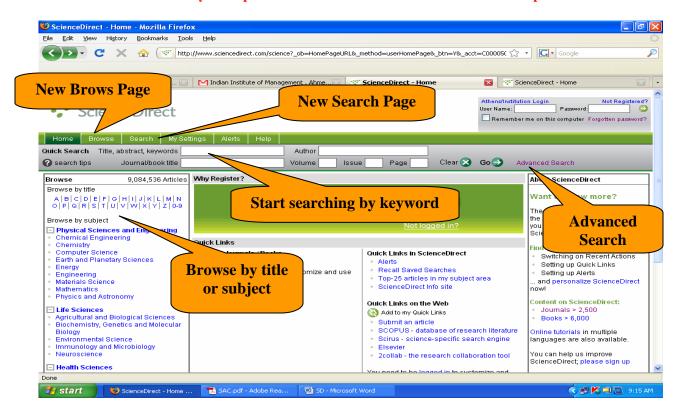# ScienceDirect

IIM-A Library subscribes many e-journals from different packages related to Business, Economics, Agriculture and Pharmacy. All of them have backfile access **(Vol. 1, Issue 1 to 1994)**. Following subject backfiles are included in the collection. More than **550** journals are accessible through this database.

➢ Business, Management and Accounting (Current + Back-files)
➢ Decision Sciences (Current + Back-files)
➢ Economics, Econometrics and Finance (Current + Back-files)
➢ Agriculture and Biological Sciences (Only Back-files)
➢ Pharmacology, Toxicology and Pharmaceutics (Only Backfiles)
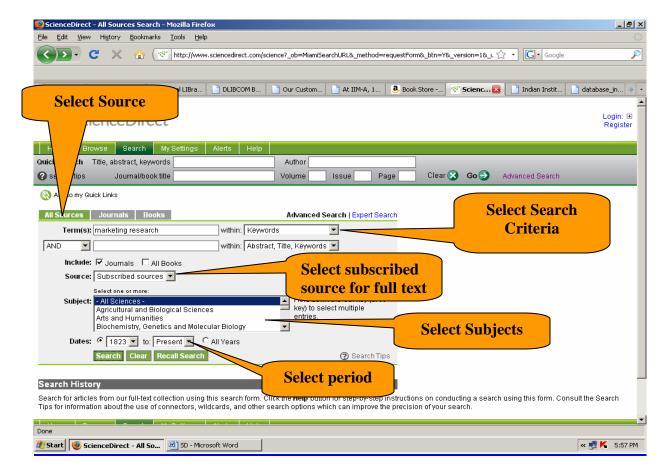
ScienceDirect Home Page

Note: There is no need of any ID or password to access ScienceDirect from IIM-A Campus

There are two way for getting your required articles from SD

1. Searching journals
2. Browsing journals title by title

Search Page

Search

Go to the **Simple** Search Form by selecting **Search** from the navigation bar.

You will find three tabs for resources.

     I.   All sources
     II.   Journals
     III. Books

Just click on Journals tab to avoid search results from books. (We have not subscribed any books from SD)

Term(s): Enter a word or words that describe the concept in which you are interested into the Text box. Select a field or use the default to search any field. There are following fields are given for search criteria.

- ➢ Abstract, Title, Keywords
- ➢ Authors
- ➢ Specific Author
- ➢ Source Title

- ➢ Title
- ➢ Keyword
- ➢ Abstract
- ➢ References
- ➢ ISSN (For journals)
- ➢ Affiliation
- ➢ Full-text

Source: Here you will be allowed to select specific source from which your search will be made. In journal search you will find following three options:

- ➢ All journals (Including non-subscribed)
- ➢ Subscribed Journals
- ➢ My favourite journals **(Individual Registration required)**

Subject

Select Subject if you have specific requirement, or select All Subject

Limit by document type: You can limit your search by selecting one or more options form following list.

- ➢ Article
- ➢ Review Article
- ➢ Short Survey
- ➢ Short Communication
- ➢ Correspondence, Letter
- ➢ Discussion
- ➢ Book Review
- ➢ Product Review
- ➢ Editorial
- ➢ Publisher's Note
- ➢ Erratum

Dates

Here you can define year of the publication of that journal/article with/without range.
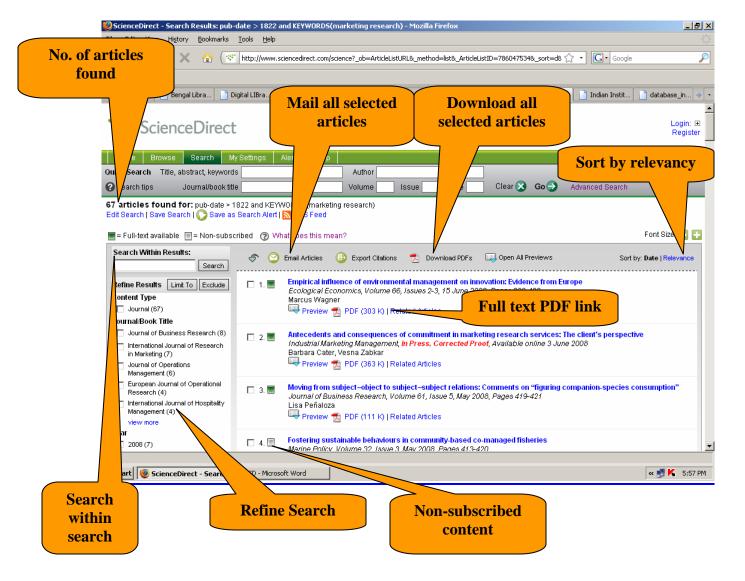
Volume/Issue/Page:

Here Volume number, Issue and page number can be defined for narrow search result.

Quick Search

You can also perform a **Quick Search** from any of the journal tables of contents pages by using the context-sensitive search box and pull down menu(s) located at the top of each page.

Search Result for "marketing research"

No. of articles found

Mail all selected articles

Download all selected articles

Sort by relevancy

Full text PDF link

Search within search

Refine Search

Non-subscribed content

ScienceDirect - Search Results: pub-date > 1822 and KEYWORDS(marketing research) - Mozilla Firefox

History   Bookmarks   Tools   Help

http://www.sciencedirect.com/science?_ob=ArticleListURL&_method=list&_ArticleListID=786047534&_sort=d8

Google

Bengal Libra...   Digital LIBra...   Indian Instit...   database_in...

ScienceDirect

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Browse   Search   My Settings   Aler...

Quick Search   Title, abstract, keywords   Author

Search tips   Journal/book title   Volume   Issue   Clear ⊗   Go ➔   Advanced Search

67 articles found for: pub-date > 1822 and KEYWO... (marketing research)
Edit Search | Save Search | Save as Search Alert | Feed

= Full-text available   = Non-subscribed   ? What does this mean?

Font Size

Search Within Results: Search
Refine Results   Limit To   Exclude

Content Type
Journal (67)
Journal/Book Title
Journal of Business Research (8)
International Journal of Research in Marketing (7)
Journal of Operations Management (6)
European Journal of Operational Research (4)
International Journal of Hospitality Management (4)
view more
2008 (7)

Email Articles   Export Citations   Download PDFs   Open All Previews   Sort by: Date | Relevance

☐ 1. ⬛ Empirical influence of environmental management on innovation: Evidence from Europe
Ecological Economics, Volume 66, Issues 2-3, 15 June...
Marcus Wagner
Preview   PDF (303 K) | Related Articles

☐ 2. ⬛ Antecedents and consequences of commitment in marketing research services: The client's perspective
Industrial Marketing Management, In Press, Corrected Proof, Available online 3 June 2008
Barbara Cater, Vesna Zabkar
Preview   PDF (363 K) | Related Articles

☐ 3. ⬛ Moving from subject–object to subject–subject relations: Comments on "figuring companion-species consumption"
Journal of Business Research, Volume 61, Issue 5, May 2008, Pages 419–421
Lisa Peñaloza
Preview   PDF (111 K) | Related Articles

☐ 4. ⬛ Fostering sustainable behaviours in community-based co-managed fisheries
Marine Policy, Volume 32, Issue 3, May 2008, Pages 413–420

ScienceDirect - Searc...   ...D - Microsoft Word   « 🦊 K 5:57 PM

Search Result for "Marketing Research"

No. of articles found: Here number of articles will be displayed for your search. There are 67 articles found for this search.

Sort by relevancy: You can sort the search result by date of publication and relevance

Refine Search: You can refine your search results by document type (journal/book), by journal title or by year.

Search within search: You can search within search, modify search, save search (Individual Registration Required), save as search alert.

Full text PDF link: Here you can download single/multiple PDF files in your computer by selecting proper location/folder.

Non-subscribed content: Journal article which does not showing green button is not subscribed content. This will not be available full-text. These articles are having white button.

Mail all selected articles: You can mail multiple articles with PDF files at a time by selecting them. **Maximum 20** articles can be downloaded at a time.

Download all selected articles: You can download and save multiple articles at a time by selecting them. **Maximum 20** articles can be downloaded at a time. This can be saved in selected folder of your computer.

Alerts and Save Searches: You can save your search as an Alert when you want to be notified of relevant new articles by email. Alerts are available for username / password authenticated systems.

➢ To create Alerts, just click Save Search from any search results page.
➢ Save as many Alerts as you need, and schedule them to run daily, weekly or monthly.
➢ Emailed Alerts are HTML-enabled which allow you to link directly from the emailed Alert to the full-text article.
➢ You can easily run, edit, or delete any of your Alerts by using the linked commands that appear directly under the descriptive search information. Your Alerts are available to you for as long as you need them – until you choose to delete the information.
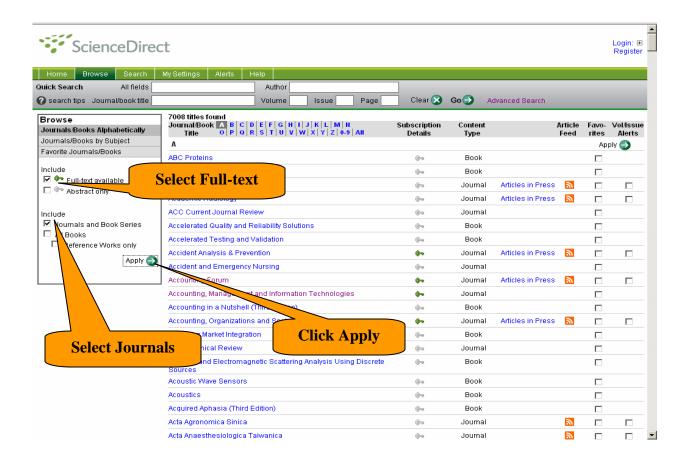
Browse (To view subscribed journals Alphabetically)

To browse journals and books alphabetically

1. Do one of the following:

   ➢ Click **Browse** on the Navigation bar.

   ➢ From Browse box on the home page, click a letter on the alphabetical browse bar to view titles that begin with that letter.
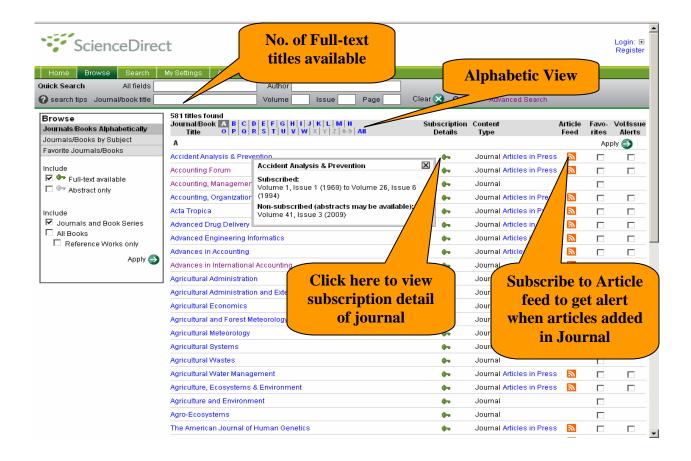
2. In the Browse box, click Journals Alphabetically.

   A list of all journals and books appears.

   ➢ Journal
   ➢ Book
   ➢ Book Series
   ➢ Handbook
   ➢ Reference Work

3. If necessary, filter the list of publications by subscription status and publication type.

4. Select which titles to include in the browse list based on full-text availability.

   ➢ Select 🔑Full-text available to include the journals and books that are part of your subscription or freely available. You can view the full-text for at least one of the documents in these journals and books.
   ➢ Select 🔑Abstract Only to include journals and books that are not part of your subscription. Full-text access to documents may be available for purchase or through your institutional account.

5. Select the type of publications to include in the browse list.

   ➢ Select Journals and Book Series to include journals and book series.
   ➢ Select All Books to include books, book series, handbooks, and reference works.
   ➢ Select Reference Works only to include only reference works.

6. Click **Apply** 🔘 to save your settings.

   The browse list displays the selected journals.

7. Click a letter or 0-9 on the alphabetical browse bar to view titles that begin with that letter or with a number. ▷ **Show Me**

Few More Tips:

➢ To open a journal or book home page, click the title of the journal or book that you want to view.
➢ To view Articles in Press for a publication, click the Articles in Press link for the journal or book that you want to view.
➢ To create an RSS Feed for a publication, click 📶 Article Feed. The RSS feed provides links to articles that have been added to the publication.
➢ To add a publication to your Favorites list, select the Favorites checkbox next to that title, and then click **Apply** ➜ .
➢ To receive an alert when new volumes or issues are available, select the **Volume/Issue Alerts** checkbox next to that title, and then click **Apply** ➜ .

More Help?

Context sensitive Help is always available through the Science Server Online Help file. Click on the Help button at the top and bottom of any ScienceServe page.

(Note: From subscribed journal also, we may have access for limited period i.e. current subscription will have one current year's access whereas back-files may have access for different period.)