DeGroote School of Business
Ph.D. Students

Library Services & Resources

Ines Perkovic

Business Librarian

perkovic@mcmaster.ca

Mills Library, L-101/B

November 2021

Today's Agenda

- Overview of Library services & facilities

- Learn how to access the Library's print & online resources

- Learn how to get books and articles from other institutions

McMaster Libraries

- **MILLS** (Humanities & Social Sciences)

- **INNIS** (Business)
  - **CLOSED** for the construction of the McLean Centre for Collaborative Discovery (MCCD)
  - Innis expected to open in 2023/24 on the 3rd floor of MCCD
  - in the interim, support and resources provided from Mills Library and online

- **THODE** (Science & Engineering)

- **HEALTH SCIENCES**
  - located in the **Health Sciences Centre** (HSC), 2nd floor, purple section

Reminder: Based on current provincial guidelines ➡️

MCCD
Under Construction

UNIVERSITY LIBRARY (UL)

Masks must be worn at all times

No eating or drinking

Have your MacCheck complete

Library Hours

- **MILLS & THODE (UL)***
    - Monday to Thursday: 8:00 am to 11:00 pm
    - Friday: 8:00 am to 4:00 pm[+]
    - Saturday   CLOSED[+]
    - Sunday: 12:00 to 7:00 pm[+]

[+]Mills Learning Commons only (2nd floor) open until 8:00 pm on Fridays, 10:30 am-5:00 pm on Saturdays & until 2:00 am on Sundays

- **HEALTH SCIENCES (HSL)***
    - Monday to Thursday: 1:00 pm to 7:45 pm
    - Friday: 1:00 pm to 4:30 pm
    - Saturday & Sunday: CLOSED

* *Hours are subject to change. They will be reviewed on a regular basis and will be updated as needed. Check Library websites for most up-to-date hours. UL:* https://library.mcmaster.ca/hours *&* HSL: https://hsl.mcmaster.ca/about/contact#tab-hours

Graduate and Postdoc Study Room
Mills Library, 4th floor (L405)

- intended for reading, writing & other quiet research activities

- available to current McMaster graduate students or postdoctoral fellows from all disciplines

- **apply for access** – Library Home Page > About > Policies & Forms > Forms - select Graduate and Postdoc Study Room)
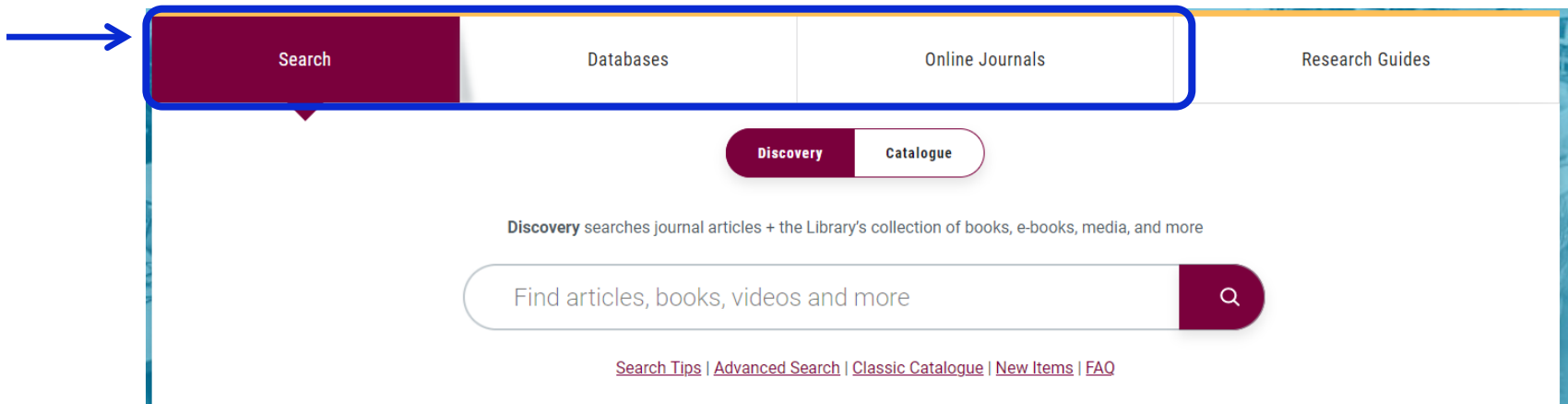
Collections @ McMaster

- Number of **titles held** (all formats): over **3 million** items

- Annual library acquisitions – **$14.1 million** (UL+HSL, 2019/20)

- **Library website** is your primary access point to our collections

Search	Databases	Online Journals	Research Guides

Discovery | Catalogue

Discovery searches journal articles + the Library's collection of books, e-books, media, and more

Find articles, books, videos and more

Search Tips | Advanced Search | Classic Catalogue | New Items | FAQ

Borrowing Physical Materials from McMaster Libraries

- **Library Card:** McMaster Student ID card

- **Loan Period:**
  - 120 days (University Library) - **NEW**
  - 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).

Accessing e-Collections at McMaster Libraries

- Your **MacID** 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 **MacID**

Discovery = Catalogue + Articles & More

Includes holdings from all McMaster libraries

Discovery tab | Catalogue tab

Results 1 - 25 of 176953 for social media marketing

Sorted by Relevance | Date

Refine by:

☐ Library Catalogue (2073)

☐ Articles & More (174880)
  ☐ Full Text
  ☐ Peer Reviewed

➕ **Found In**

➕ **Availability**

➖ **Format**
☐ Academic Journals (56879)
☐ Magazines (30424)
☐ Trade Publications (14299)
☐ Dissertations (12110)
☐ News (9330)
more ›

➕ **Location**

➕ **Subject**

➕ **Language**

➕ **Geography**

➕ **Date of Publication**

Research Starter
Social media marketing.
Social media marketing is a relatively new addition to the integrated marketing communications systems of many public and private organizations. Int... **More**
Salem Press Encyclopedia, 2019. 3p.
Additional Research Starters : Social Media.

Social media marketing / Tracy L. Tuten & Michael R. Solomon
Tuten, Tracy L., 1967- author.
Book | 2015
Available at Mills Library Bookstacks (HM 742 .T88 2015) see all

🔖 **Request it**

Additional actions:

When Posting About Products on Social Media Backfires: The Negative Effects of Consumer Identity Signaling on Product Interest.
Grewal, Lauren;Stephen, Andrew T.;Coleman, Nicole Verrochi
Academic Journal | Journal of Marketing Research (JMR). Apr2019, Vol. 56 Issue 2, p197-210. 14p. 1 Diagram, 2 Charts, 4 Graphs.
Please log in to see more details
Consumers frequently express themselves by posting about products on social media. Bec... more

📄 PDF
📄 Full Text
📄 Get Full Text @ Mac

Additional actions:

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

Results can be refined by a variety of criteria in the left column (e.g. format, language, date of publication, etc.)

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

Holds
Print Books at the University Library

- If an **item you want** has a **Request it** button in <u>Discovery / Catalogue</u>, click the button and login to your **Library Account** with your McMaster ID barcode and PIN..

Flash boys : a Wall Street revolt /
Michael Lewis
Lewis, Michael (Michael M.), author.

Book | 2014
Available at Innis Collection (Mills 3rd floor)
(HG 4628.5 .L49 2014) see all

Request it

Additional actions:

- Requesting applies to *most* items whose status is **Available**. Archives and other rare materials are typically excluded.

- You will be **notified by email** when the requested item is ready. The item can be picked-up in person or <u>sent by mail via Canada Post</u> – **NEW** (free service, Canadian addresses only).

Recalls
Print Books at McMaster Libraries

- In [Discovery/Catalogue](#), use the **Request It** button to recall items already checked out by another user.

The one thing : the surprisingly simple truth behind extraordinary results /
Gary Keller with Jay Papasan
Keller, Gary, 1957-

Book | 2012

Not Available at Innis Collection (Mills 3rd floor) (DUE 09-17-21) see all

Request it

Additional actions:

- **Recalls:** If another user has *requested* a book **you** have checked out, **you** will get an email requesting that the book be returned by a ***new due date***.

- You will be **notified by email** when the item has been recalled and is ready for you (pick-up or mail).

Scan and Send
Print Collections at University Library

- Use for **articles** and **book chapters** only available in **print** (i.e., not online)

- Select the **scan** button in the **detailed Catalogue** record and include the desired pages in resulting form.
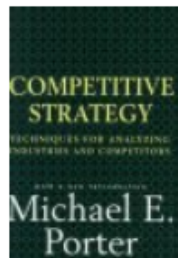
Competitive strategy : techniques for analyzing industries and competitors : with a new introduction / Michael E. Porter

Porter, Michael E., 1947-

Book | Free Press | 1998 | 1st Free Press ed.

Available at Innis Collection (Mills 3rd floor) (HD 41 .P67 1998)

Request it

Additional actions:

Permanent Link
Request Accessible Copy

scan one chapter

- Requested item will be delivered by **email** within **48 (or more) hours** (M-F).

e-Collections in Discovery/Catalogue
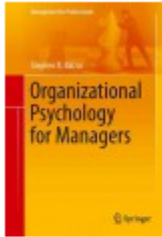
Organizational Psychology for Managers / by Stephen R. Balzac
Balzac, Stephen R. author.

📖 e-book | Imprint: Springer | 2014

*McMaster only →

Online items – click link in record, wording may vary (e.g., McMaster only, Available Online, Get it @ Mac, etc.)

Harvard business review [electronic resource]

📄 e-journal | 1922 -

⊙ get it! →

» Download Book (1,779 KB)

Management for Professionals
2014

Organizational Psychology for Managers

Authors: Stephen R. Balzac
ISBN: 978-1-4614-8504-9 (Print) 978-1-4614-8505-6 (Online)

⬇ Download Book (1,779 KB)

Table of contents (12 chapters)

Front Matter
» Download PDF (296KB)   Pages i-xvii

Full-text of e-book. Display, printing, saving & other options will vary by ebook vendor

Source: HARVARD BUSINESS REVIEW [0017-8012]

— **Basic**

🌐 Full Text Online EBSCOhost Business Source Premier
Available from 1922
Terms of Use

🌐 Full Text Online Gale Academic OneFile
Available from 1997 until 2000

Full-text of periodical. Select link with desired years of coverage.

Top Business Databases

Accessing McMaster Resources via

Google scholar

1. Go to https://scholar.google.ca/

2. Locate side menu ≡ and select ⚙ **Settings**

3. Select Library links (in left navigation)

4. In the *Library links* section, find and select McMaster University Library

NOTE:
If using Google Scholar on more than one device, these settings will need to be saved on each one.

Library Links
(what's this?)

| mcmaster | Find Library |

e.g., *Harvard*

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

☑ McMaster University Library - get it @ Mac

5. Click **Save**

How **library** stuff **works**
video tutorials
▶

Get It! via Google scholar

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

MCMASTER UNIVERSITY LIBRARY

Get it! @ Mac

Citation

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 -882

— Basic

Available - Two online options for full-text of this article available at McMaster.

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

If one link doesn't work, try another.

🌐 Full Text Online   Elsevier ScienceDirect Journals Complete

🌐 Full text available from **E-Journals -**   Scholars Portal

📚 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.

● Broken links? Report problems   to librarians

If <u>not</u> online, check for a print version.

If <u>not</u> held at McMaster, request it via interlibrary loan (RACER).

Interlibrary Loan (I.L.L.)
Get Books & Articles from Other Libraries

- If a book or article is _not held_ at McMaster, use RACER (**R**apid **A**ccess to **C**ollections by **E**lectronic **R**equesting) 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). **NOTE:** I.L.L. books not eligible for mail service.

- **Articles:** I.L.L. articles will be delivered to you online. Takes **2-5 days (or longer)** for materials to arrive.

- **Notified by email** when items are available

How **library** stuff **works**
video tutorials

Scholars Portal RACER

Search

Standard Search

Advanced Search

Search History

My Account

Saved List

Blank Request Form

My Requests

Build Search Box

Sign In

Restart

Colofon

Help

Contact Us

Terms of Use

Privacy Policy

Funded & Supported By:

OCUL

Ontario Council of University Libraries

Type the word or words you want to search. You can search for a complete phrase by typing it in quotation marks ("gone with the wind"). For more searching options, go to the Advanced Search page.

Standard Search

Current Profile:	Ontario Univ. (Universities/Universités) [shared] ▼
Description:	Ontario universities
Search Term:	Type your search words here [Search]

▶ Collections:

Searchable Collections

RACER Login is the 14 digit barcode on your McMaster ID card (not your MacID)

☑ Algoma ⓘ

☑ Brock ⓘ

☑ Carleton ⓘ

☑ Lakehead ⓘ

☑ Laurentian ⓘ

☑ McMaster ⓘ

☑ Nipissing ⓘ

☑ Northern Ontario School of Medicine ⓘ

☑ Ontario College of Art and Design ⓘ

☑ Ottawa ⓘ

☑ Queens ⓘ

Sign-in

|	
Login:	••••••••••••••
Password:	••••••••••
Your Library:	McMaster ▼
	[Login]

Borrowing Books In Person @ other University Libraries

- 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 (CURBA) and visit the reciprocal institution's website for specific policies

Eduroam (Education Roaming)

- Provides secure, free, Wi-Fi roaming service to McMaster students,faculty & staff when visiting *research & education institutions* anywhere in the world.

- Open your device and log into the eduroam network of a [participating institution](#) with your MacID and the realm identifier @mcmaster.ca (e.g., janedoe@mcmaster.ca)

- Access to another institution's licensed online resources will likely be restricted
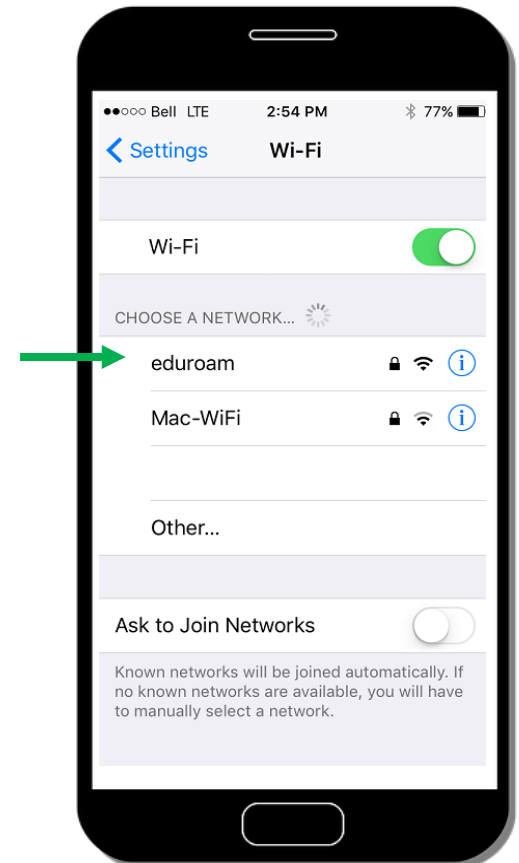
Data Services & Support
Mills Library, 1st floor

- have access to a wide assortment of digital numeric research data files (i.e., microdata or raw data)

- collection covers a broad range of subject areas with an emphasis on Social Sciences, Health Sciences, Business & Economics

- wherever possible, access to data is provided through self-serve web interfaces such as odesi & ICPSR

- consult with Data Specialist, Vivek Jadon, in Maps/Data/GIS

Research Data Management (RDM)
https://rdm.mcmaster.ca/

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

MacSphere:
McMaster's Institutional Repository
https://macsphere.mcmaster.ca/

- Contains **research produced at McMaster** such as dissertations/theses and working papers

- Items are **open access** for anyone in the world to search and view

- Items are accessible to search engines such as Google and Google Scholar

- Sign on with your **MacID** to contribute items

- Items will eventually appear in Library's Catalogue

- More info: what is it, why use it, how to submit

- Questions? Email scom@mcmaster.ca

Business Research Guides

Library Home > **Research Guides** tab > **All Guides** > **Business** (30+)

- How Do I Cite in Business? ℹ
- How Do I Find Business Cases? ℹ
- How Do I Find Business Databases? ℹ
- How Do I Find Business Journal Rankings? ℹ →
- How Do I Find Canadian Case Law? ℹ
- How Do I Find Collective Agreements? ℹ
- How Do I Find Company Annual Reports? ℹ
- How Do I Find Financial Ratios? ℹ
- How Do I Find Industry Reports? ℹ
- How Do I Find Market Share? ℹ
- How Do I Find McMaster Business Theses? ℹ →
- How Do I Find McMaster Business Working Papers? ℹ
- How Do I Find News? ℹ
- How Do I Find Patents? ℹ
- How Do I Find PESTEL Resources? ℹ
- How Do I Find Research Worksheets? ℹ
- How Do I Find SWOT Analyses? ℹ

Business Journal Rankings

- 🔒 **ABDC Journal Quality List** (ABDC - Australian Business Deans Council)
  Established in 2007, the list is used as a guide by business schools around the world to assess the quality of the journals in which faculty members' research is published.

- 🔒 **Academic Journal Guide (or AJG)** - **Free registration required** (CABS - Chartered Association of Business Schools, United Kingdom)
  Published every three years, the AJG is a guide to the range, subject matter and relative quality of journals in which business and management academics publish their research. The latest guide (2018) includes a total of 1,582 journals. Search for specific journals by name or ISSN number, or browse by field. Click on the column headings to sort the tables by different data sets.

- 🦅 **DSB 45 Journals List**
  A list of 45 journals identified by McMaster University's DeGroote School of Business (DSB).

Business Theses at McMaster

- This guide lists all the PhD theses (or dissertations) in Business Administration completed at the **DeGroote School of Business** at **McMaster University** from 1984 to the present (i.e.,152 titles).

- The theses are organized into six areas of study: Accounting & Finance, Health Management, Information Systems, Management of Organizational Behaviour & Human Resources, Management Science, and Marketing.

- Full-text links to McMaster business theses are provided in each section of the guide. Click on one of the study areas on the left and select a hyperlinked thesis title to view and/or download the full-text.

- For recently defended theses not appearing on this list, contact the **PhD Program** office at the **DeGroote School of Business**.

- Full-text **online** versions of **McMaster theses** in all disciplines can be accessed using the following databases:
  - 🔒 **MacSphere** - McMaster's Institutional Repository
  - 🦅 **Dissertations & Theses @ McMaster University** (1970-2011)

Research Help

- E-mail: library@mcmaster.ca

- Phone: 905-525-9140
  - ext. 22077 Mills Service Desk
  - ext. 21359 Business Librarian

- Face to Face:
  - Drop by the Library Service Desks anytime, Monday to Friday

- Live Chat/Text: http://library.mcmaster.ca/justask/

Ask a Librarian

Accounts Checklist

☑ **McMaster ID card** (14 digit barcode)

- Library account - renewals, requests (holds, recalls, scans), checkouts, etc.
- RACER, interlibrary loan

☑ **MacID** (username & password)

- online library resources (e-books, e-journals, databases, etc.) on & off-campus
- MacSphere – to deposit in repository, otherwise open access
- PrintSmart - printing, copying & scanning
- Wireless access – Mac-WIFI, Eduroam

☑ **WRDS Account** – access to financial datasets

Help Us, Help You!
We Love Getting Feedback

- collection requests
- comments

- compliments
- complaints

Contact us or use our online suggestion box!