

STRATEGIC MANAGEMENT THROUGH STUDENT LENSES



Yusof Ismail



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STRATEGIC MANAGEMENT THROUGH STUDENT LENSES

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CHAPTER 8

ONLINE REFERENCES ON STRATEGIC MANAGEMENT

MUHAMMAD KHIDHIR BIN MD IDRIS
& YUSOF ISMAIL

Abstract

Can anyone ignore the presence of the Internet? Can anyone benefit from the sources of information on and about SM available through the Internet? Answers to this question are assessed by referring to the hits or results produced by a number of popular search engines. The chapter uses ratios as a standardized measure to compare the availability of potential materials on SM across selected search engines. The study also made an attempt to compare relatively availability of the potential materials available through the university subscribed online data bases and its own library's catalogues. With the comparative data collected and analyzed, the reader of this university (IIUM) in particular is able to have a fairly good idea when to use which source of reference.

Introduction

There are a variety of information sources available to students to study a course. Print books are a familiar source. However, in recent years the on-line alternative is gaining popularity as an alternative or supplementary source of knowledge. From all-access Wikipedia up till secured access online education website, students of strategy can access information anytime, anywhere.

Methodology

The study is based on analysis of hits or search results gathered through Internet via three major sources, namely Google.com, IIUM subscribed data base (i.e., EBSCOhost) and IIUM Library Catalogue. The search terms are provided by the course instructor. All terms are then copied onto the "search" sections of every site. All hits, results or counts are recorded into tables, and then ratios calculated. The results are then evaluated. All searches are carried out within the acceptable time frames.

Initial searches are done on 31st December 2011, 2.00 a.m. – 5. a.m. Malaysian Time in Gombak, Kuala Lumpur, Malaysia. Additional searches are done on 10th January 2012, 6.00 p.m – 8.30 p.m. Initial searches include Google.com and IIUM Library: EBSCOhost. The additional search only includes IIUM Library Catalogue.

IIUM Library is chosen as a base for the research so that its results can be compared with the other two sources of information. The author decided to focus only on IIUM when he failed to access successfully on-line catalogues other university libraries.