Readings – Theory and Practice
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Course: *MGT 360*
Title: *Management and Organizational Behavior* (3 units)

Goal:
The goal of these readings is to provide depth on a few key areas in management and
organizational behavior. In general, the "peer-reviewed" materials are "theory-based"
readings. These are significant in rigor and have held true through decades. In general,
the "non-peer-reviewed" materials are "practice-based" readings. These are timely in
relevance and tend to be good examples of best business practices or future management
issues. The "quasi-peer-reviewed" materials are short, "encyclopedic-like" readings.
These are good starting points for initial study and further intellectual pursuit.

The "text" reference in brackets indicates either the CSUN Business online database or
the web site from which the article may be downloaded.

Peer-reviewed:

> Kerr, S. (1995), "On the Folly of Hoping for A while Rewarding B", *Academy of
> Management Executive*, 9(1), pp. 7-17 (reprint from 1975)
> > text: [ABI/Inform]

Quasi-peer-reviewed:

> *Emotional Intelligence*
> > text: http://en.wikipedia.org/wiki/Emotional_intelligence

> *Social Network*
> > text: http://en.wikipedia.org/wiki/Social_network

Non-peer-reviewed:

> Gibbs, N. (1995), "The EQ Factor", *Time*, Oct., 146 (14), pp. 60-68
> > text: [EBSCOHost]

> Anderson, C. (2004), "The Long Tail", *Wired*, Oct.
> > text: http://www.wired.com/wired/archive/12.10/tail.html