Management 2384: Research Project Workshop

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What this workshop will cover

- Getting started on your research
- Searching library resources for information
- Evaluating what you find
- Documenting your research

Think about the PROCESS, not just the END–PRODUCT
Getting Started: Your Project

1. Choose a Macro O.B. Topic
2. Do a “Literature” Review
   ▪ (at least 7 peer-reviewed articles)
3. Apply to a Real-World Organization

Sounds Easy, Right?
Or go to: Management Subject Guide – Course Materials Tab → Mgmt 2384 box
Getting Started, General Process:

- Do some introductory reading
  - Textbooks, Business Encyclopedias, Business News;

- Begin to Focus your Topic
  - Write a topic sentence; Identify Key words & alternates;

- Explore Your Topic (some more!), using library databases

- Continue to refine your topic & develop your project

- This process can be *hard* for Groups:
  - Everyone in the group should browse, read & discuss articles.
What are ‘Peer-reviewed’ articles?

- Written by professors and other professionals
- Often report on research studies
- Extensive Review by experts (peers) before publication
- Analytical approach, and specific format:
  - Describes previous research, methods, results, incl. bibliography, footnotes, etc.
- Written for a expert (scholarly) audience
  - Other researchers, experts, students
- For more information, see:
  - Scholarly Journals vs Popular Magazines vs Trade Publications
Get organized! (and save time)

1. Start out by browsing business news, trade magazines, and other general media.
   - Look for company stories that illustrate an interesting macro OB topic.
     - ABI/Inform, EBSCO Business, and CBCA (Canadian Business & Current Affairs) are all good databases for this.
       - Using the **Advanced Search Screen**, select **Source Types** such as:
         - *Newspapers*,
         - *Magazines*,
         - *Blogs*,
         - *Wire Feeds*, etc.

2. Having found your company and relevant OB topic(s), write down some Keywords

3. Write down some search statements to begin your database searching for relevant peer-reviewed articles.
From topic to search statements

- **Generate Keywords**
  - Identify your key concepts
  - Synonyms, related terms?
  - Industry, company names?

- **Tips on constructing search statements:**
  - Combine terms with **AND**
    - E.g.: management style AND morale
  - Use Synonyms with **OR**
    - E.g.: employees OR workers
  - Use truncation for alternate endings
    - E.g.: leader* (finds leader, leaders, leadership, etc.)
  - Use quotations around phrases
    - E.g. “organizational behavior”

See also: Planning Your Research
Example:

- **Topic:** The relationship between organizational culture and workplace bullying.
  - **Keywords:** organizational culture, bullying, workplace
  - **Related words:** corporate culture, office, environment, management, managers, staff, workers, employees, harassment, tolerance, training

- **Possible search statements:**
  - Bully* AND workplace AND culture
  - Corporate culture AND (employee* OR staff OR work*) AND bully*
Example: diversity in the workplace

- Pretty broad!
- What kind of diversity?
  - gender, race, age, language, something else?

- What are the issues of interest?
  - education/training, management, communication, work–life balance, accommodation, something else?

- More Refined topic (example):
  - The importance of work–life balance for female managers

  ➢ Possible Search Statement:
  
  “work–life balance” AND (women OR female) and (employees OR managers)
Apple's Concussion-worthy HQ: Is This Why You Can Dial 911 from the iPhone Homescreen? | Cbc Radio
Now Focus Your Topic:

This is a story about …
Organizational Culture (very broad)

More Specifically …
- Use of Corporate Architecture to Signal Core Values;
- Poor communications between Managers & workers, leading to workplace injury, reduced morale and productivity;

Now, I’d like to find some research about:

The effect of office design on employee morale

Let’s try this search in ABI/Inform database
Database Search Demonstration

- **ABI/Inform**
  - Business and industry news, magazines and scholarly journals

- Advanced search has more options:
  - Searching in title/abstracts/subject keywords
  - Search for Companies
  - Limiting and sort by date
  - Limiting to peer-review and scholarly journals
  - Limit to Magazines, Trade Journals
  - Browse related subject headings
  - Browse named companies
Search results *may or may not* link directly to article

- If there is no direct link to the article
  - See: “Check SFX for full text” link:

If Check–for–full–text fails to find the item
- Try the Document Delivery Link (we’ll get a copy from another library)
- OR
- Ask at the Research Help Desk – We’ll find it for you!
Databases for articles

Good databases for OB research:
- ABI/Inform
- EBSCO Business Source Premier
- PsycArticles (mostly peer-reviewed)
- Canadian Business and Current Affairs
- Wiley Online Library (Includes book chapters)
- Conference Board of Canada Research Library
- Eureka (News Media Database)

Access is via the library’s website
- (Also Linked in the Management Subject Guide here)

Off campus access
- Log on with your S number and password

Get help at the library (or call 420-5544).
Research Tips

- Do more than one search
  - *Define, Refine, Synthesize, Repeat*
- Changing search terms will change results
  - Try a few different searches, examine your results
- Draw from a variety of information sources
  - Both Scholarly/Peer-reviewed and General
- Evaluate what you find for quality and relevancy
- Use information that is reliable and trustworthy
Many resources on library website

- Library subject guides
  - [Management and Business Administration Guide](#) (General)
  - OR: [Management Subject Guide – Course Materials Tab](#)
    -> Mgmt 2384 custom box

- Includes information on
  - Databases Recommended for management studies
  - Finding Books, Articles, Statistics, and more
  - Help guides
  - Brief online tutorials
  - Information on citing sources using APA style
  - Library hours, etc.
  - Course Materials Tab has recommended resources for this class
Evaluating Results

- Whatever you find, ask:
  - Is this what I need?
  - Is it good enough?

- Standard evaluation criteria for information:
  - Accuracy
  - Authority
  - Depth/Completeness
  - Currency
  - Viewpoint/Bias

- Especially important when using Google or other internet resources

- For more information, see the library’s guide on Evaluating Internet Resources
Cite using APA style
Cite all material used from your sources
Citation goes in the sentence where you used the information
Follow the rules for citation
Use a guide!
- APA Style Guide to Electronic References (6th edition)
- Writing Centre/Sobey School APA guide
- SMU Library guides for APA
Combining work and nonwork (and especially family) responsibilities has been identified as a persistent challenge for female managers that can impede their career advancement (e.g., Lyness & Terrazas, 2006). According to Heilman’s (1983, 2001) lack of fit theory, there is perceived incongruence between stereotypic attributes of women, such as nurturance, and stereotypic masculine attributes, such as forcefulness and achievement orientation, believed to be required for success in management positions, particularly at senior organizational levels. Relatedly, Eagly and Karau’s (2002) role congruity theory argues that . . . .
Common techniques

- Citation at the end of a phrase or sentence:
  - ...(Lyness & Terrazas, 2006).

- Author in the sentence, year(s) in parentheses:
  - According to Heilman’s (1983, 2001)...

- Multiple citations in single sentence:
  - Moreover, it has been suggested that supervisors’ perceptions about managers’ involvement in nonwork activities, such as family responsibilities, might affect promotion decisions (e.g., Acker, 1990; Judiesch & Lyness, 1999).
Remember

- Every citation in your paper needs to match a complete reference to the source (article, book, document on the web, etc.) at the end of your paper
Getting help

- Library information and research desk
  - Drop-In, by phone (420–5544), or via email (research@smu.ca)

- Research-by-appointment
  - Hour-long appointment with librarian
    (book: 420–5544)

- Novanet live help
  - Chat reference service
  - Good for quick questions
Thank you!

Tutorials referenced in this Powerpoint:

- Scholarly Journals vs Popular Magazines vs Trade Publications
- Planning Your Research
- Evaluating Internet Resources