ENBUS 203
Library Instruction

September 2019
Agnes Zientarska-Kayko
What we’ll cover today...

– Library Website
– Finding Academic Resources
  • Peer-reviewed Journal Articles
  • News Sources
  • Market research
  • Government Documents
– APA citation style
Each guide was created by a Waterloo librarian. You may contact the liaison/specialist librarian for your academic department if you need help.

Showing 166 Guides

Display

<table>
<thead>
<tr>
<th>Guide Title</th>
<th>Date</th>
<th>Views</th>
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<tr>
<td>Accessibility Guidelines for Websites</td>
<td>Jul 18, 2017</td>
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<td>Accounting &amp; Finance</td>
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<tr>
<td>Actuarial Science</td>
<td>Aug 26, 2017</td>
<td>27</td>
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Research Guides by Subject

- ENBUS 203: Green Entrepreneurship
- A Guide for Entrepreneurs
- Canadian Government Information
- Company Information
- Industry Information & Market Research
- News Sources Guide
- Statistics & Data
Finding Resources

- Where do you find academic resources?
# Scholarly vs. Popular Resource

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Scholarly</th>
<th>Popular</th>
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<tbody>
<tr>
<td>Author</td>
<td>Are experts/professionals in the field</td>
<td>Are not usually experts in the field. The author is often a journalist, student, or staff writer for the publication. Sometimes there may not be a listed author.</td>
</tr>
<tr>
<td></td>
<td>• Professors</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Researchers</td>
<td></td>
</tr>
<tr>
<td>Audience</td>
<td>Academic audience (professors, researchers, students)</td>
<td>General public</td>
</tr>
<tr>
<td>Advertising</td>
<td>Little to no advertising</td>
<td>Extensive amount</td>
</tr>
<tr>
<td>Level of Language</td>
<td>Higher level, academic terms</td>
<td>Easier to read, defines special terms</td>
</tr>
<tr>
<td>Purpose and Review Policy</td>
<td>Communicating research findings, education. Reviewed by peer (peer-reviewed)</td>
<td>Entertainment, news. Reviewed by editors.</td>
</tr>
<tr>
<td>Citations</td>
<td>Includes: bibliographies, citation, and footnotes</td>
<td>No formal citations included, may or may not acknowledge source in text</td>
</tr>
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Where should we go?

Databases & Indexes

Things to consider when selecting the “right” one:

- What subject area(s) does it cover?
- What date range does it cover?
- What type of materials does it cover?
Advanced Searching

• Subject Headings
• Boolean Operators
  – AND, OR, NOT, quotations & parentheses
  – Wildcard
  – Truncation
• Filtering
• Support is available
What Does "Peer Reviewed" Mean?

- Peer Review is a process that journals use to ensure the articles they publish represent the best scholarship currently available.
- Peer review is a well-accepted indicator of quality scholarship.
“Good”

• On topic (Relevant to our search)
• Authoritative
  – Author(s) credentials (affiliation, education)
  – Other work (publish in this field – expert?)
• Date (Currency)
  – When was the source published?
• Accuracy
  – Information presented professionally
  – Peer reviewed
• Reason
  – Why is it available? To inform, sell, educate, entertain?
  – How is it presented? A book, academic journal, popular magazine, a website?
# RADAR Method

<table>
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<tr>
<th>Method</th>
<th>What does it stand for?</th>
<th>Questions to consider</th>
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<tr>
<td>R</td>
<td>Relevance</td>
<td>Does the information help me accomplish my goals/or answer my question? Which discipline is this information from? What is the intended audience? How is it related to the task at hand?</td>
</tr>
<tr>
<td>A</td>
<td>Authority</td>
<td>Who created the information? One person or many people? What is the reputation of the author? Do they work in this field, and who are they affiliated with? Have they cited important works on this topic? Have other people cited this work or author?</td>
</tr>
<tr>
<td>D</td>
<td>Date</td>
<td>When was the information created or last updated? Could the information be outdated? Is it a land-mark piece of work, well known in the field? Could it be used to provide historical context or comparison?</td>
</tr>
<tr>
<td>A</td>
<td>Appearance/Accuracy</td>
<td>Is this information presented professionally/academically? Are there clear errors such as spelling, grammar, typos? Are the outside source any good? Has the information been peer-reviewed?</td>
</tr>
<tr>
<td>R</td>
<td>Reason</td>
<td>Why has the information been made available? Is it to inform/educate or to sell/entertain? Scholarly or popular? What type of information is it?</td>
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RESEARCH DATABASES

lib.uwaterloo.ca
ABI/INFORM

• Magazines
• Academic/Scholarly, Peer-reviewed Journals
• About 75% full-text in the database
  – ...and many more available in print or electronically elsewhere in the Library system!
ABI/Inform
<table>
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<th>Exclude</th>
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<td>sustainable development</td>
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<td></td>
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<td>social responsibility</td>
<td>762</td>
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<tr>
<td></td>
<td></td>
<td>economic development</td>
<td>576</td>
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<td></td>
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<td>innovations</td>
<td>466</td>
</tr>
<tr>
<td></td>
<td></td>
<td>sustainability</td>
<td>300</td>
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<td>small &amp; medium sized enterprises-sme</td>
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<td>environmental management</td>
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The effectiveness of business incubators as the element of the universities' spin-off strategy in Russia

Business Incubation as an Economic Development Strategy: A Literature Review

The role of business incubators for start-ups development in Brazil and Portugal

Categories of incubator success: a case study of three New York incubator programmes
Business Incubation as an Economic Development Strategy: A Literature Review

Hanadi Mubarak Al-Mubarak
Richard Stockton College of New Jersey
Michael Busler
Richard Stockton College of New Jersey

As a number of organizations in United States, Europe, Asia and developing countries seek to implement business incubation programs, the aim of this paper is to review the literature and provide the strength and weakness of economic theories with successful implementation worldwide. A business incubator offers an ideal environment for start-ups and entrepreneurs to transform their ideas, patent and innovation into viable business ventures. Entrepreneurs and small businesses receive support and guidance to be able to start up their business concepts, operate effectively and keep up with the pace of change while remaining competitive. Adaptation of a Business Incubator Model leads to 1) the support of diverse economies, 2) the commercialization of new technologies, 3) job creation and 4) increases in wealth. The aim of this paper is to provide a wide literature review that seeks to indicate the potential benefits of business incubation as a process while focusing on the identification of the economic and incubation theories as a tool for economic development. The authors' professional experience on the topic provides the foundation for this paper. The findings of this research can help policy makers, governments, practitioners to predict possible strengths and weaknesses, in their implementation of incubator programs, leading to better planning and successful implementation. Implementing strategic approaches of economic theories requires a commitment by top management. Participants can learn the strength of the application of the economic theories in business incubation programs. This study has suggested a number of ways in which Business Incubators can be used to stimulate economic growth.

Introduction

There are many definitions for business incubation. However, most agreed that a business incubations program is an economic and social program which provides the intensive
News Sources: Read All About It!

Identify sources for current or older stories; old newspapers on microfilm; and stories from alternative presses.

About this guide
Looking for stories current or historical? This guide is for you.
Choose a section:
- Canada
- Europe
- United States
- Worldwide

For print newspapers see our collection in Dana Porter Library's Sims Reading Room, 3rd floor.

News aggregators
Use these databases to search for topics in multiple newspapers at the same time.
- Factiva
- Nexis Uni
- PressDisplay

News directories
- ABYZ News Links
- World Media Directory
- Canada's Other Voices: National Ethnic Press and Media Council of Canada
- DMOZ News

When we don't have what you need...
- Use the interlibrary loan service...
  We will work with other libraries to obtain specific articles or back-runs of newspapers including those on microfilm. Processing time can take 7 to 14 days.

How to spot fake news
- How To Spot Fake News
Factiva

- Newspapers and magazines
- Rarely Academic/Scholarly
- Use for current stories and information
- Virtually all articles are full-text in the database
Factiva

Search Form

Examples

Concept Explorer (Retail)

Date: In the last 2 years

Duplication: Identical

Source

Company

Subject

Industry

Region

Look up

Language

More Options

Search for free-text terms in: Headline and Lead Paragraph
Factiva
Market Research

- **Frost & Sullivan** - reports, analyses, and career research
- **IBISWorld** - industry reports for Canada and the United States
- **MarketLine Advantage** - industry reports, company profiles, data, and city profiles
- **Passport** - consumer products, services, and supplies
Government Publications

- Authoritative source
- Not peer – reviewed
- Finding Government Reports
  - Government websites
  - Library catalogue - Primo
  - Search Google
    - Customized search
    - Advanced Google search
Citing Sources in Research Papers

• Reasons to cite books and articles
  – Academic integrity: other people’s thoughts and ideas
  – Strengthens the authority of your work
  – Gives the reader information, where to find cited references
## Find resources
- Research & journal databases
- Journal titles
- Library catalogue (books & articles)
- Research guides by subject
- Maps & geospatial data
- Government information
- Statistics & numerical data
- Special & archival collections
- Dictionaries, encyclopedias & more
- Theses & dissertations

## Learn to find & use resources
- Articles
- Books
- Conference proceedings
- Maps & geospatial data
- Special & archival collections
- Theses & dissertations
- Standards & codes
- Citing sources
- Copyright
- Academic integrity

## Access resources
- Course reserves
- Help desks
- Interlibrary loan
- Library floor plans
- Login to RefWorks

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**Not sure where to start? Get assignment & research help**
Citing sources

What is a citation?

A citation is a reference to a source of information. It contains formatted bibliographic details about the source, such as title, author, date of publication, and other identifying information.

Why citing is important

Properly acknowledging sources is an essential part of academic integrity. Crediting other people's work through citations enables your readers to see where your ideas originated, and gives them the necessary bibliographic information to locate the sources themselves.

Citation styles

The way you format your citations is typically determined by your discipline. Different disciplines use different citation styles. Confirm with your instructor which citation style you should use.

For help with citing your sources, visit the Library's list of citation and style guides.

Manage your citations

Consider using citation management software, such as RefWorks, to track and format your citations in the style you need.

Copyright
Online Reference Shelf

Citation / Style Guides

All styles: RefWorks

American Chemical Society (ACS)

American Psychological Association (APA)

Chicago Style

Council of Science Editors (CSE)

Harvard Style

Legal Style

Medical Style

Modern Language Association of America (MLA)
Online Reference Shelf

American Psychological Association (APA) Documentation

APA (American Psychological Association) Style
From Writing Services, Learning Commons, University of Guelph.

APA Citation Guide

APA Citation Style
The examples in this short guide from Okanagan College Library cover frequently used citation forms only. Includes legislation.

APA Documentation Style
Citation of both ELECTRONIC and PRINT resources and other details about formatting a research paper in APA style. From the University of Wisconsin – Madison.

Citing Canadian Government Documents- APA Style
A guide to citing Canadian government sources. Developed by SFU Librarians using the Publication Manual of the APA (6th edition), The
APA modules

https://lib.uwaterloo.ca/web/apa-citation
For further assistance, contact

Agnes Zientarska-Kayko
Environment & Business Librarian
x32891
azientar@uwaterloo.ca