Library Workshop
Welcome!
What we are talking about:

• Library facts
• How to search our print content online (OPAC)
• How to access and search e-content
• Questions?
Library Facts:

• Reference library – books can be used in the library - and should mostly stay there

• Loans:
  o Undergraduates & MScs:
    Weekend loan (= Friday to Monday!)
    1 Week loan for BBAs & BScs writing their theses, all MScs

  o MBAs
    4 Weeks
Library

- Reading room (sometimes used for lectures)
- Book room
- Copy machine = printer = scanner (Student ID)
- 5 PC stations
- Books
- eResources
- Librarians
Opening Hours

• Monday to Thursday
  9 A. M. - 6 P. M.

• Friday
  9 A. M. – 5 P. M.

Holidays: Shorter opening hours or closed –
please check our website, the facebook community group or
just give us a call!

01/320 35 55 - 180
Some rules...

• Please do...
  ... turn off your phone
  ... speak in a low voice and avoid any unnecessary noise

• Please do NOT...
  ... eat or drink in the library
  ... damage books
Librarians

• We are here to help you find the materials you are looking for (books and online materials)

• Book a librarian: Email to library@modul.ac.at and we can deal with your individual request
How to find the books you need:

- Search for Books Available at the Library
  - MU Library Online Catalog

Search for Electronic Resources
- EBSCOhost (business database ESI - partly with fulltext)
- ScienceDirect (e-journal platform, over 800 journals subscribed)
Online catalogue

Further Information
- About the library

Electronic Resources
- EBSCOhost (business database BSP - partly with fulltext)
- Science Direct (e-journal platform, over 800 journals subscribed)
- Tourism Economics (2005 - present)
- UNWTO e-library (World Tourism Organization publications in fulltext)
- SAGE journals: Cornell Hospitality Quarterly and Journal of Travel Research

You will have direct access to subscribed resources on campus. If you want to access from home, please follow the instructions for setting up a VPN-connection. You find them on your Modul Intranet under "My Download Area" or "MBA Downloads".

Other useful catalogues
- Vienna University of Economics and Business
- Vienna University
- Austrian Library Network
- TU Wien
Easy Search

1. Internet marketing for your tourism business: proven techniques for promoting tourist-based businesses over the internet
   Sweeney, Susan, 1955-
   Gulf Breeze, FL : Maximum Press 2000
   Available at Modul University Vienna

2. Marketing to the social web: how digital customer communities build your business
   Weber, Larry
   Available at Modul University Vienna

3. Successful web marketing for the tourism and leisure sectors
   Briggs, Susan
   London : Kogan Page 2001
   Available at Modul University Vienna

4. Social media metrics: how to measure and optimize your marketing investment
   Sterne, Jim, 1955-
   Hoboken, NJ (u.a.) : Wiley 2010
   Available at Modul University Vienna

5. E-commerce: business, technology, society
   Laudon, Kenneth C., Traver, Carol Gans
   Multiple versions found
You found the book!

The number on the spine of the book.

The shelf where you can find the book.

Is the book actually in the library?
Check out the book

Now you can

• use the book in the library
• check out the book at the librarians‘ desk
• make a reservation in case the book is already taken out by someone else

➡️ for this you have to sign in to your account
Advanced Search

Boolean operators
Boolean Operators

Boolean logic is about relationships between entities:

- **AND** each citation contains ALL the search terms = less results
  (e.g. marketing AND management = hits include BOTH terms)
- **OR** you will find documents that contain AT LEAST ONE of the specified search terms = more results
  (e.g. marketing OR management = hits include either term)
- **NOT** you EXCLUDE terms from your search = less results
  (e.g. marketing NOT management = hits that include marketing only when it doesn’t include management)

Be careful what you exclude so you don’t lose valuable hits!
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<th>Title</th>
<th>Author(s)</th>
<th>Year</th>
<th>Type</th>
<th>Medium</th>
<th>Creation Date</th>
<th>Language</th>
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<td>MKTG: [a student-tested, faculty-approved approach to learning marketing]</td>
<td>Lamb, Charles W., 1944-</td>
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Sign in to your Account

User-ID: $YEM...
Password: [redacted]

User-ID: Your User-ID is the combination of signs, letters and numbers printed on the back of your Student ID (starting with $YEM).
Password: The password is identical to your User-ID. Please change your password after first logging in!
Other catalogues

- Vienna University of Economics and Business
- Vienna University
- Austrian Library Network
- TU Wien
Electronic content

• A few key terms
• Access to our electronic resources
• What these resources contain and how to search them
Bibliographical database

→ indexes and contains references to original sources of information
Google (scholar)

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.
E-journal

➔ A digital version of a print journal, or a journal-like like electronic publication with no print counterpart made available via the Web
Access to all of MU’s electronic resources:

• Links on Library homepage
Access to all of MU‘s electronic resources:

• Links on Library homepage
• On Campus (no need to log in)
• For the databases: via VPN-connection from home (see “my download area“ on the intranet for details)
EBSCO host – Business Source Premier

EBSCO Business Source Premier is a business database that includes bibliographical data, full-text articles, market studies, reports on countries, companies, and sectors. It also includes SWOT Analyses.
EBSCO host – Business Source Premier

You can register and save queries so you only have to do them once. Next time you can use the permalink and get an up-todate version with new results.
ScienceDirect

• SD is platform of peer-reviewed scholarly literature containing material of only one publisher, Elsevier.

• You can use it to either get the full text articles from Journals we have subscribed or are published in Open Access Journals but also as reference to see what other articles might be interesting.
UNWTO Elibrary

The UNWTO Elibrary is an online service from the World Tourism Organization (UNWTO) with a broad coverage of tourism and related subject areas.
The subject areas include, among other, ecotourism, sustainable development, finance and investment, risk and crisis management, market research, tourism statistics and poverty alleviation. The UNWTO Elibrary contains books, journals and statistical reports by country and by indicator.
Questions?

• Should you need any help with searching for electronic content, using the OPAC or finding resources for your essays, please don't hesitate to contact your library team!
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Thank you for your attention!