

# Learning to Liaise

## Using citation analysis to inform collection development, reference, and liaison practice

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AUBURN UNIVERSITY

LIBRARIES

### The Problem

As a brand new librarian and liaison to the Harbert College of Business (HCOB), I needed to quickly learn about my faculty's research activity and the library's journal collection. A citation analysis was adapted from similar studies\* to answer the following questions, among others:

- Where are HCOB faculty publishing?
- What are they citing?
- Who is citing them?

### Project Goals

Gather quantitative evidence to support collection development decisions



Gain a better understanding of business research outlets and publishing behavior



Improved Liaison Practice

### Procedure

- 1 Find all HCOB-authored articles published between 2014 and 2018
- 2 Gather bibliographic details about each HCOB-authored article
- 3 Download Cited References and Citing Articles for HCOB-authored articles
- 4 Analyze results

### HCOB Publications by the Numbers

(Total # / Unique Journal Titles)

273 / 151

HCOB-authored articles

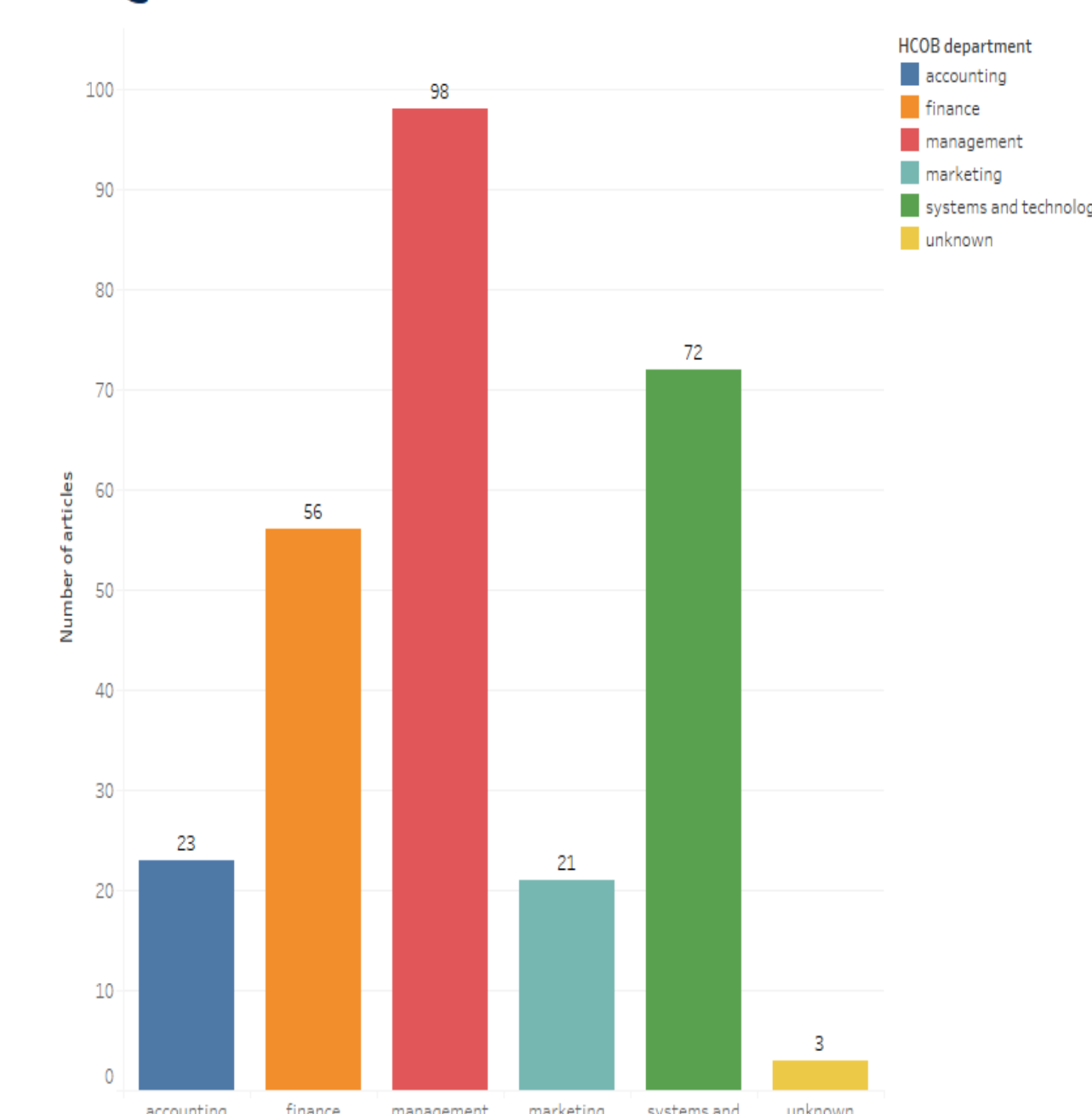
16430 / 3615

Cited References

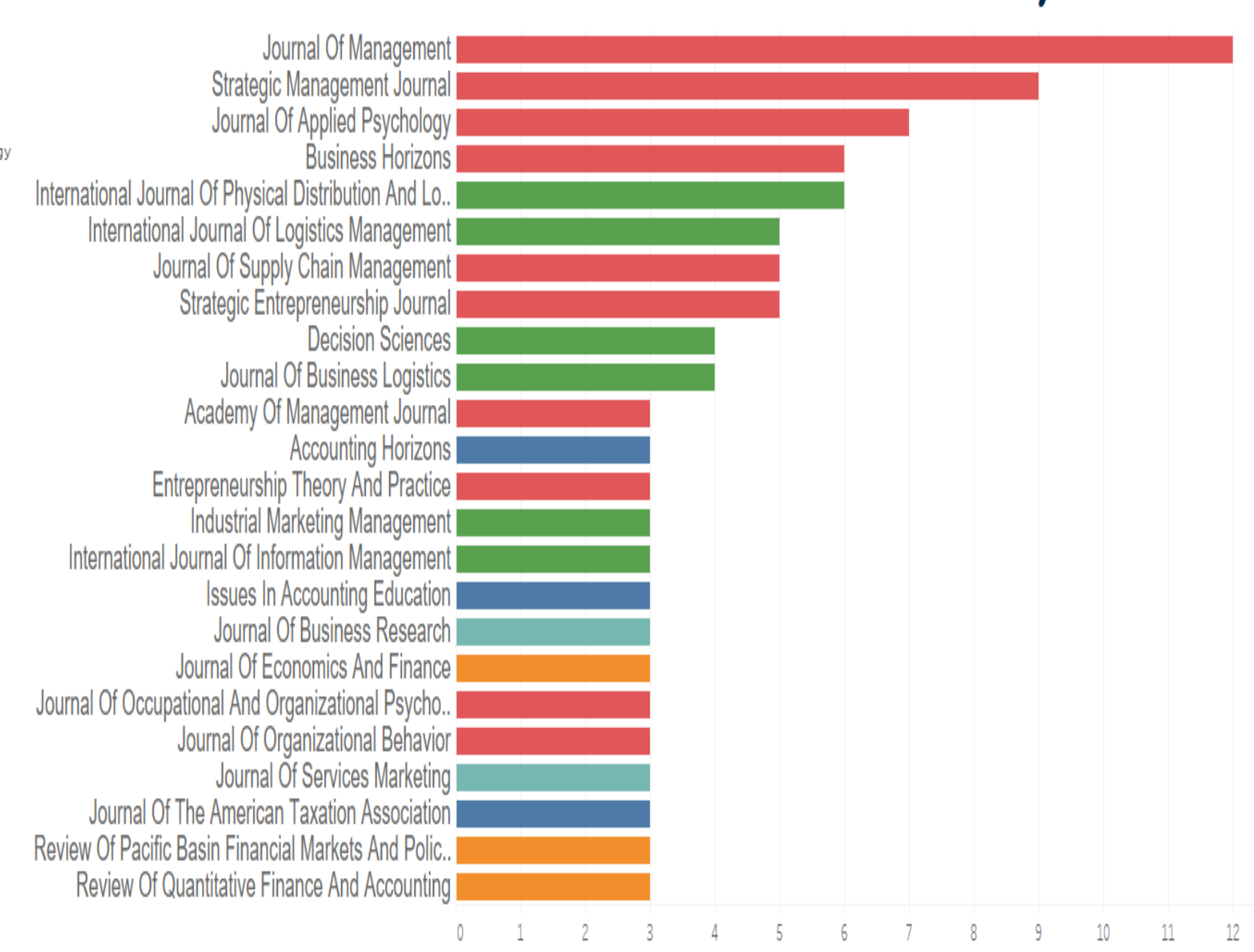
1498 / 590

Citing Articles

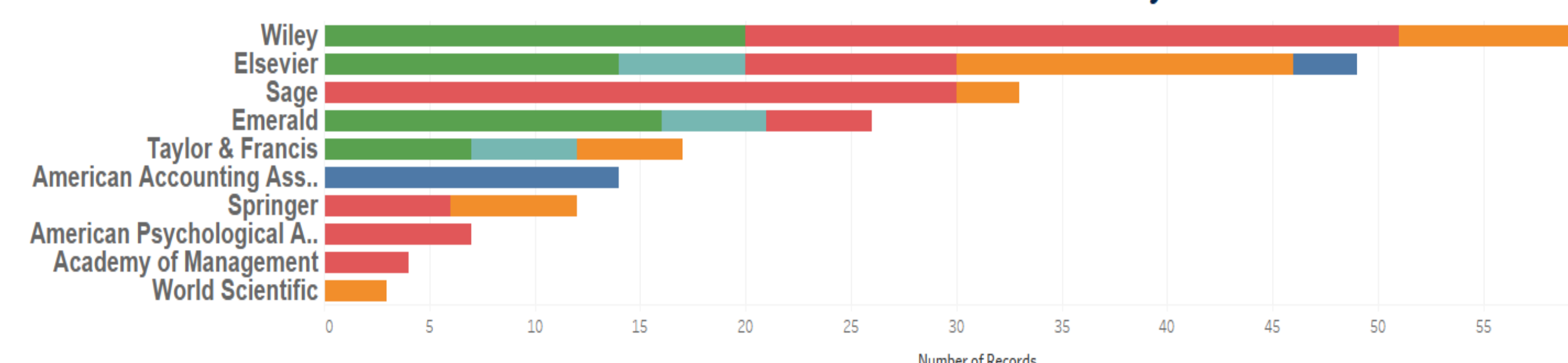
Number of articles published 2014-2018, by department



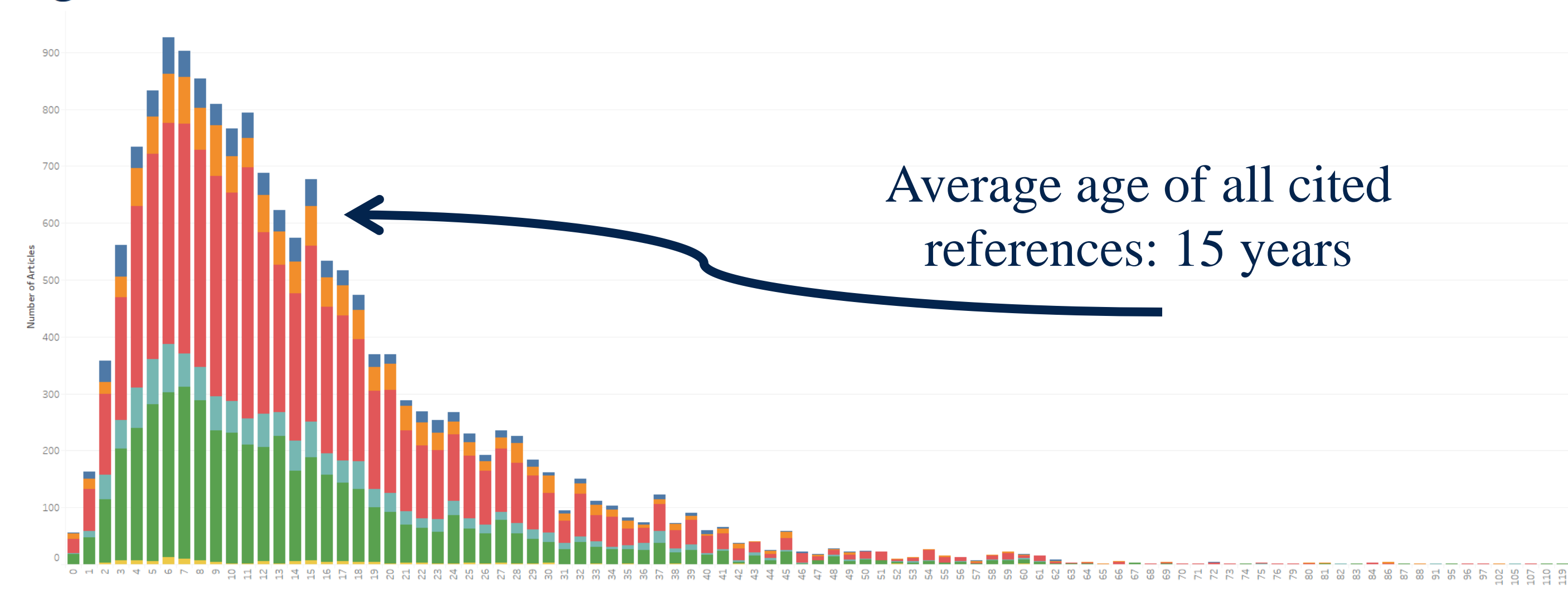
Journals in which HCOB authors published at least 3 times, 2014-2018



Publishers of >2 HCOB-authored articles, 2014-2018



Age of cited references



### Core Journals

20 Journals were published in by HCOB authors and cited HCOB authors and were referenced by HCOB authors and appear on the list of top-ranked HCOB journals used for P&T purposes

39 Journals were published in by HCOB authors and appear on the promotion and tenure list provided by HCOB

56 Journals were published in by HCOB authors and cited HCOB authors at least 2 times and were referenced by HCOB authors at least 5 times

### Providing Access

Auburn provides access to **97.8%** of all the articles published by HCOB authors during 2014-2018, and **99.1%** of the core journals identified above.

### Implications

This citation analysis methodology can be used to track faculty publication activity and inform collection development decision making. Librarians looking at research impact may also benefit from this exercise.

### \*References

Dees, A. S. (2016). A business citation analysis: A local follow-up study. *Journal of Business & Finance Librarianship*, 21(1), 49–59. <https://doi.org/10.1080/08963568.2015.1112456>

Dewland, J. C. (2011). A Local Citation Analysis of a Business School Faculty: A Comparison of the Who, What, Where, and When of Their Citations. *Journal of Business & Finance Librarianship*, 16(2), 145–158. <https://doi.org/10.1080/08963568.2011.554740>

Tavernaro, B. A., & Salisbury, L. (2015). Assessment of Marketing Faculty Publications at a Major Research University to Satisfy Information Needs. *Journal of Business & Finance Librarianship*, 20(4), 267–282. <https://doi.org/10.1080/08963568.2015.1072892>

Vaaler, A. (2018). Sources of resources: A business school citation analysis study. *Journal of Business & Finance Librarianship*, 23(2), 154–166. <https://doi.org/10.1080/08963568.2018.1510252>