

NECB eLibrary Newsletter

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As 2011 draws to a close, are you stuck on the question of "what do I read next"? Let Books and Authors help with our expert title recommendations, online reading rooms, librarian lists, and more. Find out more in our MONTHLY HIGHLIGHTS

JULIE GARWOOD IDEAL MAN

THE TIGER'S WIFE

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My Reading Room

Too many books to remember?

No problem - just save them to a list in your own personal Reading Room. My Reading Room lets you save and modify reading lists.

Great book ideas are just a click away!

Recreational reading tips @ the eLibrary

While class reading assignments may keep you very busy, many students find that some recreational reading helps relieve stress and maintain balance in their lives.

If you are looking for ideas on what to read for yourself or your family, check out our *Books and Authors* database!

Try the "Expert Picks" section with dozens of books and short lists of recommended readings compiled by librarians, publishers, and other experts. The range of book topics covered by these lists is amazing!

How about:

- "15 Outstanding Biographies of American Presidents," or
- "Murder by Toaster: Mysteries with Surprising Lethal Weapons," or
- "Top 10 Literary Travel Books."

You can also find *The New York Times* non-fiction and fiction best-seller lists for every week back to January 2010. The Books and Authors database allows you to

browse thousands of books by title, author, or genre.

Even more interesting, Books and Authors now offers a new way to browse whereby you can browse for a new book to read by character, subject, location and time period and get a visual representation of your matching books.

My Reading Room

Too many books to remember?

No problem - just save them to a list in your own personal Reading Room. My Reading Room lets you save and modify reading lists, reviews you've written, book lists you've created, and much more!

- ★ MY MARKED LISTS »
- ★ MY BOOK LISTS »
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Scholarly Journals

So, what is a Scholarly Journal?

One in a series of occasional articles about college and graduate school research.

review articles

BI technologies are essential to running today's businesses and this technology is going through sea changes.

BY SURAJIT CHAUDHURI, UMESHWAR DAYAL, AND VIVEK NARASAYYA

An Overview of Business Intelligence Technology

BUSINESS INTELLIGENCE (BI) SOFTWARE is a collection of decision support technologies for the enterprise aimed at enabling knowledge workers such as executives, managers, and analysts to make better and faster decisions. The past two decades have seen explosive growth, both in the number of products and services offered and in the adoption of these technologies by industry. This growth has been fueled by the declining cost of acquiring and storing very large amounts of data arising from sources such as customer transactions in banking, retail as well as in e-business, RFID tags for inventory tracking, email, query logs for Web sites, blogs, and product reviews. Enterprises today collect data at a finer granularity, which is therefore of much larger volume. Businesses are leveraging their data asset



approach by deploying and experimenting with more sophisticated data analysis techniques to drive business decisions and deliver new functionalities such as personalization of offers and services to customers. Today, it is difficult to find a successful enterprise that has not leveraged BI technology for its business. For example, BI technology is used in manufacturing for order shipment and customer support, in financial services for claims analysis and fraud detection, in transportation

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TIRTHA DHAR and KATHY BAYLIS*

Amid growing concerns about childhood obesity and the associated health risks, several countries are considering banning fast-food advertising targeting children. In this article, the authors study the effect of such a ban in the Canadian province of Quebec using household expenditure survey data from 1984 to 1992. Authors examine whether expenditure on fast food is lower in those groups affected by the ban than in those that are not. The authors use a triple difference-in-difference methodology by appropriately defining treatment and control groups and find that the ban's effectiveness is not a result of the decrease in fast food expenditures per week but rather of the decrease in purchase propensity by 13% per week. Overall, the authors estimate that the ban reduced fast-food consumption by US\$88 million per year. The study suggests that advertising bans can be effective provided media markets do not overlap.

Keywords: advertising regulation, fast food, obesity, difference-in-difference estimator

Fast-Food Consumption and the Ban on Advertising Targeting Children: The Quebec Experience

Childhood obesity is a growing problem, and governments in different countries are considering a variety of policy solutions, including banning advertisements on so-called junk food. Obesity puts children and adolescents at risk for a range of health problems such as cardiovascular disease, diabetes, and depression (Oshiro and Jacobson 2003), making obesity second only to smoking as a cause of preventable death (Allison et al. 1999; McGinnis and Fraga 1995). Obesity researchers have identified fast food as one of the key drivers of this problem because it significantly increases calorie consumption per meal (Bowman and Vinyard 2004; Nansner et al. 2006; Passafium et al. 2003; Smith, Galambos, and Siega-Riz 2005). For example, French et al.'s

(2001) study of 11- to 18-year-olds finds that regular consumption of fast food is associated with ingesting an extra 800 calories per week for boys and 600 extra calories per week for girls. These extra calories translate into a possible weight gain of 10 pounds or more per year. Furthermore, Duxette et al.'s (2007) study of Mexican children in San Diego finds that 4- to 7-year-olds who ate at fast-food restaurants were twice as likely to be obese as those who did not. Indeed, from 1977 to 1990, calorie intake from fast-food restaurants has doubled as a percentage of energy intake for Americans over the age of 2 years (Dallan, Siega-Riz, and Popkin 2003).

Fast food is also one of the most heavily advertised product categories targeting children, and according to recent studies, such advertising is effective in changing behavior (Comer 2006; Institute of Medicine of the National Academies 2004). For example, Torres et al. (2006) claim that in the United States, children who view fast-food television advertisements are approximately 50% more likely to eat fast food. Thus, advertising plays a critical role in a household's decision to consume fast food and thereby affects health outcomes. Advertising can influence obesity in two ways: by encouraging the consumption of unhealthy food

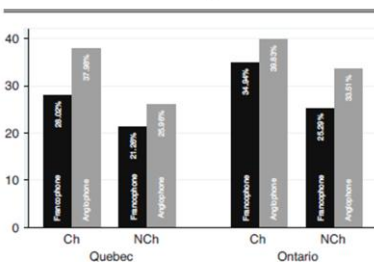
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Figure 2
PERCENTAGE OF HOUSEHOLDS WITH POSITIVE FAST-FOOD EXPENDITURES (WITHIN THE TWO WEEKS OF SURVEY PERIOD)



Notes: Ch = households with children, and NCh = households without children.

Regardless of whether you are an undergraduate or graduate student at NECB, at some point a professor will request that you use a "scholarly" journal as a source for a research assignment.

So, what exactly is a scholarly or academic journal? Scholarly journals (also called academic, peer-reviewed, or refereed journals) are publications in which scholarship relating to a particular academic discipline is published. These types of journals can serve as forums for the introduction and presentation for scrutiny of new research, and the critique of existing research.

Articles are written by a scholar in the field or by someone who has done research in the field. The affiliations of the authors are listed, usually at the bottom of the first page or at the end of the article--universities, research institutions, think tanks, and the like. Content typically takes the form of articles presenting original research, review articles, and book reviews.

Generally speaking, scholarly journals have a rather sober, serious look. Articles often contain graphs and charts and always provide sources in the form of footnotes or

bibliographies. These bibliographies tend to be lengthy and cite other scholarly writings.

HINT: When doing research, review these bibliographies carefully because they can be an excellent source for locating other material published on your topic.

The majority of scholarly journals go through the "peer-review" process, although there are some that are scholarly and non-peer reviewed. The "peer review" process is a process that journals use to ensure the articles they publish represent the best scholarship currently available.

When an article is submitted to a peer reviewed journal, the editors send it out to other scholars in the same field (the author's peers) to get their opinion on the quality of the scholarship, its relevance to the field, its appropriateness for the journal, etc.

The organization of a scholarly journal articles usually follows a similar format. Most have an abstract (a descriptive summary of the article contents) before the main text of the article. They may also include a literature review (a section that briefly describes

some of the seminal works published on the topic of the article), methodology, results, conclusion, and always a bibliography (i.e. a list of references used in writing the article).

Examples of scholarly journals include the:

- *American Economic Review*
- *Journal of Economic History*
- *Journal of Marketing Research*
- *Journal of Occupational and Organizational Psychology*
- *Journal of Business Ethics*
- *Project Management Journal*

The ProQuest and Business Source Premier databases in the NECB eLibrary contain thousands of full-text scholarly journals that you can use for your research.

If you ever have difficulty identifying a scholarly journal of using these databases, remember help is only a click away (24x7) by contacting our online librarian reference service at the eLibrary.

Database in the Spotlight:



Literature Resource Center

The Literature Resource Center is a terrific online resource offering students and faculty comprehensive and authoritative information that can be used in English Composition or literature courses at NECB.

If you are researching an author the database provides detailed biographical information on over 135,000 authors from the 15th century to present and from all around the world.

Using Literature Resource Center as an indispensable tool that will quickly give you access to:

- More than 850,000 full-text articles, critical essays and reviews from over 390 scholarly journals and literary magazines

- More than 30,000 full-text poems, short stories and plays, and 8,500 interviews.

- Nearly 5,000 links to selected Web sites and more than 2800 author portraits

- More than 75,000 selected full-text critical essays and reviews from Contemporary Literary Criticism, Classical and Medieval Literature Criticism, Literature Criticism from 1400-1800, Nineteenth-Century Literature Criticism, Twentieth-Century Literary Criticism, as well as Drama Criticism, Poetry Criticism, Shakespearean Criticism, Short Story Criticism, Children's

Literature Review

- More than 11,000 overviews of frequently studied works, from sources including Gale's For Students series, Literature and Its Times and Characters in 20th-Century Fiction

- The ability to identify authors and works that share characteristics such as genre, time period, themes, nationality, ethnicity and gender

- The Merriam-Webster's Encyclopedia of Literature, featuring 10,000 definitions of literary terms

And remember, Literature Resource Center is available to you 24/7 at the NECB eLibrary!

Meet the MBA Program Chair

Hello! My name is Dr. Carla Patalano and I am the MBA Program Chair. As part of my job here at NECB, I oversee all of the development and teaching of graduate-level business courses which require students to use the NECB eLibrary. My preferred database is EBSCO (Business Source Premiere) because it contains the full-text versions of many relevant, high-quality journals including the Harvard Business Review, Advertising Age, HR Magazine and Information

Week. Prior to joining NECB, I served as an executive-level manager in a variety of industries, so I speak from experience when I say that these four publications are all exceptional sources of material for any business professional that wants to ensure that they are in touch with evolving trends and expert industry insights.

All graduate courses require our students to use the eLibrary extensively to research theoretical

constructs and their application in the business environment. Beyond that, studies show that in today's competitive landscape, the ability to quickly gather credible, relevant information, such as that found in this database, is essential to securing one's professional future. Knowing how to use the eLibrary gives students that added edge, both academically and professionally, over their counterparts that might otherwise be equally capable.

Trivia Research Puzzlers

Test your eLibrary research skills! Where would you find this information?

Question #1: In what database at the NECB eLibrary would you find data on the Spanish Bingo Club market and what was the compound annual growth rate for this market during the period 2001-2005?

Question #2: In what database at the NECB eLibrary will you find hundreds of ranking lists including a list of the "World's Most Ethical Food and Beverage Companies" in 2011? Also, what is the fourth company on that list?

Answers can be found on page 4.



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Research Puzzler #1:

The Snapshot Series database provides thousands of market research reports on industries around the world. One such report is *Spain Bingo Clubs 2007*, and the compound annual growth rate for this market during the period 2001-2005 is given on page five as 2.5%.

Research Puzzler #2:

This ranking list is found in the Business and Company Resource Center database. The fourth company on the list for 2011 is Stonyfield Farm Inc.

*The eLibrary Newsletter is
written and produced by:*

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NECB Librarian

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NECB SVP of Student Services

Tips for Students

The NECB eLibrary contains invaluable resources that will assist you with your assignments. It will be well worth your time to explore its many offerings. To get you started this is how it is organized:

Databases – There are over 35! These databases are grouped under the headings of either “General Education Resources” or “Business Resources” so that you can more easily identify the databases that will best suit your needs. If you mouseover any one of these titles such as “Contemporary Literary Criticism” a popup will appear that concisely describes the type of content that can be found in these databases.

Virtual Reference Shelf – Are you looking for an online dictionary, almanac, thesaurus, or encyclopedia? This is the place to visit! Do you need some statistics for

your paper? Check out *Statistical Abstract of the United States* – the best one-stop source for data on a wide range of topics.

APA Citation Guides – In the eLibrary there are excellent reference guides that provide clear and concise instructions on how to properly cite using APA citation styles. They are produced by EasyBib in PDF format. Please print them out – it will make the task of citing substantially easier.

Subject Guides – There are 22 guides created by the NECB librarian covering subjects taught at the college. Each subject guide contains a list of databases recommended for research in the subject as well as a selected list of web resources.

Reference Assistance – Located in the “Student Resources” section of the eLibrary website, you will find the Ask a Librarian Express online librarian

service. Ask a Librarian offers reference assistance, 7 days a week, 24 hours a day, from experienced reference librarians who can help you with your research needs. NECB pays for this student service, so there is no cost to chat with an online librarian. Just go to the Student Resources section of the NECB eLibrary and click on “Ask a Librarian Express.”

If you’re still stuck with your research and you aren’t able to get the assistance you need from the online librarian service, reference assistance is available from the NECB Librarian, Jeff Cronin. He will attempt to respond to your questions as quickly as possible. To contact the NECB Librarian, send an email inquiry with your name, the name of your course, your instructor’s name, and your specific question to: librarian@necb.edu.

About New England College of Business and Finance...

New England College of Business and Finance (NECB) is committed to educating students interested in careers in business or finance by providing a high quality, well designed and fully

supported online learning environment. The College offers opportunities for degrees at the Associate’s, Bachelor’s and Master’s levels. We also offer opportunities for continuing education as

well as certificates in a variety of areas. To learn more about the College and our unique online learning courses and degree programs, please visit our website at www.necb.edu.