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The most popular guides

1. **Business and Management**
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   by Melanie Malan - Last Updated Sep 17, 2013
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This guide is to provide access to relevant business resources.

Welcome

This subject guide provides access to the Library's key resources relevant to the field of business and management.

Explore the different resources and contact your librarian if you need any assistance.

Daily Business News from Fin24

- Finweek gets new editor
- Want to work for FinMedia24?
- Settlement likely in plastic cartel case
- Law body worried by unskilled graduates
- Fin24 nabs online awards
- Concourt to hear wine estate appeal
This guide is to provide access to relevant business resources.

Subject Databases

Full text articles and references to articles on particular topics may be found using the subject databases.

- **SA ePublications**
  Covers mainly Southern Africa content

- **Business source Complete**
  Provides full text journals in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics.

- **ABI/Inform Complete**
  Business, Management and Trade - scholarly and trade journal articles, dissertations, market reports, industry reports, business cases and global and trade news

- **Emerald**
  Focus on Europe and the Commonwealth, including Africa

- **Sage Journals Online**
  International theory on the disciplines in business and management

Find course reading material/e-reserves

Find e-reserves (prescribed and recommended articles) for your module codes

Find course reading material
This guide is to provide access to relevant business resources.

Tips

Plagiarism is considered to be academic dishonesty. Use a reference management software tool to cite other author’s work.

If you need electronic access you can limit your search on the library catalogue to e-books.

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Research Methodology Books For Business Students

The library holds a number of books on research methodology. Search the library catalogue to look for more books.

Qualitative Methods in Business Research - Anne Kovalainen, Päivi Eriksson
ISBN: 9781412903172
Publication Date: 2008-03-30

Research Methods for Business - Uma Sekaran, Roger Bougie
ISBN: 9781119942252
Publication Date: 2013-04-08

Research Support Databases

- Sage Research Methods Online
- Web of Science
- Journal Citation Reports

Comments (0)

Books on the Research Process

- Books on writing your research proposal
- Books on Academic Writing
- Books on research ethics
- Books on Research Design
- Books on How To Publish Research
Welcome

This subject guide is aimed at the CEMS ODL flagship and will provide access to new articles on Open Distance Learning from the core ODL and education journals. The tabs represent the research areas of interest to the flagship.

Retrospective coverage from 2011 is being included and this guide will be updated as and when the latest issue of the journals are published.

Full-text access is limited to registered staff and students of Unisa.
Enhancing motivation in online courses with mobile communication tool support: A comparative study.

Mobile technologies have helped establish new channels of communication among learners and instructors, potentially providing greater access to course information, and promoting easier access to course activities and learner motivation in online learning environments. The paper compares motivation between groups of learners being taught through an online course based on an e-learning system with and without the support of mobile communication tools, respectively. These tools, which are implemented on a mobile phone, extend the use of the existing Moodle learning management system (LMS) under the guidance of a mobile communication tools framework. This framework is considered to be effective in promoting learner motivation and encouraging interaction between learners and instructors as well as among learner peers in online learning environments. A quasi-experimental research design was used to empirically investigate the influence of these tools on learner motivation using subjective assessment (for attention, relevance, confidence, satisfaction, and social ability) and objective assessment (for disengagement, engagement, and academic performance). The results indicate that the use of the tools was effective in improving learner motivation, especially in terms of the attention and engagement variables. Overall, there were statistically significant differences in subjective motivation, with a higher level achieved by experimental-group learners (supported by the tools) than control-group learners (unsupported by the tools).

Open education resources and mobile technology to narrow the learning divide

The potential use of mobile technology: enhancing accessibility and communication in a blended learning course

Mobile technology is increasingly being used to support blended learning beyond computer centres. It has been considered as a potential solution to the problem of a shortage of computers for accessing online learning materials (courseware) in a blended learning course. The purpose of the study was to establish how the use of mobile technology could enhance accessibility and communication in a blended learning course. Data were solicited from a purposive convenience sample of 36 students engaged in the blended learning course. The case study utilized a mixed-methods approach. An unstructured interview was conducted with the course lecturer and these data informed the design of the students’ semi-structured questionnaire. It was found that students with access to mobile technology had an increased opportunity to access courseware of the blended learning course. Mobile technology further enhanced student-to-student and student-to-lecturer communication by means of social networks. The study concludes that mobile technology has the potential to increase accessibility and communication in a blended learning course. Recommendations, limitations of the present study, and suggestions for future research were made.