

The LAUNCH Podcast – Meet Your New Business Consultant, Edward Lim

[00:00:00] **Kayla Hogrefe:** [00:00:00] Hey everyone. Welcome back to The LAUNCH Podcast. This is Kayla Hogrefe, academic advisor for the UConn school of business on the Hartford campus.

[00:00:16] **Emma Bjorngard-Basayne:** [00:00:16] And I'm Emma Bjorngard-Basayne, academic advisor for the School of Business at the Stamford campus.

[00:00:21] **Kayla Hogrefe:** [00:00:21] In this episode, Emma and I are talking to Edward Lim, who is the new school of business librarian at UConn serving all of our campuses.

[00:00:32] **Emma Bjorngard-Basayne:** [00:00:32] And he goes over different resources that you would want to take advantage of as a business student, because, you know, as we all know, we want to get good grades. We want to write well articulated research papers. And to be able to do that. It's nice to have someone in your corner. And Edward, is that person for you.

[00:00:52] Was there anything in the interview that stood out to you in particular kayla?

[00:00:56] **Kayla Hogrefe:** [00:00:56] There were a couple of things. I think the first thing is [00:01:00] that you don't know what you don't know. So, and I even I'm guilty of this, I didn't know just how many different valuable resources the library has to offer and specifically the different things that you can offer as business students in terms of journals and subscriptions and search engines, all to just help students become better scholars and write good papers and do good research.

[00:01:24] And the other thing that stood out to me is. Just how well versed Edward is as a business librarian and all of these resources, he knows so much. And he's so passionate about supporting business students in particular. So what about you, Emma? What stood out to you?

[00:01:40] **Emma Bjorngard-Basayne:** [00:01:40] Yeah. Going off of that, I feel like too, the fact that you can set up an appointment with him. So like for example, you can do that virtually and he can help you figure out how to use the different platforms, because I feel that even just like initially when I. I started college, just finding my way around the journal to identify a paper. It could be [00:02:00] a little scary and intimidating. So to have someone that can go through that with you or other types of platforms and search engines, that school of business students have access to it's nice to have someone that can, you know, sit down with you or whether that's in person or virtually, and then go over that.

[00:02:15] **Kayla Hogrefe:** [00:02:15] So please enjoy this interview with Edward Lim. We hope that you learn a lot and get in touch with Edward, for help with your research papers and projects through the library.

[00:02:34] **Emma Bjorngard-Basayne:** [00:02:34] what is your name and what is your position at UConn?

[00:02:37] **Edward Lim:** [00:02:37] Hello. I'm Edward Lim. I'm the business and entrepreneurship, Librarian at UConn.

[00:02:43] **Kayla Hogrefe:** [00:02:43] Edward, what, what is your background in terms of your education and experience and what led you to want to become a business librarian?

[00:02:51] **Edward Lim:** [00:02:51] My bachelor's is in social science, so I did political science and sociology.

[00:02:56] and you know, I was. Having a hard time trying to decide what I [00:03:00] wanted to do. And, I saw realized that I wanted to teach, but I didn't want to be a teacher. Sure. I wanted to do something that was constantly changing. And that's how I came across, the role of being in Librarian. And then when I was a assistant librarian, I took my master's part time. my, my master's in library science. I actually don't have any background in business, but, I've been a business librarian ever since I started being an appearance. So that helps. And I, I think it's, it's been, it's been interesting because, You know, when I sign up to be a librarian, they asked me what my first choice was.

[00:03:32] So I said, I want to be an art librarian because the art library looks cool. So my second choice was the business and the head of business librarian picked me to fill up that position in the business library. So that's how I started.

[00:03:44] **Kayla Hogrefe:** [00:03:44] Edward, why does you kind of have a librarian specifically for business students? and how does your position support business students specifically.

[00:03:51] **Edward Lim:** [00:03:51] So I just wanted to say that it's not just UConn, but many, if not, most universities, have a business Librarian, maybe an [00:04:00] entrepreneurship librarian as well. And a UConn hasn't had one for business, a dedicated business librarian for a while, but we do have at the subject specialist too.

[00:04:10] So many of my colleagues cover the different colleges, different departments. The idea really is, you know, you, you have different schools. Yeah, different colleges, different disciplines. So you have different academic librarian supporting the different disciplines, then coming to your second part of the position.

[00:04:28] How does the business librarian support? Just think of me as your research support? whether it's your assignments or if you need more help doing research for your job search or when you're preparing for your interview and any kind of research. So in business speed, I would be your consultant.

[00:04:44] **Emma Bjorngard-Basayne:** [00:04:44] That's great.

[00:04:45] Awesome.

[00:04:46] So are you available to help students outside of business too? So students in other majors?

[00:04:51] **Edward Lim:** [00:04:51] Yeah. So basically I'm happy to help. as long as it's business related or you've is related to economics or [00:05:00] entrepreneurship, if not, I can always loop in my colleagues. You know, they cover different subjects and then we can always work together to help a student, you know, a lot of work these days are sort of cross disciplinary.

[00:05:11] So yeah.

[00:05:11] **Kayla Hogrefe:** [00:05:11] Did you have a followup question?

[00:05:13] **Emma Bjorngard-Basayne:** [00:05:13] Yeah, I just wanted to say too. because I just remember when I was in grad school at UConn, we had. Because I studied philosophy.

We had a philosophy like focused librarian and it was great because I would just email him. He would help me find papers that I needed, you know, maybe areas to look at and in particular, in certain journals.

[00:05:29] **Kayla Hogrefe:** [00:05:29] So, so there, there are like specific journals and search engines and resources specifically for business and entrepreneurship.

[00:05:38] **Edward Lim:** [00:05:38] Yup.

[00:05:38] **Kayla Hogrefe:** [00:05:38] What other library resources are available for business students?

[00:05:41] **Edward Lim:** [00:05:41] So that's there's many library resources, so I'm just going to focus on three because I know we have, we have limited time here. So the first thing is market research reports. So I think a lot of students are familiar with market research reports because, you know, When you Google, you know, you usually get them. So these are [00:06:00] usually we'll have hundreds, if not thousands of dollars. So the library subscribes to this and students have access to them.

[00:06:07] So not just in terms of content and value, what I mentioned, but also you might want to look at the market research reports, in terms of writing and structuring. It's because the law students are asked to write similar kind of reports. So looking at these, can you say a few pots, will be helpful to give you an idea and how to write?

[00:06:23] So that's number one, number two is financial databases, or you can think of them as platforms, tools, resources. I can go into deeper about this, but basically a lot of students ask why do we need such financial databases when we can find annual report? You know, on the company website, right? So the, the core of what financial databases do really is about normalizing the figures so that you can compare them across yours and also across different companies, the industry.

[00:06:54] That's why we pay a lot of money to subscribe to these, financial databases. And, and, you know, if [00:07:00] you, if you start using them, when you're in school, hopefully you'll be familiar with them and you will use them when you, when you go out to work. Please. So that's number two. And then the last thing I wanted to emphasize, just student university student, you have to learn about citing.

[00:07:15] you know, making references and things like that. So we do provide access to, a P cloud service called ref works so everybody can sign up. You constantly can sign up for one. this was all open source tool out there called Zotero. so the Zotero, which you can download and use a Mac or windows, and then there's the online version.

[00:07:35] That's all we'd use online version, which is called Zotero beat. So if you call me and paste a URL into the website, automatically your turnout, the citation for you, whether you want an APA or Chicago manual style, you know, Yeah, MLA. So those are the kind of stuff that we have available for business students

[00:07:54] **Emma Bjorngard-Basayne:** [00:07:54] That's definitely like a pro tip with the citations.

[00:07:58] You know, that was really helpful. I [00:08:00] remember from like undergrad and in grad school, just to, to, to get that extra support. And I was just wondering as a followup

question with ref works, can you build a, like a list of citations as you're doing research? Like, can it save it for you in there? Do you know.

[00:08:15] **Edward Lim:** [00:08:15] Yes, definitely. So they bought the thing is to create an account. When you create an account, make sure you put in the UConn code, so that you have access otherwise, you know, you've got to pay for it. So we've used to it. So reference is completely cloud based. So some people like that, some people don't really like that.

[00:08:32] It's really their personal reference. So if you prefer to work with, if an app or software. then so Terrell, it's your choice? So, so this is, you know, so Terrell and Ref works will really help you manage all your bibliography or references or stuff like that.

[00:08:47] **Emma Bjorngard-Basayne:** [00:08:47] I'm kind of going off of that conversation when students are working on, you know, conducting a research paper or, you know, some other class assignment, how can the library help them in [00:09:00] particular?

[00:09:00] **Edward Lim:** [00:09:00] So we mentioned that no bit. I mentioned a little bit about resources, but one of the biggest resources I feel is, the librarians themselves. So, students should feel comfortable approaching any of the librarians. For help. And, what I really want to emphasize here is research is a iterative process.

[00:09:19] It is not something like a yes, no, it's not exactly a direct kind of thing. So as you learn more, you gain clarity about what you want to know and what is outside of your topic. So you can actually start this conversation or this process with the librarian at any stage of your research, the process, whether you really have something very clear in your mind that you want to work on.

[00:09:41] Or you don't really know what you want to work on and you're kind of just exploring and, you know, librarians are usually very approachable. There's no bad absolutes the question. So, just want to encourage students to just approach any of us. you know, when you're starting on a class assignment, a group project, Yeah.

[00:09:58] **Emma Bjorngard-Basayne:** [00:09:58] I mean, I remember, and I, maybe [00:10:00] you did this too Kayla. Like I would actually, sometimes if I was working through an idea, I would like go to the library and be like, okay, listen to me, just talk through what my paper is about. And we would have like a conversation and that was very helpful. You know,

[00:10:12] **Kayla Hogrefe:** [00:10:12] I actually regret. When I was in undergrad and grad school, I didn't make very good use of the library and the resources that are available. And they are obviously huge assets for students. So, Edward, if I don't know, I just wanna give you an opportunity to articulate, like why a student should approach the librarians and utilize these sorts of resources and as opposed to just doing it on their own and grabbing a quick quote from a journal or something to, to meet the requirements of a paper.

[00:10:40] **Edward Lim:** [00:10:40] Yeah. I think especially for the business students, those, is the most challenging. because, you know, students can just Google for answer and if you like, it's good enough to use for the assignments. So I mentioned earlier just now about the difference of, you know, finding an annual report on the web company website versus using a financial databases.

[00:10:59][00:11:00] so that's, that's one level, really broadly speaking. my, my, my picture, my call would be if you approach the librarians or you use the library resources, you'll be able to, to get better insight. we've crept from, from credible, from professional or practical sources. So yeah, I mentioned about the financial databases I mentioned about.

[00:11:19] The market research report. And I guess the last thing, you know, being aware that we, you know, university setting, we still need to be referencing. We seem to be citing. So you definitely don't want to get a situation where you're being accused of being, you know, plagiarizing or something. So, you know, being able to meet use of the resources, we'll be able to help you, you know, making use of your using Zotero or ref books for your citation.

[00:11:44] So you make sure that you're citing where you get your forces from and then ensuring that your sources are credible, you know, should help you get a better grade than, you know, your peers who are just finding stuff often.

[00:11:57] **Kayla Hogrefe:** [00:11:57] Do you assist students, like, would you double [00:12:00] check a student's citations or do you offer services like proofreading essays or things like that. I want students to understand like some takeaways from our conversation in terms of like, very specifically, like, I know you assist them with research if they email you, but some of those other specific things.

[00:12:20] **Edward Lim:** [00:12:20] Right. So generally I think, it's not in the librarians. Well to sort of read through, or chat through your citations.

[00:12:28] But if you, if you, if you encounter a situation where, you know, your instructor sees you're not citing correctly, the librarians can then point you to the, to the source, you know, APA, Chicago, MLA, and let you know, how do you cite correctly? So that's on the citation kind of. Level, you mentioned something about research assignment as well.

[00:12:49] I wouldn't read through a, a student's paper, but I will be able to help the student look for literature review or look for alternative data sources. [00:13:00] So really it's about the research part, less on. Telling you what to do, but more on equipping you with the resources that will help you get to where you want to get to.

[00:13:12] **Emma Bjorngard-Basayne:** [00:13:12] So, Edward, we know that the students might have heard about this great check feature that the library has, and if they haven't heard of it, they should know about it. Can you tell us a little bit more,

[00:13:23] **Edward Lim:** [00:13:23] if you use the library website, the library website, or you use any of the library resources, you know, when you're just scrolling, you would see this little pop up.

[00:13:31] On the bottom right hand corner. So, it's staff most of the time during office hours, during summer, it might be shorter during semester time. It might be longer Monday to Fridays and, is generally staffed by a team of librarians. Me included. Generally we don't. We view our identity, but you could ask who you're talking to and you could ask any kind of questions and, with the librarians unable to manage no, that question, you know, you will be referred to the subject specialist.

[00:14:00] [00:14:00] **Emma Bjorngard-Basayne:** [00:14:00] So how can students access you and the library resources?

[00:14:04] **Edward Lim:** [00:14:04] So my, my general, pitch or the direction is, go to my guide first. So that's guides.lib.uconn.edu/Business. So I call that my business lib guide, business library, guide, this guide, it doesn't matter, but that's where I'd feel business students should start so the resources are listed there. If you have trouble, getting to what you need or your trouble standing what's on the guy. You can always email me the emails on the guide, and you can always get you a appointment with me as well. So that's a little, button blue button there.

[00:14:41] You won't miss it. It's below my photograph, where you can schedule an appointment with me. right now we are all working remotely. So that's the best way to reach me. If you want to have conversation with me, if not, I think email works best.

[00:14:54] **Emma Bjorngard-Basayne:** [00:14:54] Perfect. And then for regional students, are they able to, you know, set up appointments with you and [00:15:00] meet with you too, like across all the different campuses?

[00:15:03] **Edward Lim:** [00:15:03] Yes, definitely. So I serve everyone that UConn undergrad grad, it doesn't matter where you are right now, especially when we are all working from home. I mean, especially after this whole, you know, we are so used to, Remote tools now. So I, I hope I will be able to, to serve the regional, even if I'm unable to be there in person.

[00:15:25]but I'm happy to give up my time to talk to them. Just like I would talk to anyone at the stores campus doesn't matter.

[00:15:33] **Emma Bjorngard-Basayne:** [00:15:33] So that was our interview with Edward Lim, that business librarian. And if you want to contact him, you can go to the business guide on the library website. So you would just put in guides.lib.uconn.edu/business and then when you get to the business subject guide, there will be a button you [00:16:00] can click to email Edward, schedule an appointment with him, or you can even chat with him on Microsoft teams.

[00:16:06]**Kayla Hogrefe:** [00:16:06] And I'll be sure to link all of those things in the episode notes as well, Emma, and please be sure to listen to the next episode that we put out. We continue our interview with Edward Lim and we also talked to Kelly Kennedy, and they're going to give you more information and more resources on how to leverage the library in your job and internships search and in preparing for interviews. So it's really valuable information. We hope that you join us next time.