking critically about resources (pp. 14-18)

2) Introduction to key databases
   a. Business Source Complete (pp. 18-21)
   b. Factiva (pp. 22-26)
   c. IBISWorld (pp. 27-30)
The Management Library

Quick Facts:

- Physical location: 2nd floor of Desmarais (DMS 2141)
- Online location: biblio.uottawa.ca/dms
- Our satellite location is one part of the larger uOttawa Library Network
- Our team of information professionals serves the research needs of all Telfer undergrad, graduate, and professional programs
Physical Space

We have a small library space (DMS 2141) where you can do group work, study in silence, access computers, a photocopier, a printer, and meet in person with our team to get some research help!

See our website for our current hours of operation.
Virtual Space

Our virtual space connects you to our catalogue and e-resources, whether from home or campus!

**URL:** [biblio.uottawa.ca/dms](http://biblio.uottawa.ca/dms)

When accessing content from home, you will be prompted to enter library login information.

**Username:** first part of uOttawa email address

**Password:** same as for other uOttawa services

Now, let's explore some key functions and features of the website ....
Library Website Components

- **Library catalogue**
- **Subject-specific research databases**
- **Subject-specific research guides**

**Library catalogue**
Find articles, books, videos and more

**Subject-specific research databases**
Key databases
ABUNIFORM Global, Business Source Complete, Factio, Mergent Online, Passport, IEBWorld, View all databases [PDF]

**Subject-specific research guides**
Consult our research guides below to locate the resources that allow you to find scholarly articles, reports, news items, etc. You can also meet a management librarian for help with research strategies and course assignments.

**Research Guides**
Accounting, Engineering Management, Human Resources
Business Law, Entrepreneurship, Industry Information
Company Information, Finance, International Business
Citation Guide, Financial Research and Learning Lab, Management
E Business Technologies, Healthcare Management, Marketing and Advertising
Library Catalogue

How to Search:

Search+ is the primary access point to search our resources. It functions similarly to a Google search bar.

Pros: Easy to use and searches many sources at once

Cons: Many results returned, often not subject specific

Let’s try a simple search for information about Canadian retail markets…
Library Catalogue

How to Filter Results:

As you can see, our simple query returned many results of wide ranging topics and formats.

To narrow down results, filter according to various facets located within the left-side menu.

Now, let’s focus in on some results to learn how they can be accessed…
Library Catalogue

How to Access Results:

These two results are from very different sources. The first is a news article that can be accessed online, and the second is a textbook that can be physically accessed in the library.

For more focused results, let’s take a look at how to use subject specific databases for your research!
Research Databases

Subject-specific research databases provide online access to various publications, including academic journals, news articles, and corporate reports, as well as access to various types of data, from financial data to market research surveys, that are relevant to specific areas of inquiry.

Key databases for business and management research are listed on the Management Library homepage. See the View all databases (.pdf) document for a complete listing of relevant databases, with a description of the information they provide.
Librarians have created various research guides covering every academic discipline here at uOttawa. These guides serve as a useful portal for discovering key subject-specific information resources. Click here to see the full list of guides.

The Management Library’s own research guides are listed on our website’s homepage. Let’s examine the Company Information guide in further detail…
Every research guide is organized into several pages, which are displayed in a ribbon of tabs at the top of the guide. Topics vary from how to find and access certain types of information, how to cite information, and may even cover content for specific courses. Let’s focus in on the **ADM1301 course page**…

**ADM1301 course page**

**Librarian contact details**

**Tabbed guide pages**

**Version française**
Critical Thinking About Information Resources

With so many resources at your disposal for conducting business research, some critical thinking should be exercised when deciding what sources to use and how to interpret the information they present.

Library Resources
- Authoritative, relevant, restrictive, and stable over time
- Full access is paid for through the uOttawa Library Network

Web Resources
- Variable authority and relevance, unregulated and unstable over time
- Some sources are more trustworthy than others:
  - **Canadian government websites** contain free industry and company information that is reliable and freely available online. For e.g., see Innovation, Science and Economic Development Canada
  - **Company websites** can contain useful information about their operations and performance. However, keep in mind that the information they provide may be biased to present the organization positively.
Before selecting a company for your assignment, find out whether it is private or public. Public companies are required to publish operations and performance information to comply with Canadian securities regulations, whereas private companies are under no such obligation, making them more challenging to review.

Also find out whether the company is a subsidiary of a larger organization. If so, information about the company’s operations and performance may be released by the parent organization in combination with information from other subsidiary companies.
Critical Thinking About Information Resources

When evaluating the reliability of any information resource ask yourself the following questions:

* For more information, see UBC’s guide on Evaluating Information Sources

**Audience:** Who is the content directed towards? General public, students, professionals? Evaluate the language and use of technical terms.

**Authority:** Who is the author? What is their expertise, what organization are they associated with? Do they provide contact information?

**Bias:** Is the language used or treatment of subject matter objective?

**Currency:** Are dates provided and is the information presented current?

**Scope:** Is the information provided superficial or in-depth? Are statements and statistics properly referenced?
Key Research Databases

Now that we've presented an overview of the Management Library’s services and resources, reviewed a suggested research path for your assignment, and have started thinking critically about how to approach information resources, let’s go over how to use some of the key research databases to find the information that you will need for your assignment.
BUSINESS SOURCE COMPLETE

Contains:
- Full-text articles from business and management journals
- Company profiles
- Industry reports
- Market research reports

Let’s focus on how to find company profiles using Business Source Complete...
Company Profiles Method 1: Company Information Section

A. Click on “Company Information” located in the top navigation bar, enter the name of the company of interest, then click “Search”.

B. On the results list, click on the name of your company to access its profile.

C. Click on the sections of the profile to obtain the company’s information.
BUSINESS SOURCE COMPLETE

Company Profiles Method 2: Browsing A-Z List

A. On the Business Source Complete home page, click “Company Profiles” located on the right-hand navigation menu.

B. Use the search bar to find your company, or browse through the list.
BUSINESS SOURCE COMPLETE

Company Profiles Method 3: Searching as Company Entity

A. From the home page, type the company name in the search bar.

Using the drop-down menu, select the “CO – Company Entity” search field.

Click “Search”

B. The results page provides lists of publications referencing the company, and includes links to the related profile.
FACTIVA

Contains:

- Full-text web, newspaper, journal, and magazine articles from over 6,000 Canadian and foreign sources
- Company snapshots and reports

Let’s focus on how to find **news articles** and **company information** …
Finding News Articles: 5 Steps

A. Enter your search terms in the “Free Text Search Box. You can leave the box blank if you wish to retrieve all news for a company.

B. Under the “Company” field, click the triangle to reveal a search box and type in your company name.

C. Click Search on the bottom of the page.

Expand your date range! Default is set to past 3 months.
Finding News Articles: 5 Steps

D. Refine the results list by using the facets in the left navigation pane.

E. Click on the title to read a news article of interest.

For additional information about how to find news articles using Factiva, please consult the infographic below.
Finding Company Information

A. Click on the “Companies/Markets” tab.

B. Find the company by entering their name or ticker symbol into the search box.

C. Click Go.

D. Click the name of relevant company from list appearing on the subsequent results page to be directed to their company profile page.
FACTIVA

Finding Company Information

E. The resulting company snapshot provides a brief synopsis of the organization, their industry classification, latest news headlines and financial information.

F. Use the links in the left-side navigation pane to discover more in-depth information on various topics, from news to financial information.

G. Click on the “Reports” tab to access reports generated by Factiva on the Company’s profile, their financial health, and ratios.
IBISWORLD

Contains:  
- Detailed industry reports for Canadian, U.S., and Global industrial sectors
- iExpert summaries highlighting key industry information

Let’s focus on how to find industry reports and iExpert summaries for Canadian industrial sectors...
IBISWORLD

Finding Industry Information

A. From the IBISWorld homepage, you can search for a company’s relevant industry according to company name, industry name, or North American Industry Classification System (NAICS) code.

B. Alternatively, you can browse industries alphabetically by clicking “Canadian Industry Reports (NAICS)”.

Welcome University of Ottawa

Welcome to IBISWorld, the United States’ most comprehensive collection of Industry Market Research and Industry Risk Ratings

Start your search here:

Search by keyword, company or code:

Browse report listings:
- US Industry Reports (NAICS)
- Canada Industry Reports
- Global Industry Reports
- US Business Environment Profiles

Canada/Industry Reports (NAICS)

Recently Updated at IBISWorld
- 49412 - Long Distance Freight Trucking in the US
- 61111 - Travel Agencies in the US
- 622410 - Classic Car Dealers
- 628410 - Truck Leasing
- 628411 - Computer Leasing in the US
Finding Industry Information

C. After clicking “Canadian Industry Reports (NAICS)” you will be directed to a list of all reports, organized alphabetically by industrial sector name.

D. Scroll through the list to find the appropriate sector. When found you can access the reports by clicking the industry name.
IBISWorld

Finding Industry Information

E. Using the Industry Report tool bar you can access a full pdf copy of the report, or browse online according to tab headings.

F. You can also access the iExpert summary for the industry by clicking the “iExpert” icon.
A final note about citation

Proper citation is an important part of conducting professional research!

Our research guide on how to become a “Citation Guru” is a useful resource on how to cite various business resources using proper APA format.

Mastering these skills early on in your academic career will serve you well throughout your degree!

http://xkcd.com/285/
Remember, you can set up an appointment with us at any stage of the research process!

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Happy Researching!

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