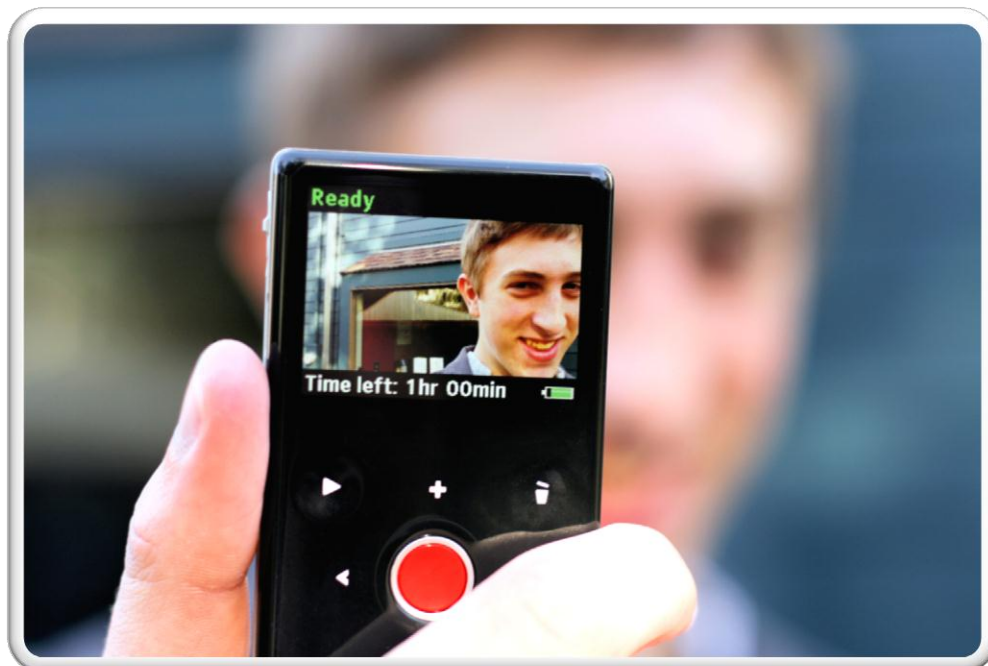


## Highlights:

- Introducing the new NECB eLibrary Award
- NECB adds four new databases offering a wealth of resources
- Self-Plagiarism: What is it and how can you avoid it?



## Inside this issue:

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**Want to win a Flip Video Camera? Do you have an awesome research paper? Submit your research project for consideration for the eLibrary Award for Research.**

## The NECB eLibrary Award for Research!

The NECB Library Committee is pleased to announce the creation of the annual NECB eLibrary Award for Research.

The purpose of this award is to recognize and honor outstanding research projects produced by undergraduate and graduate students that incorporate the use of library resources at NECB.

We hope that this award will encourage more and better use of the eLibrary resources and collections, to advance Information

Literacy at NECB, and to promote academic excellence at the College.

This competition is open to ASBA, BSBA, and students enrolled in graduate degree programs who, at Commencement in June, will have completed half of their degree credits. Three awards will be given with one each to ASBA, BSBA, and graduate students.

While not required, award winners will be encouraged to attend the NECB Commencement on

June 4<sup>th</sup> where winners will each receive a Flip UltraHD Video Camera. Award papers will be posted at the eLibrary as examples of the best research at the College.

We strongly encourage you to consider submitting a paper for consideration. The application and complete details regarding the award are available at the NECB eLibrary.

If you have any questions, please feel free to contact the NECB Librarian, Jeff Cronin, at [Jeff.Cronin@necb.edu](mailto:Jeff.Cronin@necb.edu).



## With the New Year comes 4 Great New Databases!

The eLibrary is pleased to announce the addition of several terrific new databases available to the NECB community 24/7.

These include:

**EBSCO Business Source Premier** – an outstanding database designed specifically for business schools and libraries. Business Source Premier provides comprehensive coverage in all disciplines of business, including marketing, management, MIS, POM, accounting, banking, finance, etc. This resource provides full text access to nearly 7,800 scholarly business journals and other sources, including trade journals and general business magazines, country economic reports, industry reports and yearbooks, market research reports,

company profiles and SWOT analyses. Major business periodicals that are full-text in this database include *Fortune*, *Forbes*, *Business Week*, *Harvard Business Review* (back to 1922!) and *Journal of Marketing* (back to 1936).

**Regional Business News** - Regional Business News provides comprehensive full text for more than 80 regional US and Canadian business publications.

**ProQuest Central** – Another terrific database! This is a huge multidisciplinary database providing full-text access to more than 10,000 titles! ProQuest Central provides access to millions of full text articles from thousands of scholarly journals, 880 full text U.S., Canadian and international newspapers

including *The Wall Street Journal* and *Los Angeles Times*, over 34,200 full text dissertations in the areas of business, psychology, physical sciences, health, education and more. Lastly, it contains nearly 9,000 market reports across 43 industries in 40 countries, spanning the UK, Western Europe, Eastern Europe, Asia Pacific, North America, and Latin America. The breadth of subjects covered by ProQuest Central is very wide and can be used in any course that you take at NECB. Check it out!!

**NBC Learn Videos** - This is an exciting new resource from NBC that provides fascinating material from the NBC News Archives. This database gives the NECB community access to over 10,000 historic news clips, mini documentaries, primary source documents and images.



### ProQuest Central

Want to learn more?

View this ProQuest Central tutorial to learn the basics of searching this database:

[http://www.proquest.com/assets/media/products/ABI\\_Training\\_Module1.htm](http://www.proquest.com/assets/media/products/ABI_Training_Module1.htm)



### NBC Learn Video Database

Want to learn more?

To access NBC Learn, go to:

<http://www.nbclearn.com/login/nesob.html>

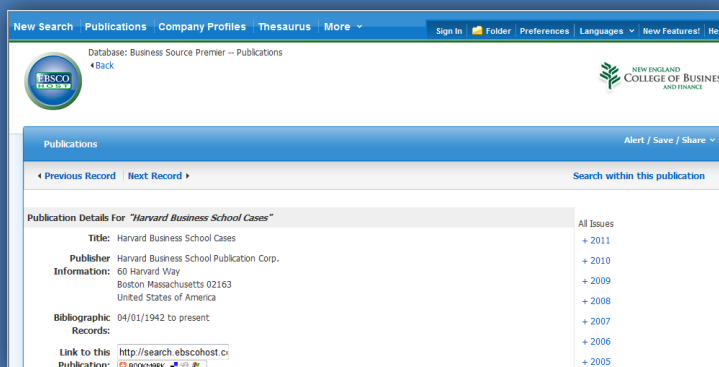
### Business Source Premier

Have questions? Want to learn more?

Go to these websites to watch tutorials that explain how to search in the EBSCO Business Source Premier database:

<http://www.blip.tv/file/541262#>

<http://www.blip.tv/file/541181#>



## Self-Plagiarism: What is it and why should you care?

The NECB Community is committed to maintaining the highest standards of academic honesty among its members. For that reason, the College recently amended the Academic Honesty Policy that all students are expected to follow so as to address the issue of “self-plagiarism.”

The amended policy states: “Self Plagiarism’ or submitting one’s own work to more than one course is absolutely prohibited by NECB.

NECB does not allow a student to turn in the same assignment to more than

one course without prior explicit written permission from the instructor of the second course.

The reason for this is that a grade and credit for completed work has already been previously received in a course. If a student submits work to a second course, the student is expecting to receive credit twice for a previously submitted assignment.

In addition, a student is not allowed to submit work that has been completed in collaboration with someone else without prior explicit permission from

the instructor. (This excludes ‘group work’ within a course as part of the course requirements.) Failure to properly cite resources may result in a referral from the instructor to the Vice-President of Academic Affairs.

The outcome of this action may involve academic and disciplinary sanctions, which could include but not be limited to such penalties as receiving no credit for the assignment in question, receiving no credit for the related course or suspension or dismissal from NECB.”

## Meet the NECB Dean of Academic Affairs

Dr. Christian Brocato, Dean of Academic Affairs at NECB, was the first full-time faculty member to be hired in the history of NECB. He is a full Professor and also the Chair of General Education. Christian has an extensive background in higher education, having taught at several different colleges and universities in several disciplines and also worked as a higher education consultant.

He has a passion for education at all levels and is particularly committed to the adult learner. He strongly supports the development of critical thinking skills that are transferable from the

online classroom to every facet of one’s life.

Christian was instrumental in assisting the College in its application and approval of the BSBA, the MBE and MSF programs. He continues to support the College in developing courses such as Critical Thinking, Art History and Logic for Managers

As an academic at heart (his doctoral dissertation at the University of Minnesota was 801 pages in length), Christian is committed to high standards of quality research and writing. He is WOW’d by the College’s eLibrary and is amazed at the databases that are just a click away. He has a particular

fondness for the ProQuest database and is amazed at the new databases that have been added by the College’s outstanding librarian, Jeff Cronin, for whom Christian has great respect.

Every course that Christian has designed has a research paper or project in it, an indication of his commitment that NECB students learn how to effectively utilize the College’s eLibrary resources. He strongly believes that the College’s eLibrary has what students and faculty need to do qualitative research in support of outstanding papers, presentations and projects at every level whether undergraduate or graduate.

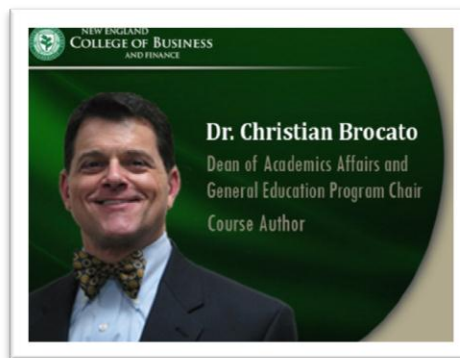
## Trivia Research Puzzlers

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

**Question #1:** You need to find a SWOT analysis for the Polo Ralph Lauren Corporation. What database at the NECB eLibrary would you use to find this?

**Question #2:** Given the title of a newspaper article, “Absolute Yoga stretches overseas to build brand,” which was published in *The Bangkok Post* on September 9, 2010, can you tell us the author of this article and in which database you would locate this information?

Answers can be found on page 4.



Dr. Christian Brocato  
Dean of Academic Affairs

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Research Puzzler #1  
Answer: *Business Source Premier* provides a 9-page SWOT analysis published in October 2010 by Datamonitor, a leading business information company specializing in industry analysis. (There are also hundreds of other companies with SWOT analyses in this database).

Research Puzzler #2  
Answer: The author is Prapasari Vasuherin and the database is ProQuest, which provides full-text access to *The Bangkok Post* back to 1997.

The eLibrary Newsletter is  
written and produced by:

Jeff Cronin  
NECB Librarian

Paula Bramante  
NECB VP of eLearning

## 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](mailto: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](http://www.necb.edu).