

Emerald

(<http://www.emeraldinsight.com>)

Emerald publishes the world's widest range of management journals which provides information, ideas and opportunity to gain insight into key management topics. Emerald was established in 1967 by a group of senior academicians formed MCB University Press, a publishing house that focused on niche management disciplines including strategy, change management and international marketing.

Delivered via the Emerald platform, users can get instance access to the latest thinking in a wide variety of journals, it offers a comprehensive collection of peer reviewed management journals and online support for librarians, students, faculty and researchers. Emerald profile enables to set-up, review and edits your alerts & save searches, marked lists, free trials, newsletters, subscriptions and any research items you have submitted and will also be able to update your details. You will need to register to use this feature.

IIM-A has access to Emerald Management Xtra package which is provided by INDEST Consortium (MHRD). This has more than 150 leading journals in the Management area with last 10 years access.

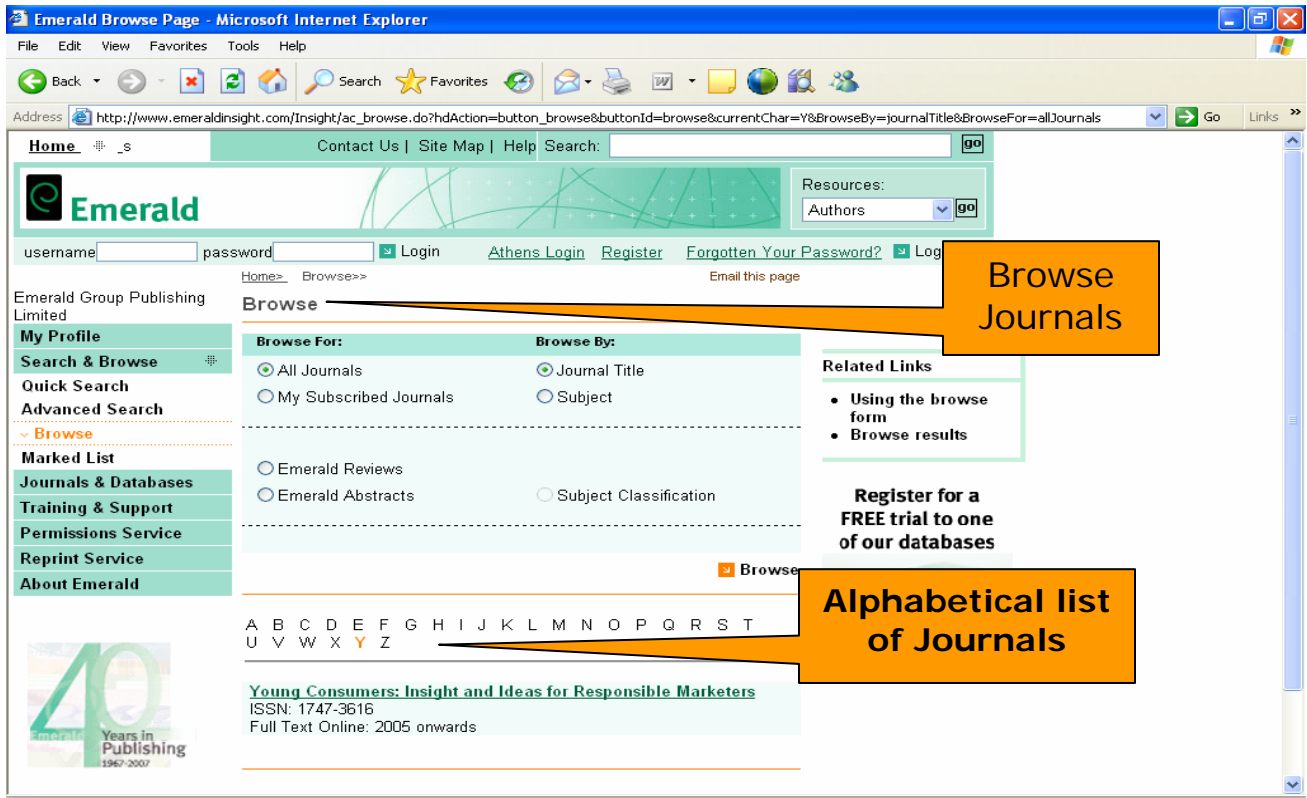
IIM-A also subscribed to **Backfiles** access (from Vol. 1 Issue 1) of this package.

Home Page of Emerald

The screenshot shows the Emerald website's home page. At the top, there is a navigation bar with links for 'Home', 'Text view', 'Contact us', 'Site map', and 'Help', along with a search bar. Below this is the Emerald logo and a login section with fields for 'Username:' and 'Password:', and buttons for 'Login', 'Athens/Institution Login', 'Register', 'Forgot Password?', and 'Logout'. A sidebar on the left lists various user-related links such as 'My Profile', 'For Administrators', 'Search & Browse', 'Product Information', and 'About Emerald'. The main content area features a 'Welcome to Emerald' heading, a banner for 'The world's leading publisher of management research', and a 'Journal of the Week' section. There are also search and browse options, and a section for 'Emerald books'.

Browse

Click on browse tab on the left side navigation bar. Users can browse across the information on Emerald. The screen shot of browse is given below.



User can browse Emerald using options mentioned below:

- ✧ All Journals
- ✧ Journal Title
- ✧ My Subscribed Journals
- ✧ Subject
- ✧ Emerald Reviews
- ✧ Emerald Abstracts
- ✧ Subject Classification

There is alphabetical list of all the Emerald journals.

Search

Users can browse articles **by keyword, article title, author etc.**, For example, for browsing by keyword, type **Marketing Research**, it displays a list of all the articles, which have the keyword **Marketing Research**.

The screenshot shows the Emerald website's search interface. At the top left is the Emerald logo. Below it is a navigation menu for the Indian Institute of Management at Ahmedabad, including options like 'My Profile', 'For Administrators', 'Search & Browse', 'Product Information', 'Licensing Solutions', 'For Authors', 'For Librarians', 'Research Zone', 'Learning Zone', 'Teaching Zone', 'Support Resources', and 'About Emerald'. The main content area features a 'Welcome to Emerald' banner with the tagline 'The world's leading publisher of management research'. Below this is a 'Quick search' section with a text input field containing 'marketing research' and a dropdown menu set to 'All content'. To the right of the search field are options to browse by 'title' or 'subject', a 'GO' button, and links to 'journal table of contents' and 'book series table of contents'. Two orange callout boxes are present: one pointing to the search input field with the text 'Enter Search Term here', and another pointing to the dropdown menu with the text 'Search Journals'. The bottom of the page includes a footer with the copyright notice: '© Emerald Group Publishing Limited | Copyright info | Site Policies'.

Search Result

User will get the following search result for given term **marketing research**. It will display all the relevant articles with HTML and PDF link to that full text article.

The screenshot shows the Emerald search results page for the term "marketing research". The page displays a list of search results with various callouts highlighting specific features:

- Search Results:** Points to the "Search Results" heading.
- No. of documents:** Points to the text "The search: marketing research / All fields found 39640 results."
- Sort order:** Points to the "Sort Items by: Relevance" dropdown menu.
- Article Titles:** Points to the first article title, "Trends of Marketing Research".

The search results list includes the following entries:

- [Trends of Marketing Research](#)
Type: Article
Author(s): David Carson
Source: [Marketing Intelligence & Planning](#); Volume: 7 [Issue: 9/10](#); 1989
[View PDF](#) (765 kB) | [Reprints & Permissions](#)
- [Research in marketing: teasing with trivia or risking relevance?](#)
Type: Article, General review
Author(s): Nigel F. Piercy
Source: [European Journal of Marketing](#); Volume: 36 [Issue: 3](#); 2002
[View HTML](#) | [View PDF](#) (274 kB) | [Reprints & Permissions](#)
- [What impact has practitioner research had in the marketing academy?](#)
Type: Article, Research paper
Author(s): Raymond Hubbard, Andrew T. Norman
Source: [Management Research News](#); Volume: 30 [Issue: 1](#); 2007
[View HTML](#) | [View PDF](#) (271 kB) | [Reprints & Permissions](#)
- [In search of relevance and rigour for research in marketing](#)

Article Information

By clicking on article title, user will get following details of the article including abstract. User will also get link for both HTML and PDF full text article.

Home Text view Contact us Site map Help Search: [] go

Emerald

Username: Password: Login Athens/Institution Login Register | Forgot Password? Logout

Home > Browse > Article Request [E-mail this page](#)

Article Request: Trends of Marketing Research

Add to the marked list: Session Marked

Article Information:

Title: Trends of Marketing Research
Author(s): David Carson
Journal: [Marketing Intelligence & Planning](#)
Year: 1989 **Volume:** 7 **Issue:** 9/10 **Page:** 17 - 24
DOI: 10.1108/EUM0000000001055
Publisher: MCB UP Ltd

Document Access:
Please select from the following options:
[View PDF \(765 KB\)](#)

Reprints & permissions:
[Request](#)

Abstract: A selection of Anbar abstracts on marketing research from the past three years are reviewed. Marketing research is categorised into three sections: the application of techniques, marketing decision areas and the definition of market segments. Current issues, trends and key developments are identified from contemporary writings and for the future it would appear that the research is entering a new period of transition.

Keywords: [Market segmentation](#), [Marketing](#), [Marketing research](#)
Article URL: www.emeraldinsight.com/10.1108/EUM0000000001055

[Key Readings](#)

Articles that form part of the Emerald Backfiles have been created through digital scanning. Whilst all efforts have been made to ensure accuracy, Emerald will not be held responsible for any inaccuracies. If you require further clarification please contact backfiles@emeraldinsight.com.

Link to Full Text Article

Abstract

Full Text

Full text article in PDF format will appear.

http://www.emeraldinsight.com/Insight/viewContentItem.do;jsessionid=428E746B739C26923DDC841BC9E - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.emeraldinsight.com/Insight/viewPDF.jsp?filename=html/Output/Published/EmeraldFullTextArticle/Pdf/0721080506> Go Links >>

Emerald

Great offers from Adobe

References

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Dongguan Government (2004b), *Guidance to the Construction of Center-Branch Library in Dongguan Area*, Dongguan Government, Dongguan, . [\[Manual Request\]](#) [\[Infotrieve\]](#)

Dongguan Library (2005), *The VI Booklet of Branch of Dongguan Library*, Dongguan Library, Dongguan, . [\[Manual Request\]](#) [\[Infotrieve\]](#)

Li, D. (2005). *Network*

The current issue and full text archive of this journal is available at www.emeraldinsight.com/0307-4803.htm

NLW 108,5/6

Developing an integrated public library service in Dongguan, one of China's fastest growing cities

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Yan Quan Liu
Southern Connecticut State University, New Haven, Connecticut, USA, and
 Donglai Li
Dongguan Library, Guangzhou, China

Abstract
Purpose – The purpose of this case study is to explore the construction pattern and issues involved in the development of an urban library service system in China.
Design/methodology/approach – This study was conducted through an analytical evaluation of the development of an integrated public service system and its distribution of information among libraries and information centers in an urban community.
Findings – Constructing an integrated public service system is an important trend in urban libraries

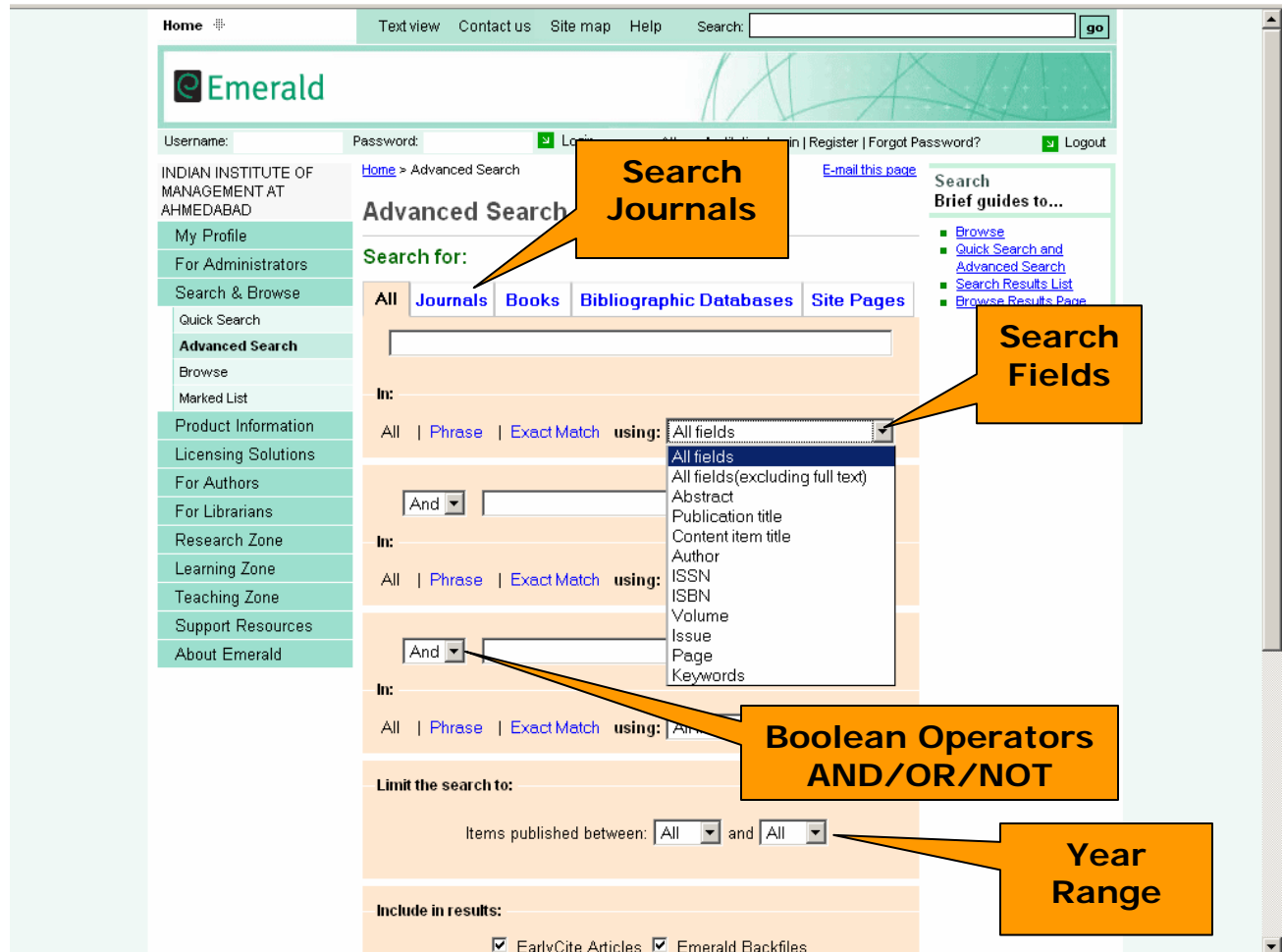
7.21 x 9.44 in 0 (1 of 8)

Done Internet 5:15 PM

Full Text Article (PDF)

Advanced Search

Click at **Advanced Search** tab in the navigation box. The screenshot for Advanced Search is given below. Advanced search facilitates combination of search terms from selectable fields using Boolean operators.



Enter word(s) or phrase(s) you wish to search in the search text boxes (three). Click at the tick boxes given below to the search for **phrase**, an **exact match** or word using **truncation**.

Advanced search facilitates combination of search term from selectable field using Boolean operators.

AND is used to narrow a search by finding records that contain both search terms, e.g. leadership and management **NOT** narrows the search, while **OR** expands it to include specified terms.

Search can be narrowed by selecting further options such as:

Within these journal: A user can pick-up journals that user would like to search on. He/she can choose to search all Emerald journals or just the titles that are subscribed by his/her organization. Alternatively, he/she can hand-pick journals from the list.

Limit search to: User can use **content indicators** for readability, originality, practical implications and theoretical implications. User can also search on the **style** of article and **year of publication**.

Sort Results By: Search results can be sorted by relevance and year of publication.

Special Features

The site provides following features

The screenshot displays the Emerald website's home page. The top navigation bar includes links for Home, Text view, Contact us, Site map, and Help, along with a search box. The main content area is divided into several sections, each highlighted by an orange callout box:

- My Profile:** Located in the top left navigation menu.
- For Authors:** A section titled "Resources for..." providing information on designing a research study, survey, and finding collaborators.
- Research Zone:** A section titled "Research awards" and "winning research funding" that promotes research projects and awards.
- Learning Zone:** A section titled "'How to...' guides" for researchers, offering practical tips and guidance.
- Teaching Zone:** A section titled "Research Connections" providing an online meeting place for researchers to contact professionals and showcase their work.

Other visible sections include "Research Awards", "Winning Research Funding", "How To Guides", "Research Connections", "Conference Central", "Learning Zone", "Teaching Zone", "Support Resources", and "About Emerald".

My Profile

In this section you will be able to set-up, review and edit your alerts & saved searches, marked lists, free trials, newsletters, subscriptions and any research items you have submitted. You will also be able to update your details.

You will need to register to use this feature, so we can keep track of all your selections.

For Authors

Use the For Authors section to find information on all aspects of writing. Get practical tips and guidance on how to get your – or your students' – work published and maximize dissemination. Hear what editors themselves look for in papers, contact experienced copy editors to help improve your paper, or have an expert come to your institution to give advice on how to get published direct from the publisher.

Research Zone:

Emerald's Research Zone is designed to provide advice and support on how to keep up to date with the latest research and developments in the management area. Use the Research Zone to find information on designing a research study, designing a survey, finding a research collaborator and much more. You can also access the most comprehensive collection of links to international management conferences available for researchers today.

Learning Zone

Emerald's Learning Zone includes a selection of useful resources to complement learners at all levels.

Study skills assist students in developing the skills they need to succeed in higher education. Management thinking and management skills are dedicated sections for working managers and those studying management. Our literature reviews collection provides a fully searchable and browsable, dynamic and ever-growing collection of reviews.



Username: Password: login

Athens/Institution Login | Register | Forgot Password? Logout

Welcome:
Indian Institute Of Management At
Ahmedabad

[Home](#) > Teaching Zone

Teaching Zone

- My Profile
- For Administrators
- Search and Browse
- Product Information
- Licensing Services
- For Authors
- For Librarians
- Research Zone
- Learning Zone
- Teaching Zone
- Teaching Insights
- Case Studies Collection
- Book Reviews Collection
- Interviews Collection
- Support Resources
- About Emerald

Resources for teaching faculty and students in business and management



Emerald's Teaching Zone is designed to provide support and ideas for faculty involved in teaching business and management.

Teaching insights offer helpful and usable information to anyone in a teaching role who feels they would benefit from a little extra insight into the performance of that role. Case studies are ideal to use as examples of business issues and are updated regularly. Also included are in-depth reviews of management books and interviews which form an interesting and lively snapshot of the people who shape the business and academic fields. Emerald also supports the Global Foundation for Management Education (GFME). For more information, visit the [GFME website](#).

Teaching Zone resources are available to Emerald subscribers. Simply select the "login" bar at the top of the page and use your current name and password to access.

Teaching insights



[Teaching insights](#) into writing and running courses, schemes of work for existing courses, and tips on conducting lectures and tutorials.

Case studies collection



Suitable for learning and teaching, an assortment of [case studies](#) that are ideal to use as illustrations of business and management issues.

Book reviews collection



Reliable, in-depth [book reviews](#) in the management field. Written by academics for students, teachers and researchers.

Interviews collection



[Interviews](#) with leading figures – lively conversations with people who shape the business and academic fields.