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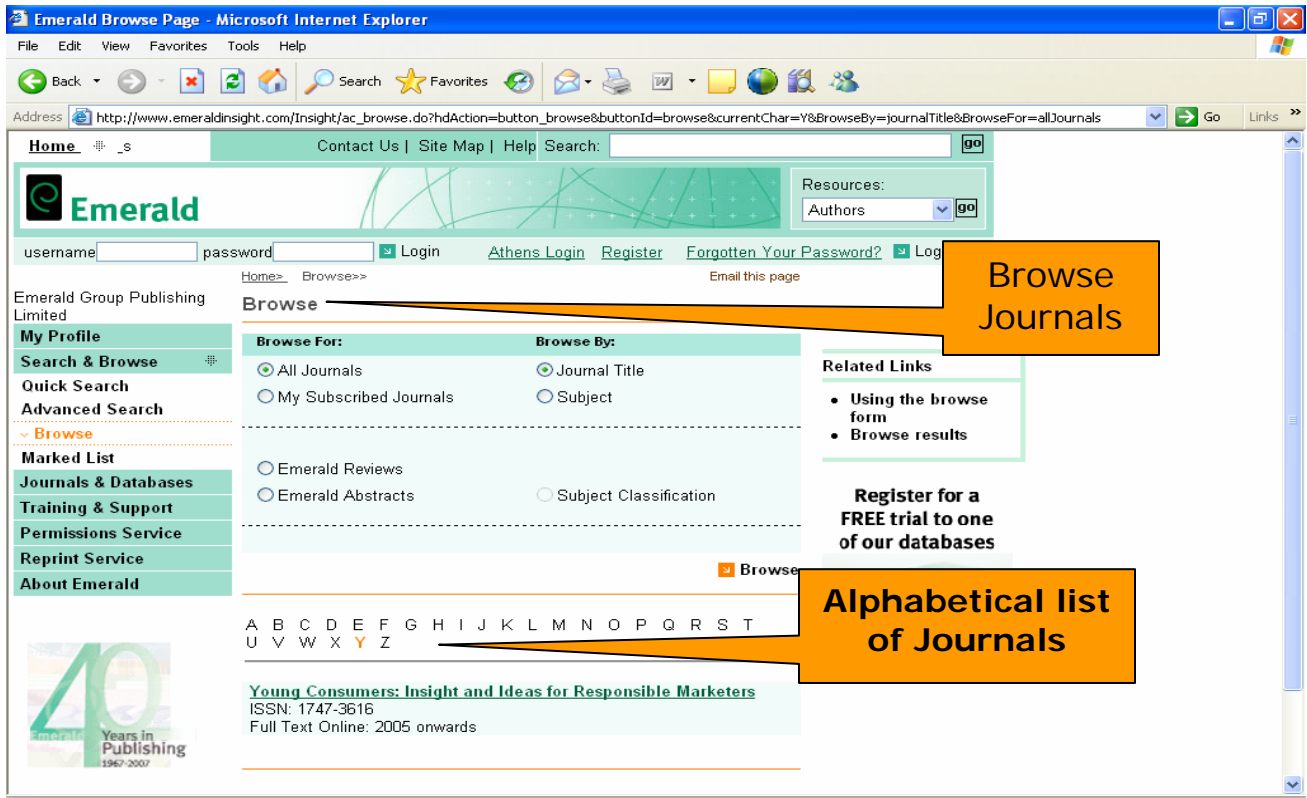
IIM-A also subscribed to **Backfiles** access (from Vol. 1 Issue 1) of this package.

Home Page of Emerald

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**.

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.

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.

Full Text

Full text article in PDF format will appear.

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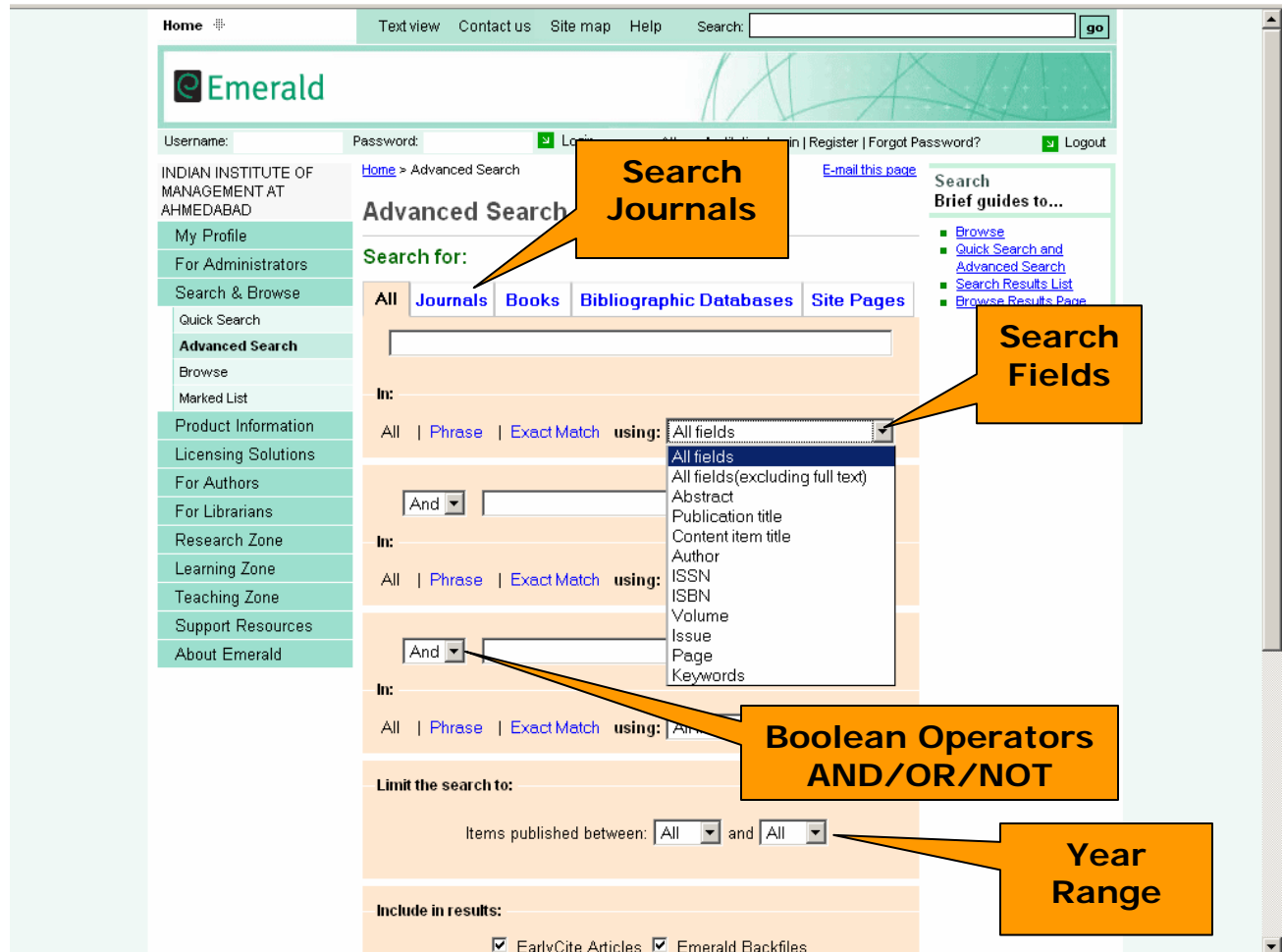
Enter word(s) or phrase(s) you wish to search in the search text boxes (three). Click at the tick boxes given below to the search for **phrase**, an **exact match** or word using **truncation**.

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.

<u>Special Features</u>

The site provides following features

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.

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Teaching Zone

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.

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