Research Workshop

MCD2040 Management

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Librarians
Case study report

Kookaburra Beauty Clinic

• 2000 word report
• Highlight 2 problems related to management theory
• Make 2 recommendations (1 for each problem)
Your assignment...

• Consult your assessment guide in Moodle on instructions.

• **Use at least 4 academic references (as well as your textbook) in your report.**

• Also consult your reading list in Moodle for possible resources

• Marketing and Management Library modules for research help
Finding information for your assignment

- Books/ebooks = Search
- Journal articles = Database
- Newspaper/Magazine articles = Database
- Industry & Company reports = Database
- Government reports = Google
- Websites = Google
Developing a Search Strategy

Brainstorm & identify key terms and concepts:

- **theory**
- **culture**
- **organisation**
Developing a Search Strategy

Brainstorm & identify key terms and concept

<table>
<thead>
<tr>
<th>Management theory</th>
<th>Motivators/ Hygiene factors</th>
<th>Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Herzberg's two factor theory</td>
<td>promotion</td>
<td>workplace</td>
</tr>
<tr>
<td>Herzberg’s motivation – hygiene theory</td>
<td>Job satisfaction</td>
<td>business</td>
</tr>
<tr>
<td>Herzberg's dual factor theory of motivation</td>
<td>recognition</td>
<td>company</td>
</tr>
</tbody>
</table>
Boolean Searching – AND

AND limits results as both terms must be present
Boolean Searching – OR

OR

organisation

workplace

OR expands results as only one term must be present
### Boolean Searching – Truncation

**Truncation:**

<table>
<thead>
<tr>
<th>Cultur*</th>
<th>Manage*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture</td>
<td>Manage</td>
</tr>
<tr>
<td>Cultures</td>
<td>Manages</td>
</tr>
<tr>
<td>Cultural</td>
<td>Manager</td>
</tr>
<tr>
<td>Culturally</td>
<td>Management</td>
</tr>
</tbody>
</table>

**Note:** You can also use * for alternate spellings

Lab*r = Labour & Labor
Behavi*r = Behaviour & Behavior
Phrase searches

When searching for management theories and known keyword phrases, use phrase searching:

- “Herzberg's two factor theory”
- “Vroom’s expectancy theory”
- “equity theory”
- “organisational behaviour”
- “cultural intelligence”
- “cultural diversity”
Recommended databases

- Business Source Complete
- Proquest
- Emerald
- Google Scholar
Business Source Complete

Click on the link for Business Source Complete
Google Scholar

Scroll down and click on the link for Google Scholar
Searching Google Scholar

Advanced search

Find articles
with all of the words
herzberg

with the exact phrase
two factor theory

with at least one of the words
management OR leadership OR company OR

without the words

where my words occur
anywhere in the article

Return articles authored by
e.g., "PJ Hayes" or McCarthy

Return articles published in
e.g., J Biol Chem or Nature

Return articles dated between

1996

e.g., 1996
Cultural dimensions search

Hofstede* cultural dimensions AND collectivism OR individualism OR “power distance” OR “cultural intelligence” OR enthocentric
Evaluating Information

- Abstract
- 8+ pages in length
- Who wrote it?
- Lots of references
- Appropriate language
You can review the modules again if you still have questions.
Additional resources

Additional Help:

Monash College Library Guide

Librarians: Katie Julian, Samantha Helfrich, Ines Sincock

Citing and Referencing Library Guide