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Aim and overview

Aim:

To provide a guide to assist postgraduates in developing the skills you need to succeed in higher education writing and preparation.

Overview:

- Making the most of your library
- Searching for information
- Referencing
- Understanding academic writing
- Getting ready to write
- Writing a dissertation/ theses

Emerald Group Publishing – Publisher background



- Emerald Group Publishing Limited
- Founded in 1967 in Bradford, West Yorkshire, UK



Emerald Publication

- **Journals: Over 290 academic journals**
- **Ebook Series: More than 1,000 volumes from over 130 Book Series.**
 - Business, Management, Economics collection
 - Social Science collection
- **Emerging Markets Case Studies**
 - Launched in 2011
 - Over 200 cases
- **Backfiles**
 - Back to Volume.1 issue 1



Types of resources

- Books
 - Why use? ->in-depth
 - How to search -> by author, title, keyword
 - Need to check -> up-to-date
- Journals
 - Why use? ->latest research
 - How to search ->journal index database
- Theses ->NDLTD
- Primary sources ->news reports, official publications, company annual reports, archive material, grey literature

Types of resources- electronic resources



- Online research tools
- Databases
 - ✓ Bibliographic databases
 - ✓ Fulltext databases (ProQuest, EBSCO Host...)
- Indexes/directories
 - ❖ SSCI
 - ❖ Scopus
 - ❖ SCI
- Search engines

Searching for information

- Academic knowledge
 - Text books
 - Academic journals
- Empirical knowledge
 - Media – newspapers, TV etc. *The Economist, Harvard Business Review*
 - Company web pages
 - Databases – e.g. AMDEUS, FAME
- Research methods

Emerald Journals: 13 subjects



• Accounting, Finance & Economics	• Business, Management & Strategy	• HR, Learning & Organization Studies
• Information & Knowledge Management	• Marketing	• Operations, Logistics & Quality
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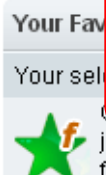
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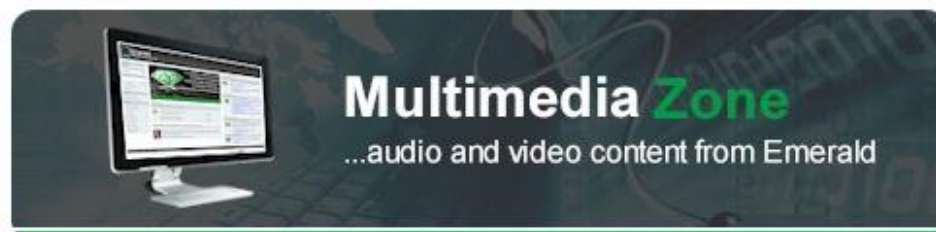
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