

Managing Journal Articles

About

This document explains how to find, manage and organise journal articles. The activities here use Google Scholar, Mendeley and various journal home pages (specifically based on Marketing and Retail examples).

How Journals are organised

Each journal is typically offered individually through a publisher website or through a search site which collates entries from various journals into one place.

Example: The International Journal of Retail & Distribution Management (figure 1), like most journals offers articles organised by date and journal. Full text for all issues and a table of contents for the most current



Figure 1

issue are available. Text is normally available through a downloadable PDF or through HTML.

Most researchers use journal articles in PDF form, as it more closely reproduces the printed article.

Older journals may only have a certain proportion of recent articles digitised – this is typically indicated on the site next to the older entries.

Rather than using each site individually, most researchers use sites such as EBSCO (figure 2 -<http://search.ebscohost.com>) or Google Scholar (figure 3 - <http://scholar.google.com>). These sites allow searching across thousands of journals simultaneously.



Figure 2



Figure 3

Access to articles

Each publisher charges for access to journals – educational institutions (in this case Kingston University), buy subscription plans which allow free access whilst using a computer on site, or through an authentication login page if accessed off campus. Look for the *Athens/Institutional* login link, which should redirect through to a Kingston University login page where you should use your KUID number and password (figure 4).

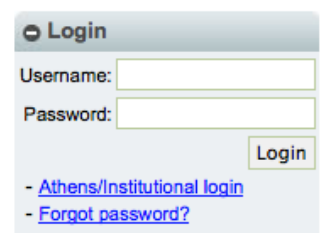


Figure 4

Not all journals (and not all articles) may be available through the institution subscription – if the article is not available for download the option to purchase the article will normally be displayed.

Finding articles of relevance

Most researchers have favourite journals that will be checked on a regular basis. The best way to pull this information in, is to look for an RSS feed on the most recent issues Table of Contents (for example figure 5). This can then be added to a specific tab on a Google customised homepage or RSS software (as discussed in *Creating a personalised homepage in iGoogle*).



Figure 5

Exercise

Create a tab called *Journals* on your *iGoogle* page (figure 6), then add feeds for the following journals (remember to look for the Table of Contents RSS feed for the *current* issue). Use Google search to find the journal and then look for the appropriate links:

- Journal of Retailing
- Journal of Marketing
- Journal of International Marketing
- International Journal of Retail and Distribution Management

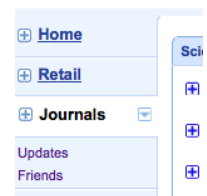


Figure 6

When completed the tab should look something like figure 7.



Figure 7



Figure 8

Google Scholar (figure 8) is a very useful resource for searching for articles on a particular subject. Unfortunately, RSS feeds are not available for result sets.

... retail branding (Table 2). We recog
retailers' pro- duct (the 'shop') has bei
the shop actually contains and the sta
[Cited by 57](#) - [Related articles](#) - [BL Din](#)

[CITATION] Lists come alive: eletrc
banking
[A Leyshon...](#) - [Economy and Society](#),
[Cited by 98](#) - [Related articles](#) - [BL Din](#)

[Create email alert](#)

Figure 9

An alternative to this is to use an *email alert*. At the bottom of the page, there will be a *create email alert* link and icon. Select this and emails containing links to recent articles containing the search term will be emailed on a regular basis.

Exercise: Create an email alert on a Google Scholar search term of your choice.

Managing your PDF collection

Tools are available for organising article PDFs – probably the most integrated one currently available is Mendeley (figure 10 –from <http://www.mendeley.com>). Mendeley offers the following features

- A cloud based online repository of your journal articles
- Software to read, organise and integrate with Office suites during writing
- iPad software for reading articles



Figure 10

Mendeley syncs articles between the three platforms, easing backing up, sharing and mobility. The service (and software) is free for the smallest plan which offers 1GB of online space.

Referencing

The built in referencing tools offered by Word are rather limited. Mendeley comes with add-ons for Word that allows citation insertion and automatic bibliography creation.

To use Mendeley you will need to

- Create a free Mendeley account via the Web site
- Download the client software (figure 11 - available for Windows and Macs)
- Install the Word plugin

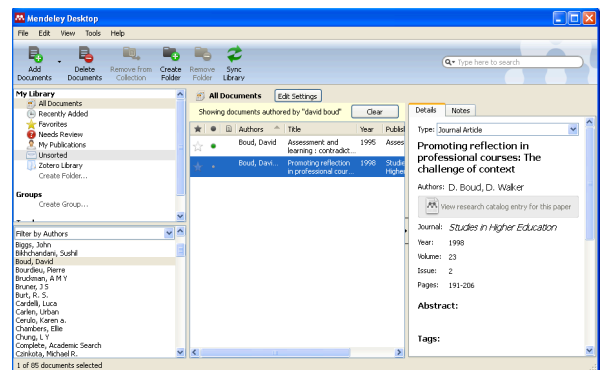


Figure 11

When PDF files are added to Mendeley, it will attempt to automatically generate the correct reference for the document (use the *Add Documents* icon). Details can be manually added if required.

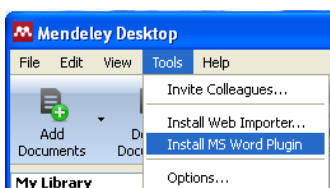


Figure 12

To use the reference library in Word, install the Mendeley add-ins using Tools – Install MS Word Plugin (Figure 12). In Word *Insert Citation* and *Insert Bibliography* will be available in the *Add-Ins* tab (Figure 13).

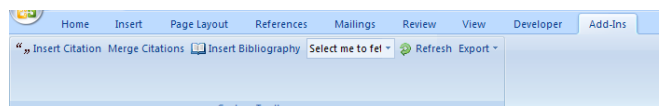


Figure 13

Here's an example citation about promoting reflection created from Mendeley using the *Insert Citation* button (Boud & Walker 1998). Here's the Bibliography (normally placed at the end of the document), automatically created by the *Insert Bibliography* button:

Boud, D. & Walker, D., 1998. Promoting reflection in professional courses: The challenge of context. *Studies in Higher Education*, 23(2), pp.191-206.

Remember that Journals (and institutions) have favoured citation styles, so insure that you use the appropriate one.