

# Academic Literacy Skills



## Information Research for Business Administration

### Learning Outcomes

At the end of the workshop you will understand:

- the information search process
- where and how to search for literature and
- how to select & analyse readings for your research & study.

Library & Learning Hub  
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<https://www.ais.ac.nz/student-life/library>



**AUCKLAND  
INSTITUTE  
OF STUDIES**  
NEW ZEALAND

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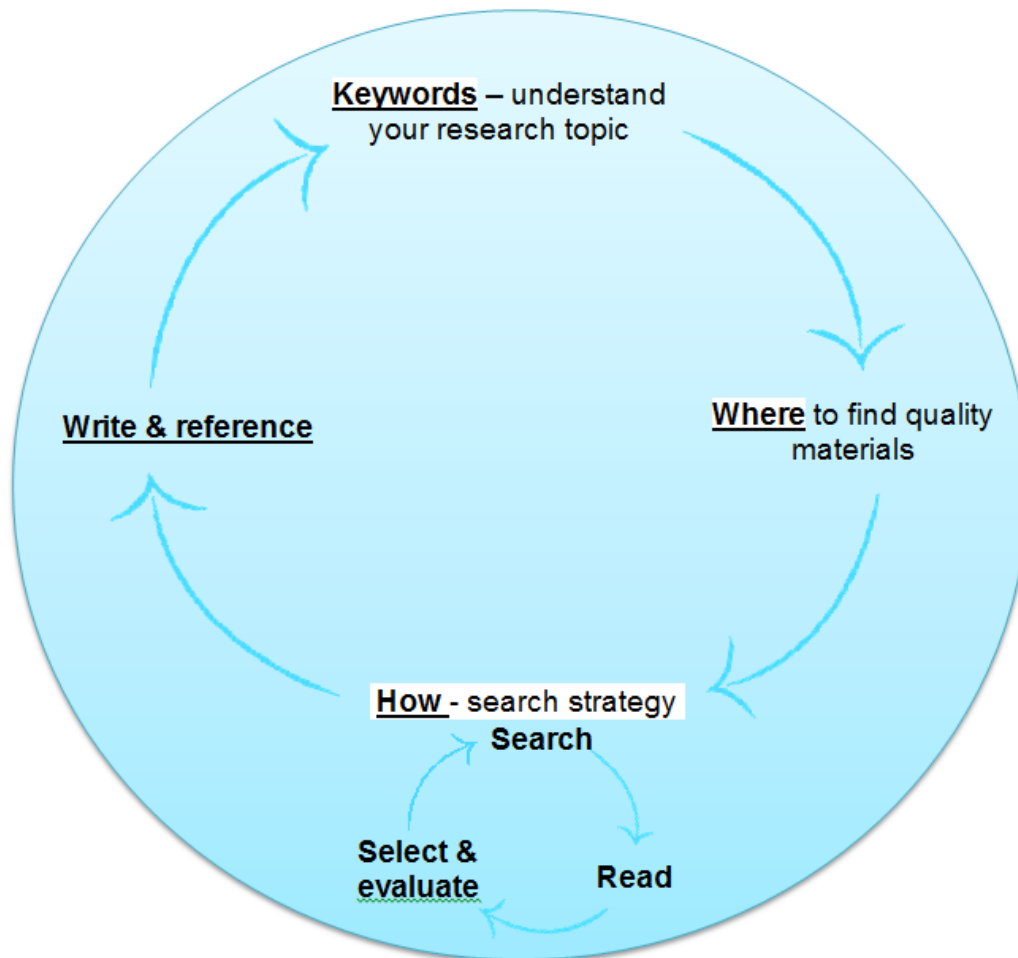
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The Learning Hub team and AIS Librarians are available to support you in your academic journey and provide:

- Research consultations;
- Assistance with in-depth information queries and the identification of key resources;
- Advice on search strategies for finding information;
- Help with citing, referencing and bibliographies;
- Academic literacy and e-skills training workshops and events
- And much more...



# Information Search Process



## Information Search Strategy

1. What to search for? Use keywords to construct and manage your search;
2. How to search? Apply key principles of online database searching;
3. Where to search? Access academic sources online;
4. What to do with hundreds of relevant results? Evaluate and select your readings;
5. Apply found information, data & readings in your academic work by paraphrasing, summarizing, quoting, citing and referencing using APA 7<sup>th</sup> referencing style format.

# WHAT to search for? Using keywords to manage search

Topic:

The benefits of marketing to a company

Keyword 1	Keyword 2	Keyword 3
<i>benefits</i>	<i>marketing</i>	<i>company</i>
Synonyms	Synonyms	Synonyms
<i>influence</i>	<i>advertising</i>	<i>business</i>
<i>relevance</i>	<i>"marketing strategy"</i>	<i>organisation</i>
<i>impact</i>	<i>promotion</i>	<i>corporation</i>

## HOW to search? Key principles of database searching

- The more keywords you combine with **AND**, you will retrieve less results but more specific to your topic;
- To further reduce number of results to more current and relevant ones, apply **database limits** (e.g. limit to full-text, peer-reviewed, publication year/date range, subject/topic search or simply add more search terms combined by **AND** to specify your topic);
- **To expand your search** use synonyms combined with **OR**.

### TIP:

By **replacing your keywords with their synonyms** in the search box, you will retrieve different but still relevant set of results on the same topic.

## ProQuest Database Search example

**Step 1:** Basic key word search "benefits AND marketing AND company"

The screenshot shows the ProQuest Central search interface. The search query is "Benefits AND marketing AND company". The results are filtered by "Additional limits - Date: Last 3 years; Source type: Audio & Video Works...". The total number of results is 26,571, which is circled in red. On the left, there are filters for "Sorted by" (set to Relevance), "Limit to" (with "Full text" and "Peer reviewed" checked), and "Source type" (listing Scholarly Journals (26,056), Magazines (14), Trade Journals (65), and Conference Papers & Proceedings (126)). On the right, two search results are visible. The first result is "ORGANIZATIONAL PERFORMANCE MEASUREMENT FRAME" by Koi-Akrofi, Godfred Yaw; Koi-Akrofi, Joyce; Odai, Daniel Adjei; Twum, et al. It includes a snippet: "...Bjerre [44] also defined relationship marketing as -company behavior w...firms who acquire Telecommunications companies in Africa or emergin...acquire Telecommunications companies in Africa or emerging markets". Below the snippet are links for "Abstract/Details", "Full text", and "Full text - PDF (327 KB)", with a red arrow pointing to the PDF link. The second result is "The Role of Industrial Design Within New Product Developm" by Ünsal, Tengüz. Megaron; Istanbul Vol. 13, Iss. 2, (2018): 286-296. It includes a snippet: "...company organisational structure and management styles were organi...companies' demands in design, in order to increase their exports. The g". Below the snippet are links for "Abstract/Details" and "Full text - PDF (873 KB)", with a red arrow pointing to the PDF link.

**Step 2:** Specify search further by selecting a Subject:

The screenshot shows the ProQuest Central search interface with a subject filter applied. On the left, a "Subject" dropdown menu is open, showing a list of subjects: "studies (6,694)", "marketing" (highlighted with a red arrow), "innovations (2,615)", "research (2,076)", "consumers (1,996)", and "More >". A blue arrow points from the "marketing" subject to the search results. The search results page shows the same query "Benefits AND marketing AND company" but with 3,716 results, which is circled in red. The "Applied filters" section shows "marketing" selected with a red 'x' icon. The "Clear all filters" link is also visible.

**Step 3:** Replace keyword combination to obtain a different set of results on the same topic, for example:

The screenshot shows the ProQuest Central search interface. The search bar contains the query "impact AND advertising AND business", which is circled in red. Below the search bar, there are filters for "Additional limits - Date: Last 3 years; Source type: Audio & Video Works...". The search results are displayed as "12,579 results". On the left, there are options for "Sorted by" (set to "Relevance") and "Limit to" (with checkboxes for "Full text" and "Peer reviewed"). On the right, a list of results is shown, with the first result titled "Pricing and advertising decisions" by Mokhlesian, M; Zegordi, S H. The abstract text includes phrases like "...and advertising is one of the most imp...", "...advertising in a two-stage supply chain...", and "...pricing and cooperative advertising de...". A callout box with an arrow points to the search bar and another arrow points to the first result, containing the text "Different (new) results are found".

**Step 4:** Add more keywords to your search combined by AND to obtain even more specific results. For example:

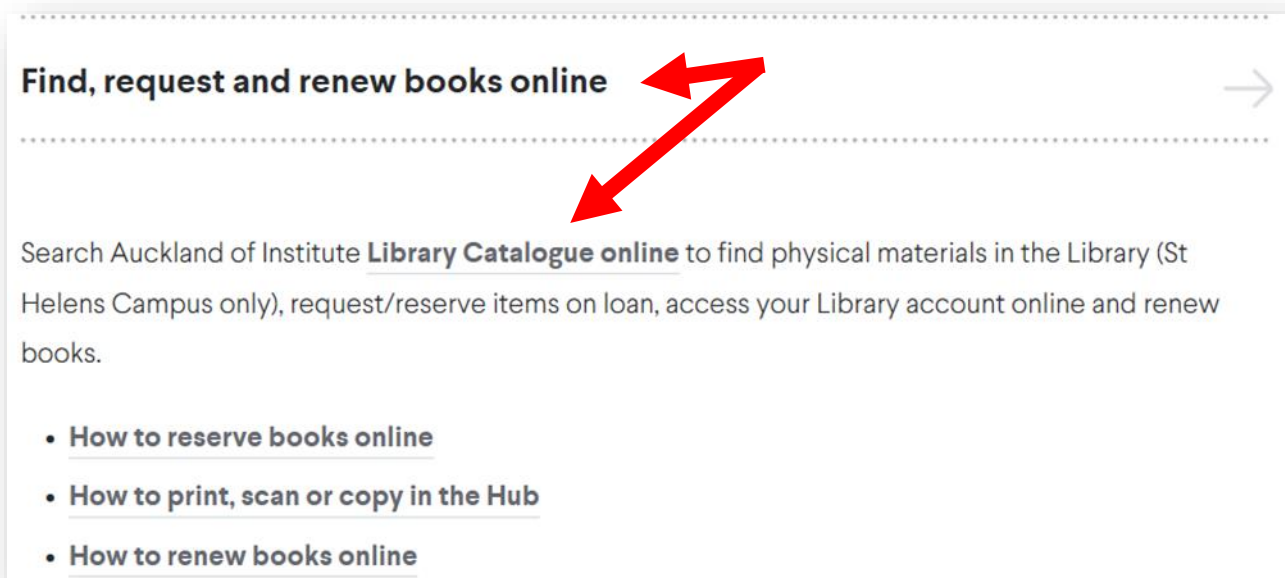
The screenshot shows the ProQuest Central search interface with a more specific query: "impact AND advertising AND business AND 'marketing strategy' AND outcome". Below the search bar, there are filters for "Additional limits - Date: Last 3 years; Source type: Audio & Video Works... Show all". The search results are displayed as "828 results".

## WHERE to search? Accessing academic sources online

To access ALL AIS Library databases online, visit **AIS Moodle Library Resources** page: <https://moodle.ais.ac.nz/course/view.php?id=1579>

Search **AIS Library Catalogue online** to find printed (physical) materials:

1. To access Catalogue online, from AIS Library homepage (<https://www.ais.ac.nz/student-life/library>) go to **Find, request & renew books online** > Library catalogue:

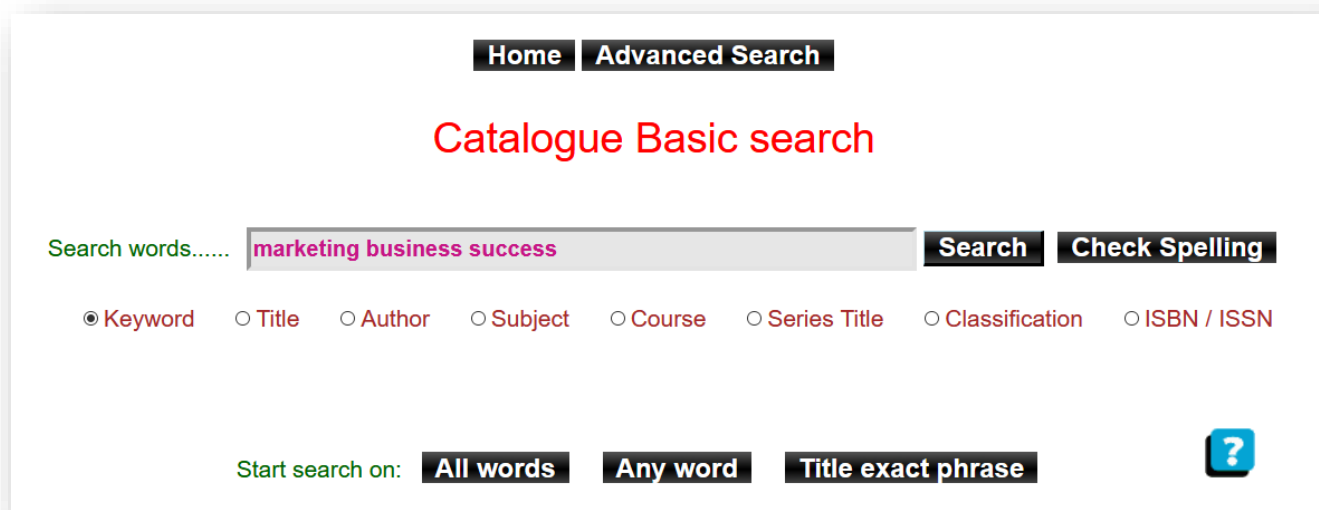


**Find, request and renew books online** →

Search Auckland of Institute Library Catalogue online to find physical materials in the Library (St Helens Campus only), request/reserve items on loan, access your Library account online and renew books.

- [How to reserve books online](#)
- [How to print, scan or copy in the Hub](#)
- [How to renew books online](#)

2. Apply the same keyword search principles as in the Library databases:




**Home** **Advanced Search**

### Catalogue Basic search

Search words.....  **Search** **Check Spelling**

**Keyword**  **Title**  **Author**  **Subject**  **Course**  **Series Title**  **Classification**  **ISBN / ISSN**

Start search on: **All words** **Any word** **Title exact phrase** 

Title: **Secrets of the *marketing* masters : what the best marketers do, and why it works / Dick Martin.**

Author: **Martin, Dick, 1946-**


Subjects: **Marketing**

Date: **2009**

Call no.: **658.8 M371**

Copies: **1 at St Helens Library**

The book is available at AIS Library under this number on the shelf. Write it down and visit us at the Library to borrow it.

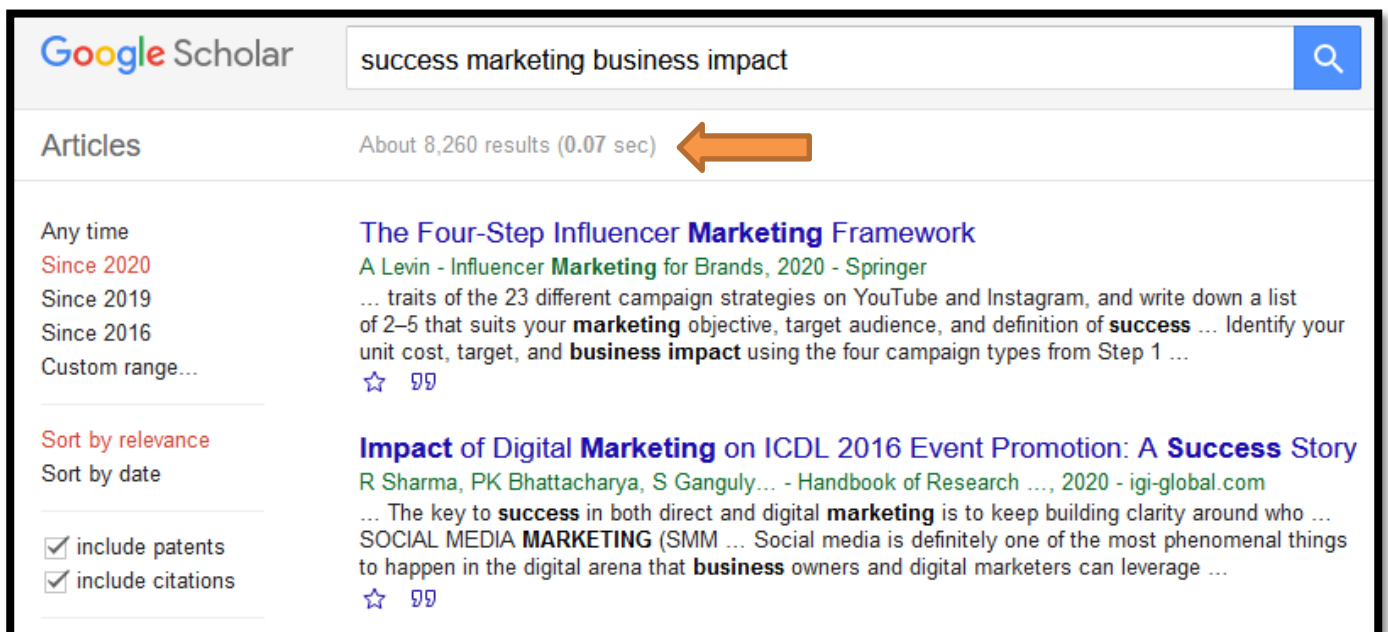


Apart from searching AIS Library databases (ProQuest, EBSCO, O'Reilly Tech) and AIS Library Catalogue, you can find academic, peer-reviewed and research-based materials from following sources:

## Google Scholar

<https://scholar.google.com/>

Google Scholar is a freely accessible web search engine that indexes the full text or metadata of scholarly literature across an array of publishing formats and disciplines. Released in November 2004, the Google Scholar retrieves most peer-reviewed online academic journals and books, conference papers, theses and dissertations, preprints, abstracts, technical reports, and other scholarly literature, including court opinions and patents.



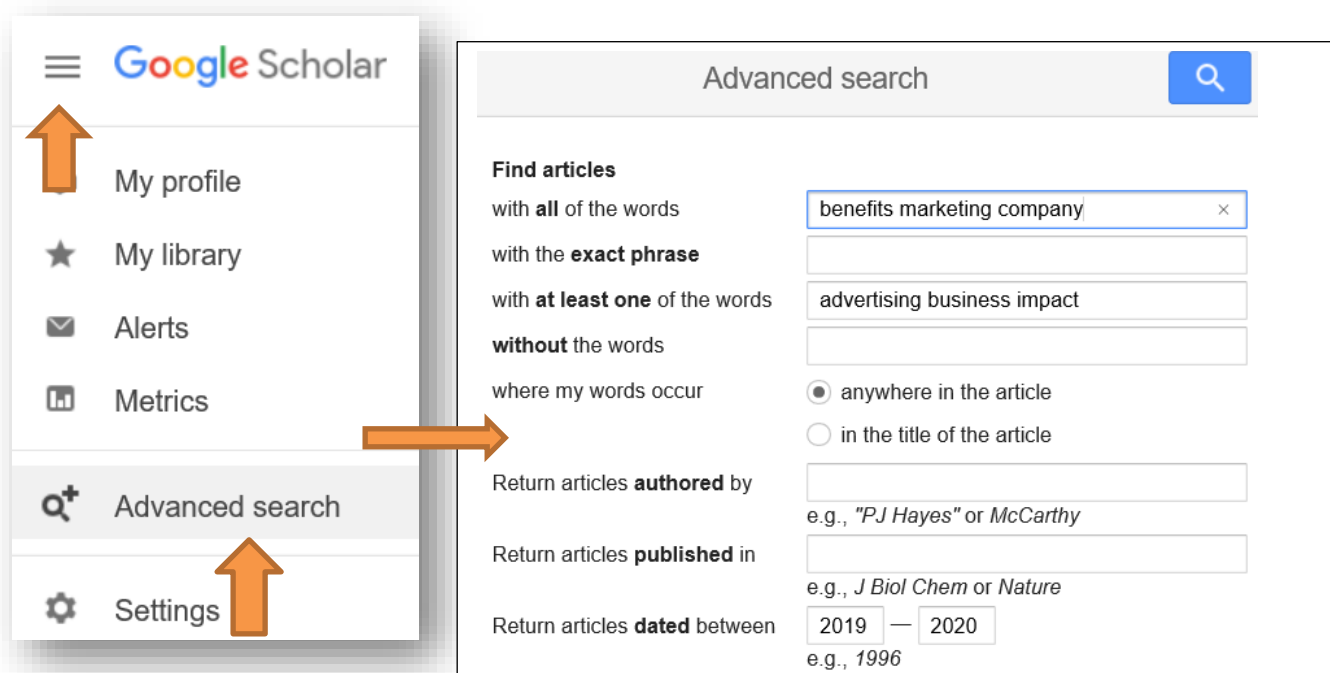
The screenshot shows the Google Scholar search interface. The search bar contains the text "success marketing business impact". Below the search bar, it indicates "Articles" and "About 8,260 results (0.07 sec)". An orange arrow points to the result count. The search results are sorted by relevance. Two results are visible:

- The Four-Step Influencer Marketing Framework** by A Levin - Influencer Marketing for Brands, 2020 - Springer. The snippet describes traits of 23 campaign strategies on YouTube and Instagram and provides a list of 2-5 strategies based on marketing objectives, target audience, and business impact.
- Impact of Digital Marketing on ICDL 2016 Event Promotion: A Success Story** by R Sharma, PK Bhattacharya, S Ganguly... - Handbook of Research ..., 2020 - igi-global.com. The snippet discusses the key to success in direct and digital marketing, emphasizing clarity around who, what, and how in social media marketing (SMM).

On the left side of the results, there are filters for "Any time", "Since 2020", "Since 2019", "Since 2016", and "Custom range...". There are also options to "Sort by relevance" (selected) or "Sort by date", and checkboxes for "include patents" and "include citations".



# Google Scholar Advanced Search



## Open Access eResources

*Open Access* is academic research and literature freely available on the internet. Open Access includes online journals, research reports, eBooks and eBook chapters, conference proceedings, theses, multimedia outputs, data and images.

You can access the AIS Library's selection of open access academic resources at the AIS Moodle Library Resources page:

<https://moodle.ais.ac.nz/course/view.php?id=1579> , including the Finding Statistical Data Online directory:

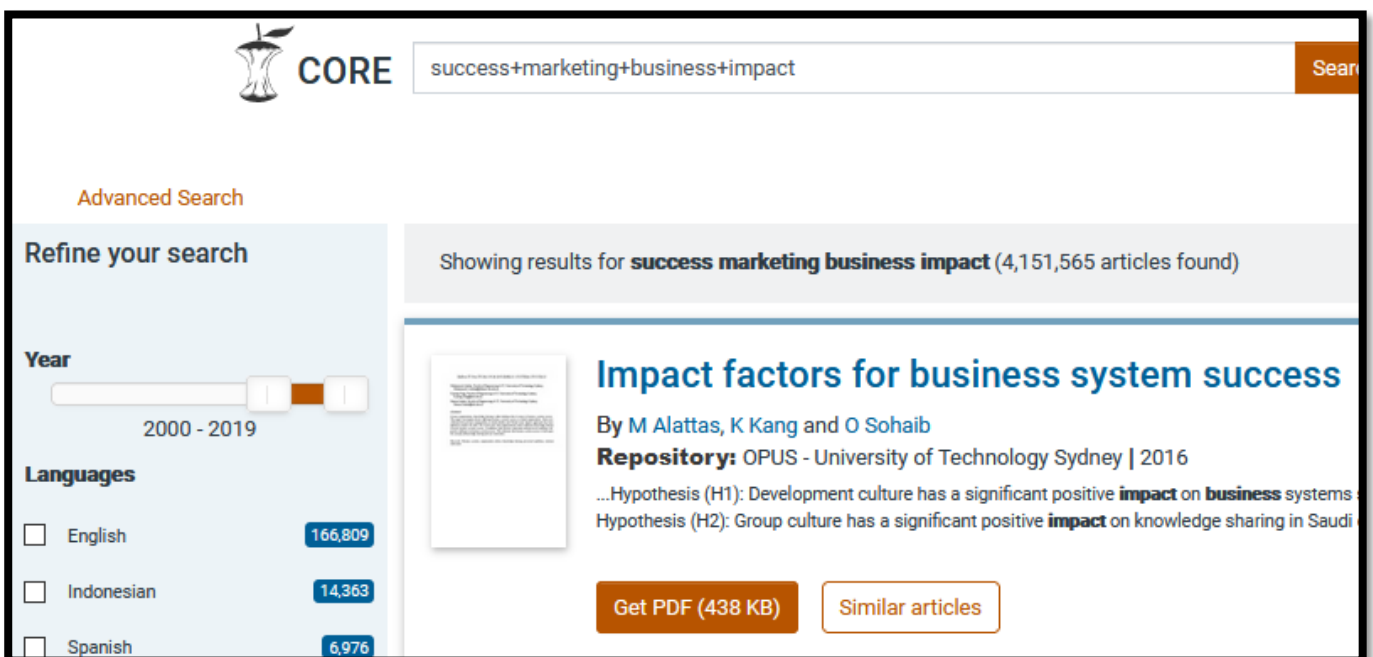
<https://moodle.ais.ac.nz/mod/page/view.php?id=18733>

**Here are some of the selected open access resources you can use effectively to find readings for your assignment and research topics:**

**DOAJ** (<https://doaj.org/>) Directory of open access journals:



**CORE** (<https://core.ac.uk/>) The world's largest collection of open access research papers:



**SO WHAT now? How to select readings from hundreds of relevant results?**



# Evaluating information - A checklist



# APPLY information, data & readings in your academic work

## Paraphrase, summarise and quote

In your assignments you will be expected to draw on the writing of experts in your field of study to demonstrate your understanding of key concepts, ideas and debates. The techniques that will assist you to achieve this are: paraphrasing, summarising and quoting combined with correct referencing.

The [Paraphrasing, Summarising & Quoting](#) online guide from Monash University can help you in your writing and thinking process.

## Cite & reference your sources

To help you cite and reference readings and sources in your academic writing and study, you can use free web-based referencing software, such as Mendeley (<https://www.mendeley.com>) and Zotero (<https://www.zotero.org/>). Learn more about using Microsoft Word from the AIS Moodle *Study Skills* module.

## Format in-text citations, reference lists and bibliography using APA 7<sup>th</sup> Referencing Style

To format in-text citations, reference lists and/or bibliographies in your assignments, reports and research outputs, apply APA 7<sup>th</sup> Referencing Style format (requirement for all students and staff at Auckland Institute of Studies). To help you do that, you can use free APA 7<sup>th</sup> referencing tools online, such as:

- QuickCite (University of Auckland): <https://www.cite.auckland.ac.nz/2.html>
- OWL (Massey University): <http://owl.massey.ac.nz/referencing/apa-style.php>
- APA Style (from American Psychological Association): <https://apastyle.apa.org/style-grammar-guidelines/references/examples>