

ITM102 - ASSIGNMENT SEARCH STRATEGIES

The following search strategies can be used to locate articles and reports related to the topics covered in the eight assignment questions. Most of sources can be accessed by:

- Logging in to your my Ryerson account
- Selecting the **my library** tab
- Selecting the **Library Home Page** from the **Ryerson Library Hot Links**
- Selecting the **Articles** option
- Selecting the **Databases by Name A-Z** option

1) How could RFID technology be used by retail companies to save money and provide better customer service. Consider all of the costs and benefits, both tangible and intangible. (A tangible benefit could be, for example, one less employee at \$20,000 per year cost. An intangible benefit is more satisfied customers.) You should first in a few words explain what RFID technology is.

SOURCE: **Library Catalogue - E-Books**

Getting started with RFID 2012 (e-book)

<http://catalogue.library.ryerson.ca/record=b2415317~S0>

RFID handbook 2010 (e-book)

<http://catalogue.library.ryerson.ca/record=b2122242~S0>

RFID systems: research trends and challenges 2010 (e-book)

<http://catalogue.library.ryerson.ca/record=b2372165~S0>

SOURCE: ***Proquest Business Collection***

Search Terms: ti(rfid) AND ti((costs OR benefits)) AND retail* NOT "wire feeds"

su(radio frequency identification) AND ti(retail*) NOT "wire feeds"

(rfid AND retail*) AND "customer service" NOT "wire feeds"

ti(rfid AND retail*) AND ("cost reduction" OR savings) NOT "wire feeds"

To limit search results: Check off **Full Text** and/or **Peer Reviewed**

SOURCE: ***Business Source Elite***

Search Terms: rfid AND retail*

retail* and rfid and "customer service"

To limit search results: Check off **Full Text** and/or **Scholarly (Peer Reviewed) Journals** under **Search Options - Limit Your Results**

SOURCE: *Computer Source*

Search Terms: rfid AND retail*

To limit search results: Check off **Full Text** and/or **Scholarly (Peer Reviewed) Journals** under **Search Options - Limit Your Results**

SOURCE: **Business Insights Essentials**

Select the Advance Search Option

Search Terms: rfid and retail

Before running the search, check off **Peer Reviewed** and **Full Text Only** under **Select Limiters**

SOURCE: *Google*

Search Terms: retail rfid filetype:pdf site:.edu

retail rfid filetype:pdf site:.org

retail rfid "customer service" filetype:pdf

retail rfid savings OR "cost reduction" filetype:pdf

2) Our province has spent well over \$1 billion on eHealth – attempting to computerize all of the health information about Ontario citizens and much more. Explain more specifically what would be computerized, how doctors, nurses and hospitals would use the information, what needs to be done before it will work, the tangible benefits and the intangible benefits. You should perhaps search other countries that have succeeded with E-Health. Perhaps subscribe to the Ontario eHealth Newsletter (free) to learn more. Comment on the success to date of the over \$1 billion spent.

SOURCE: *Library Catalogue - E-Books*

E-health technologies and improving patient safety: exploring organizational factors 2013 (e-book)

<http://catalogue.library.ryerson.ca/record=b2389394~S0>

Critical Issues for the Development of Sustainable E-health Solutions 2012 (e-book)

<http://catalogue.library.ryerson.ca/record=b2334596~S0>

SOURCE: *Web Sites & Web-Based Reports*

Ontario's Electronic Health Records Initiative - Auditor General of Ontario's Report 2009

http://www.auditor.on.ca/en/reports_en/ehealth_en.pdf

Canada Health Infoway

<https://www.infoway-inforoute.ca>

The emerging benefits of electronic medical record use in community-based care: Executive Summary

https://www.infoway-inforoute.ca/index.php/resources/reports/benefits-evaluation/doc_download/1396-the-emerging-benefits-of-electronic-medical-record-use-in-community-based-care-executive-summary

The emerging benefits of electronic medical record use in community-based care: Full Report

https://www.infoway-inforoute.ca/index.php/resources/reports/benefits-evaluation/doc_download/1395-the-emerging-benefits-of-electronic-medical-record-use-in-community-based-care-full-report

SOURCE: **Google**

Search Terms: e-health site:.on.ca

e-health site:.on.ca filetype:pdf

global e-health filetype:pdf

SOURCE: **Proquest Business Collections**

Search Terms: ti("medical records" OR "patient records") AND (electronic or technology)

To limit search results: Check off **Full Text** and/or **Peer Reviewed**

SOURCE: *CBCA Complete*****

Search Terms: ti(ehealth) AND ti(ontario)

ehealth and Ontario

To limit search results: Check off **Full Text** and/or **Peer Reviewed**

Source: *Proquest Research Library*****

Search Terms: ti(e-health) AND (medical records)

"medical records" and applications

To limit search results: Check off **Full Text** and/or **Peer Reviewed**

3) Outsourcing is a controversial concept that creates much anger in the employees being outsourced. Discuss the pros and cons of outsourcing. Should governments intervene and make it illegal? Or discourage it through tax incentives? Should Canadian companies embrace it or avoid it? If your company was considering outsourcing what would you need to know before you committed to it?

SOURCE: *Library Catalogue – E-Books*

Information systems outsourcing: enduring themes, global challenges, and process opportunities
<http://catalogue.library.ryerson.ca/record=b2051911~S0>

Canadian policy responses to offshore outsourcing 2009 (e-book)
<http://catalogue.library.ryerson.ca/record=b2031346~S0>

Outsourcing and offshoring in Canada 2008 (e-book)
<http://catalogue.library.ryerson.ca/record=b1831059~S0>

The outsourcing enterprise: from cost management to collaborative innovation 2011 (e-book)
<http://catalogue.library.ryerson.ca/record=b2371728~S0>

SOURCE: *Web-based Reports*

IT Offshore Outsourcing Practices in Canada - Public Policy Forum
http://www.ppforum.ca/sites/default/files/it_outsourcing.pdf

Basic Trends in Outsourcing and Offshoring in Canada
<http://www.statcan.gc.ca/pub/11-624-m/11-624-m2008020-eng.pdf>

Outsourcing and Offshoring in Canada
http://publications.gc.ca/collections/collection_2008/statcan/11F0027M/11F0027MIE2008055.pdf

Policy Responses to the New Offshoring: Think Globally, Invest Locally
http://homes.chass.utoronto.ca/~trefler/Outsourcing_Final_TeX.pdf

SOURCE: *Proquest Business Collection*

Search Terms: ti(outsourcing and (advantages or benefits))

ti(outsourcing AND (disadvantages OR risks))

ti(outsourcing AND (pros OR cons))

To limit search results: Check off **Full Text** and/or **Peer Reviewed**

SOURCE: *Business Source Elite*

Search Terms: TI outsourcing AND TI (advantages or benefits)

TI outsourcing AND TI (disadvantages or risks)

To limit search results: Check off **Full Text** and/or **Scholarly (Peer Reviewed) Journals** under **Search Options - Limit Your Results**

SOURCE: *Google*

outsourcing "government policy" OR "public policy" Canada

outsourcing "government policy" OR "public policy" Canada filetype:pdf

4) Some products and services are easy to sell on the Internet and some are very difficult. List those product groups that sell easily and those that sell not so easily on the internet. Explain why. What are the costs and savings involved in selling your company's products on the internet as compared to selling them in a retail store or via telephone. Should a company sell on both the internet and in a retail store? Why or why not? Describe an effective sales website. What should it include? How should it be laid out? Give example links to websites you have visited and critiqued.

SOURCE: *Library Catalogue – E-Books*

Starting an online business all-in-one for dummies 2012 (e-book)

<http://catalogue.library.ryerson.ca/record=b2414975~S0>

Net profit how to succeed in digital business / David Soskin. 2010 (e-book)

<http://catalogue.library.ryerson.ca/record=b2122352~S0>

E-retailing / Charles Dennis, Tino Fenech, and Bill Merrilees. 2004 (e-book)

<http://catalogue.library.ryerson.ca/record=b1869668~S0>

A practical guide to planning for E-business success: how to E-enable your enterprise 2002 (e-book)

<http://catalogue.library.ryerson.ca/record=b2046235~S0>

SOURCE: *Proquest Business Collection*

Search Terms: ti(clicks AND bricks) AND (sales or selling or retail)

ti("online sales" OR "online selling" OR e-tailing) AND (success or failure) NOT "wire feeds"

ti(e-commerce OR "electronic commerce") AND ("web site design" OR "website design")
NOT "wire feeds"

SOURCE: *Business Source Elite*

Search Terms: TI bricks and clicks

("online sales" OR "online selling") AND (success or failure)

(("online sales" OR "online selling")) AND "web site design" or" website design"

To limit search results: Check off **Full Text** and/or **Scholarly (Peer Reviewed) Journals** under **Search Options - Limit Your Results**

5. Companies need to be aware of privacy issues when using information systems to connect to their customers. Your boss thinks it would be a good idea to put a Facebook “Like” button on your company’s web page, so your customers can show their friends that they like your products. Explain to your boss the advantages and disadvantages of doing this, making reference to Facebook’s data use policy (http://www.facebook.com/full_data_use_policy).

SOURCE: *Library Catalogue*

Facebook marketing [electronic resource]: leveraging Facebook for your marketing campaigns /
Brian Carter, Justin Levy.
<http://catalogue.library.ryerson.ca/record=b2414106~S0>

The f-commerce handbook [electronic resource] : 10 secrets for unlocking the sales potential
of Facebook / Paul Marsden, Paul Chaney.
<http://catalogue.library.ryerson.ca/record=b2416895~S0>

Privacy and disclosure on Facebook [electronic resource] : youth and adult's information
disclosure and perceptions of privacy risks
<http://catalogue.library.ryerson.ca/record=b2051175~S0>

SOURCE: *Proquest Business Collection*

Search Terms: facebook AND "like button"

facebook AND "like button" AND (advantages or disadvantages)

facebook AND "like button" AND (issues OR concerns)

SOURCE: *Proquest Research Library*

Search Terms: facebook AND "like button"

facebook AND "like button" AND privacy

SOURCE: *Academic Search Premier*

Search Terms: facebook and "like button"

6. Your company wants to enable your customers to search for information on your products using their mobile phones. Compare the advantages and disadvantages of i) developing an app for each mobile operating system (iOS, Android, Blackberry etc.) or ii) developing an HTML5 web site accessible by any web browser.

SOURCE: *Business Source Elite*

"mobile device applications" and html5

SOURCE: *Proquest Business Collection*

html5 AND "native apps"

html5 AND "native apps" AND (comparison or versus)

html5 AND "native apps" AND (advantages OR disadvantages)

SOURCE: *Computer Source*

(native applications) and html5

SOURCE: *Google*

html5 versus "mobile device" applications OR app

html5 versus "mobile device" applications OR app filetype:pdf

html5 comparison "mobile device" applications OR app

html5 comparison "mobile device" applications OR app filetype:pdf

"html5 versus native apps"

html5 versus native apps site:.edu filetype:pdf

7) How can a business make use of Web 2.0 and social media to improve their market image and sales? What specific technologies and strategies can be employed, how, and to what effect? Will a Web 2.0 or social media strategy today be effecting, say, a year from now? How can a company keep up with the rapidly changing technological and strategic environment?

SOURCE: *Library Catalogue – E-Books*

The social media MBA: your competitive edge in social media strategy development & delivery 2012 (e-book)

<http://catalogue.library.ryerson.ca/record=b2123599~S0>

The social media bible: tactics, tools, and strategies for business success 2010 (e-book)

<http://catalogue.library.ryerson.ca/record=b2122632~S0>

The social commerce handbook: 20 secrets for turning social media into social sales 2013 (e-book)

<http://catalogue.library.ryerson.ca/record=b2416887~S0>

SOURCE: *Proquest Business Collection*

Search Terms: ti("social media" or "web 2.0") AND ti(sales or marketing) NOT "wire feeds"

ti("social media" OR "web 2.0") AND ti(sales OR marketing or brand* or image) NOT "wire feeds"

ti("web 2.0" OR "social media") AND (blogs OR chats OR wikis OR twitter or podcasts OR or facebook or tools) NOT "wire feeds" AND (customers OR consumers) AND (marketing OR sales)

To limit search results: Check off **Full Text** and/or **Peer Reviewed**

SOURCE: *Business Source Elite*

Search Terms: TI ("social media" or "web 2.0") AND TI (brand or image or sales or marketing)

("web 2.0" or "social media") AND (marketing or sales or brand*) AND (approaches or technologies or applications)

("web 2.0" or "social media") AND (tools or strategy or applications) AND (consumers or customers)

To limit search results: Check off **Full Text** and/or **Scholarly (Peer Reviewed) Journals** under **Search Options - Limit Your Results**

8) ERP (Enterprise Resource Planning) has been adopted by some companies and rejected by many others. Describe it and explain why it has limited popularity. The SAP website and others may be of help to you. What research would you do before recommending it to your company? What are the costs and benefits of ERP? Discuss and critique two ERP company websites. Why are they impressive? Why are they confusing?

SOURCE: *FAITS – Faulkner ‘s Advisory for IT Studies*

Search Terms: erp

SOURCE: *Business Source Elite*

Search Terms: "enterprise resource planning" AND "business case"

TI "enterprise resource planning" AND (risks or benefits)

To limit search results: Check off **Full Text** and/or **Scholarly (Peer Reviewed) Journals** under **Search Options - Limit Your Results**

SOURCE: *Proquest Business Collection*

Search Terms: ti(erp OR "enterprise resource planning") AND ti(adopt* or reject*)

ti("enterprise resource planning") AND "business case"

ti("enterprise resource planning") AND (cost or benefit or risk)

To limit search results: Check off **Full Text** and/or **Peer Reviewed**

SOURCE: *Scholars Portal Journals*

Search Terms: "enterprise resource planning" and "business case"

Type "enterprise resource planning" in the search box then click **Add Rows**, type risks or benefits in the second box and click **Search**

SOURCE: *Google*

Search Terms: "enterprise resource planning" costs benefits filetype:pdf site:.org

"enterprise resource planning" costs benefits filetype:pdf site:.edu

"enterprise resource planning" "business case" filetype:pdf

9) 30 years ago, there was much air travel in order for business associates to meet. It was expensive and disruptive to the traveler. And there was much less global business. Describe all of the technologies that allow business to effectively discuss and analyze issues while at their desk, even though they are miles apart. Information and ideas can be brought forward to colleagues next door or around the world using what hardware and software products– you list them, describe them, state their cost and discuss their pros and cons.

SOURCE: *Library Catalogue – E-Books*

Managing virtual teams / Debbie D. DuFrene and Carol M. Lehman. 2012 (e-book)

<http://catalogue.library.ryerson.ca/record=b2363357~S0>

SOURCE: **Web Sites & Web-Based Reports**

Wainhouse Research

<http://www.wainhouse.com>

Wainhouse Whitepapers – See 2013 and archived papers
<http://www.wainhouse.com/white-papers.php?sec=66>

SOURCE: *Proquest Business Collection*

Search Terms: ti(meetings AND (technology OR electronic OR internet OR web OR virtual OR online))
NOT "wire feeds"

"virtual collaboration" NOT "wire feeds"

"collaborative technologies" NOT "wire feeds"

To limit search results: Check off **Full Text** and/or **Peer Reviewed**

SOURCE: *Business Source Elite*

Search Terms: "virtual collaboration" or "virtual meetings"

"collaborative technologies"

To limit search results: Check off **Full Text** and/or **Scholarly (Peer Reviewed) Journals** under **Search Options - Limit Your Results**

SOURCE: *Google*

Search Terms: "virtual meetings" OR "online meetings" filetype:pdf site:.edu

"virtual meetings" OR "online meetings" filetype:pdf site:.org

10) Discuss what happens when the Programmer/Analyst interacts with the user. For example, you, as a user, could someday be in charge of designing a website for your company and be given a programmer to program it. Why is there so often a failure in communication? What can be done to improve on it? What will you do as a user designing your company's website when communicating with the programmer?

Source: *Web Sites & Web-Based Reports*

Website Development: A study of the communication and decision-making process associated with developing an effective website with in a complex corporate structure (Masters Theses Gonzaga University) 2011

http://web02.gonzaga.edu/comltheses/proquestftp/Hebert_gonzaga_0736M_10085.pdf

A human factors analysis of the interpersonal communication effectiveness of programmer analysts
<http://ezproxy.lib.ryerson.ca/login?url=http://search.proquest.com/docview/303939233?accountid=13631>

SOURCE: *Proquest Business Collection*

Search Terms: "software development" AND communication

"interpersonal communication" AND techies

"interpersonal communication" AND "technical personnel"

SOURCE: *Business Source Elite*

Search Terms: programmer AND user AND (communication or interaction)

programmer AND (end-user or client) AND (interaction or communication)

(developer or analyst) AND (end-user or client) AND (interaction or communication)