Final Project

Business Communications

Fall 2006

Prof. Lazarovich
Broadening Academic Horizons
For Management Students at Wentworth

Prepared For:
David W. Farrington, Chair
Board of Trustees
Wentworth Institute of Technology

Submitted By:
Department of Management, Wentworth Institute of Technology
Matthew Norton, Management Academic Department Head
Jonathan Santos, Management Academic Co. Department Head

December 11, 2006
To: David W. Farrington, Chair Board of Trustees
From: Matthew Norton, Management Department Head  
        Jonathan Santos, Management Co. Department Head
Date: December 11, 2006
Re: Management resources in Alumni Library

Introduction

There’s a problem here at Wentworth. Wentworth has added the management program to its curriculum over the past few years and we feel it hasn’t been given much attention by administration. This situation is reflected by the availability of resources for management students in the Alumni Library.

We propose the addition of one on-line and one print resource for management students. The following report is an informative analysis of our research findings on potential periodicals for addition to the Alumni Library.

Our research consisted of many conversations with librarians concerning the need for more management resources. We were provided with a lot of feedback and information from the librarians to steer our research in the right direction. Most importantly we were given a list of management periodicals that the Alumni Library currently doesn’t carry. We used publication web sites and detailed descriptions of periodicals to narrow the list down to our eventual two selections. In addition we used internet queries to help with further research and publication information.

Summary of Findings

There are two periodicals that we know will benefit Wentworth’s business program. First, the Social Science Research Network; SSRN is an on-line database that provides scholarly articles and research reports in all social science
subject areas. Second, *MIS Quarterly*: MISQ is an extremely versatile print journal that covers a wide range of topics within the Information Systems field.

**Social Science Research Network**

The SSRN network provides you with a very robust, two part database:

- **Free Abstract Database:**
  - 136,700 scholarly articles
  - 106,900 downloadable documents

- **Fee-Based Journal Database:**
  - Blackwell
  - Oxford

The abstract database is further broken down into separate research areas. Management, Information Systems, and Entrepreneurship are the research networks pertinent to Wentworth’s business program that SSRN has to offer. These three networks cover each of the management concentrations at Wentworth. In addition to these, SSRN also offers:

- Economics
- Finance
- Legal scholarship
- Marketing
- Negotiations
- Social and environmental impact

Although Wentworth doesn’t offer majors in these areas it’s important to note these networks can still intellectually benefit students. Also, if Wentworth decides to expand the social science course offerings these databases will keep them a step ahead.

All of SSRN networks encourage open lines of communication between users and researchers. They publish detailed author contact information including email addresses for authors of each paper. Students will be encouraged to network with other prestigious institutions around the country. Some of SSRN’s top institutions include:

- Yale
- MIT
- NYU
This could even lead to student collaboration efforts. By just giving students opportunities like these you know you’re making a positive addition to the institution.

Besides the cost effectiveness of SSRN, they have won several excellence awards and have been an established and credible organization for more than ten years. By promoting the use of a website like SSRN you are also promoting the future success of management students at Wentworth.

**MIS Quarterly**

MIS Quarterly is a print publication that concentrates on Information Systems and new trends in the MIS Field. This magazine gives you a very readable style and layout which allows anybody, staff and students alike, to read it and learn something from it. It also has research notes which could aid in better research projects and presentations for students and staff. These are some of the features of MISQ:

- Open Forum
- Readable style and layout
- Recommended for academic institutions
- Relevant Information
- Competitive advantage

MISQ will offer students a real life view on Information Systems research efforts and problems. This publication gives students a company/organizational perspective to compliment textbook and classroom lectures and labs. Our students will have a competitive advantage with the addition of this periodical. They will already have an idea of how different leading companies put Information Systems into practice and how to better resolve I.S issues.

In addition to these benefits MISQ offers cost effective subscription rates. The rate for an institution or library is $150.00 per/year.

We feel MISQ is the perfect addition to the Alumni Library. A management journal focusing on information technology describes not only MISQ but Wentworth as well.
**Recommendations**

We as a team went through great lengths to find the best fit when it came to online and print periodicals. We came to our choices through extensive research and evaluation of current materials available in the Alumni Library. But we do also recommend that Wentworth invest money on installing more than one online and one print periodical, it would be very useful to the management program due to the infancy of the program. We feel that the addition of these periodicals won’t only benefit students currently in the management program. Prospective students visiting the school want to know that each major is as well rounded and just as important to the administration as any major available. It would also be extremely affordable; you would only have to spend a fraction of what you spend on materials for other majors due to the size of our program. I thank you for taking the time to listen to our oral presentations and for considering our findings. We look forward to your input, if you have any further questions or comments you can contact anytime us at our Wentworth office extension.

Sincerely,

Matthew Norton  
Management Department Head

Jonathan Santos  
Management Co. Department Head

**Appendices**

**PowerPoint Slides** *did not include transition slide or questions slide.*
Broadening Academic Horizons
For Wentworth’s Management Students

Matthew Norton, Jonathan Santos

Problem:

• Wentworth’s Alumni Library is need of:
  – 1 Online resource for Management students
  – 1 Print resource for Management students

Social Science Research Network

• SSRN consists of two parts:
  – Abstract Database
    • 136,700 scholarly papers
    • 106,900 downloadable documents
  – Fee Based Partner Publications
Social Science Research Network

• Specialized research networks:
  – Management
  – Information Systems
  – Entrepreneurship

Social Science Research Network

• Specialized research networks:
  – Economics
  – Finance
  – Legal Scholarship
  – Marketing
  – Negotiations
  – Social and Environmental Impact

Social Science Research Network

• SSRN network also provides:
  – Author-Researcher communication
  – Electronic delivery of papers
Social Science Research Network

• SSRN Top Institutions:
  – Yale
  – MIT
  – NYU

• Excellence Awards

Social Science Research Network

• Conclusions
  – Wide range of topics
    • WIT concentrations
    • Other social science areas
  – Lines of Communication
    • Author-Researcher communication
  – Reputation

MIS Quarterly

• General Information
  – Readable style and layout
  – Theory based articles
  – Research notes
MIS Quarterly

• Article Layout
  – Business Intelligence
  – IT Infrastructure
  – IT Management
  – Issues and Trends
  – Enterprise Systems

MIS Quarterly

• Subscription Information
  – Non-profit journal
  – Institution/Library $150.00
  – Students $75.00
  – Convenient payment methods

MIS Quarterly

• Conclusion
  – Open Forum
  – Competitive Advantage
  – Article Layout
Sources

1) www.misqe.org
2) www.ssrn.com
3) www.bpl.org
4) Wentworth Alumni Library