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อบรมการใช้ฐานข้อมูล

Emerald Management eJournals 92

ปี 2557

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Library
Studies



ฐานข้อมูลที่ทางสกอ.บอกครับ?

- ชื่อฐานข้อมูล **Emerald Management eJournal 92**
- ประกอบด้วยสาขาวิชา : 1.การบัญชี การเงินและเศรษฐศาสตร์ (39)
(Accounting Finance & Economics)
2.การจัดการธุรกิจ และ กลยุทธ์ (53)
(Business Management & Strategy)
- เป็นวารสารฉบับเต็ม (Full-text) ปีปัจจุบัน
- จำนวน วารสารทั้งหมด 92 ชื่อวารสาร (ย้อนหลังไปถึงปี 1994*)
- รองรับการใช้งาน HTML PDF
- การดาวน์โหลด ไม่จำกัดจำนวนครั้ง และไม่จำกัดจำนวนผู้ใช้
- วารสารจำนวน 7 ชื่อมี Impact Factor และ อีก 39 ชื่อ ดัชนีใน Scopus

แพคเกจฐานข้อมูลที่ เข้าใช้งานได้



Emerald Management 92 eJournals



ผลประโยชน์ของการ บอกรับฐานข้อมูล Emerald

- เข้าใช้งานวารสารฉบับปัจจุบันก่อนใคร
- นำเสนอบทความ ทุกบทความ แบบฉบับเต็ม (Full text) พร้อม บทคัดย่อ (Abstract)
- ไม่ติด Embargoes !
- ผู้บอกรับได้สิทธิเป็นเจ้าของเนื้อหาในปีที่บอกรับ
- สามารถเข้าถึงเนื้อหาย้อนหลังได้ถึงปี 1994*
- รองรับการใช้อินเทอร์เน็ตผ่าน IP address
- สามารถดาวน์โหลดเก็บบทความ และสั่งพิมพ์บทความได้
- รองรับการใช้งานนอกมหาวิทยาลัยผ่าน remote ID/password



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New video summaries of leading Emerald research



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แถบเข้าค้นแบบเร่งด่วน

Web platform migration



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Literatum is widely recognized as an industry leader and will allow Emerald to offer an enhanced service to our librarian, author and researcher communities.

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This week's titles:

- [Industrial and Commercial Training](#)
- [European Journal of Training and Development](#)

การค้นหา & การสืบค้น วารสาร -ใช้ Search For



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Search for:
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in:

- All content
- All content
- Journals**
- Books
- Bibliographic databases
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- Site pages

Books & Journals

Bibliographic Databases

Case Studies

Product Information:

For Journals

For Books

For Bibliographic Databases

For Case studies

Resources:

Licensing Solutions

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[Home](#) > [Advanced search](#) > Search results: Journals

Search Results



View results for:

42131 results found for: Content = Journals, (*library* in All fields), inc. EarlyCite articles, inc. Backfiles content

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Display: All content | [Just my subscribed items](#) | [Exclude Backfiles](#) | [Exclude EarlyCite](#)

Page: [1](#) [2](#) [3](#) [Next >](#)

Items per page: [10](#) [20](#)

| Add to the marked list:

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Icon key: You have access to this item Backfiles Earlycite Abstract only

- B** Information superhighways: library & information services and the Internet
Type: General review
Author(s): Library Association
Source: [Electronic Library, The](#) Volume: 13 [Issue: 6](#) 1995
 | [View HTML](#) | [View PDF \(424kb\)](#) | [Abstract](#) | [Reprints & permissions](#)
- B** Networks, libraries and information: priorities for the UK
Type: General review
Author(s): UK Office for Library Networking
Source: [Electronic Library, The](#) Volume: 11 [Issue: 2](#) 1993
 | [View HTML](#) | [View PDF \(483kb\)](#) | [Abstract](#) | [Reprints & permissions](#)
- Lied Library at the University of Nevada, Las Vegas: post-construction thoughts
Type: Case study
Author(s): Ken Marks, Tom Findley
Source: [Library Hi Tech](#) Volume: 23 [Issue: 1](#) 2005

การค้นหา & การสืบค้น – Browse วารสาร



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Product Information:

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For Books

For Bibliographic Databases

For Case studies

Resources:

Licensing Solutions

For Authors

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For Publishers



European Journal of Marketing

ISSN: 0309-0566

Online from: 1967

Subject Area: [Marketing](#)

Content: [Latest Issue](#) | [RSS](#) [Latest Issue RSS](#) | [Previous Issues](#)

Options: [Add Table of Contents Alert](#) | [Add to Favourites](#)

Search in this title:

ตั้งค่าเตือนบทความใหม่

Volume List

Issue(s) available: 336 - from Volume 1 issue 1, to Volume 47 issue 8

Icon key: You have access to this item Backfiles Earlycite (EarlyCite issues may appear out of sequence)

[View all issues](#)

Volume: 47

- [Issue 8](#) 2013
- [Issue 7](#) 2013
- [Issue 5/6](#) 2013
- [Issue 3/4](#) 2013
- [Issue 1/2](#) 2013

วารสารที่มีเครื่องหมายถูกคือฉบับที่เข้าใช้ได้

Special issue: Word-of-Mouth and Viral Marketing

Volume: 46

- [Issue 11/12](#) 2012
- [Issue 10](#) 2012
- [Issue 9](#) 2012
- [Issue 7/8](#) 2012
- [Issue 6](#) 2012
- [Issue 5](#) 2012

Special issue: Marketing and flexibility

Special issue: Brand and corporate branding

Special issue: Corporate branding

Further Information

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ลิงค์ของทุกฉบับในวารสารชิ้นนี้

“Abstract” เพื่อเป็นแนวทางการสืบค้นเพิ่มเติม



[Home](#) > [Strategic Direction](#) > [Volume 21 issue 6](#) > The importance of marketing



Strategic Direction
ISSN: 0258-0543

Search in this title:

Online from: 2002
Content: [Latest Issue](#) | [RSS](#) [Latest Issue RSS](#) | [Previous Issues](#)
Options: [Add Table of Contents Alert](#) | [Add to Favourites](#)

ตั้งค่าเดือน

The importance of marketing

Document Information:

Title: The importance of marketing

Author(s): [Richard C. Leventhal](#). (Leventhal Research LLC, Editor of the Journal of Consumer Marketing. E-mail: rleventhal@hotmail.com)

Citation: Richard C. Leventhal, (2005) "The importance of marketing", Strategic Direction, Vol. 21 Iss: 6, pp.3 - 4

Keywords: [Marketing](#), [Marketing communications](#), [Marketing strategy](#)

Article type: Viewpoint

DOI: [10.1108/02580540510594084](https://doi.org/10.1108/02580540510594084) (Permanent URL)

Publisher: Emerald Group Publishing Limited

Abstract:

Purpose – To gain insight into what marketing entails and how a marketer can begin to employ the basic fundamentals in order to become more customer focused.


Design/methodology/approach – Provides guidelines to enhancing and strengthening your marketing efforts.


Findings – Posits that a more successful and innovative marketing strategy can be attained by following the guidelines outlined in this paper.

Originality/value – Helps a marketer to understand the keys to developing a more

✓ Document Options:

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Marked list

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in:

- [Advanced search](#)
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 - [Bibliographic Databases](#)
 - [Case Studies](#)

- Product Information:**
- [For Journals](#)
 - [For Books](#)
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[Home](#) > [Advanced search: All](#)

Advanced search

Search in:

Search for

in

Match: All Any Phrase

in

Match: All Any Phrase

in

Match: All Any Phrase

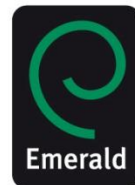
Limit the search to:

Items published between: and

Include in results: EarlyCite Articles Emerald Backfiles

Within:

All content My subscribed content



เก็บประวัติการสืบค้น ในหน้าสืบค้นขั้นสูง

- Marked lists
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 - Books & Journals
 - Bibliographic Databases
 - Case Studies
- Product Information:
 - For Journals
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 - For Bibliographic Databases
 - For Case studies
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AND in All fields

Match: All Any Phrase

AND in All fields

Match: All Any Phrase

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Include in results: EarlyCite Articles Emerald Backfiles

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Search

Search History

	Search	Content Type	Results
1	Content = Journals, (marketing South east asia in All fields), inc. EarlyCite articles, inc. Backfiles content	Journals	<input type="text" value="Search for."/>
2	Content = All content, (thailand in All fields), inc. EarlyCite articles, inc. Backfiles content	All content	4974
3	Content = All content, (thailand in All fields), inc. EarlyCite articles, inc. Backfiles content	All content	4974
4	Content = All content, (thailand in All fields), inc. EarlyCite articles, inc. Backfiles content	All content	4974
5	Content = Journals, (library in All fields), inc. EarlyCite articles, inc. Backfiles content	Journals	41949

รองรับไฟล์ HTML & PDF




The image shows a screenshot of the Emerald journal website interface. On the left, there is a navigation menu with sections like 'Advanced search', 'Marked lists', 'Browse', 'Resources', and 'Comments?'. The main content area displays the article title 'Bias, stability, and predictive ability in the measurement of systematic risk' and lists the authors: Stephen Gray, Jason Hall, Drew Klease, and Alan McCrystal. A red box labeled 'HTML' is overlaid on the top right of the website content, and another red box labeled 'PDF' is overlaid on the right side. Below the website content, an Adobe Reader window is open, displaying the PDF version of the same article. The PDF page shows the journal title 'ARJ 22,3', the page number '220', and the article title and authors. The abstract and design/methodology/approach sections are also visible in the PDF view.

- เป็นบริการเก็บข้อมูลส่วนตัวในการสืบค้นและตั้งค่า
 - Marked Lists บันทึกรายชื่อที่ผู้ใช้ได้อ่าน
 - รับข่าวสารล่าสุดโดย (Emerald alert)
 - Digests and Newsletters
 - Table of Contents (the title you interest)
 - เพิ่มชื่อที่ชื่นชอบ (Add your Favorites)
 - ตั้งค่าการค้นหา (Search Alert (articles information based your key words))

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Emerald
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[Home](#) > [Your Profile](#)

Your Profile

Welcome to your Emerald 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.

If you have registered before, please login, otherwise complete the form below.

N.B.: All fields must be filled in.

Your registration

Your details

Title:

First Name:

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E-mail Address:

Country:

Area of Interest:



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Manage your marked lists



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- [Strategic Decision](#)
- [YANG](#)
- [789789798](#)
- [2009 CONCERT](#)
- [2009 CONCERT - Tainan](#)
- [More marked lists...](#)

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Weekly Digest alerts



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Subscribe to the table of contents alerts for your chosen journals, and the contents page will be e-mailed to you whenever the latest issue becomes available online.

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- [Accounting Research Journal \(J\)](#)
- [Asia-Pacific Journal of Business Administration \(J\)](#)

Saved search alerts

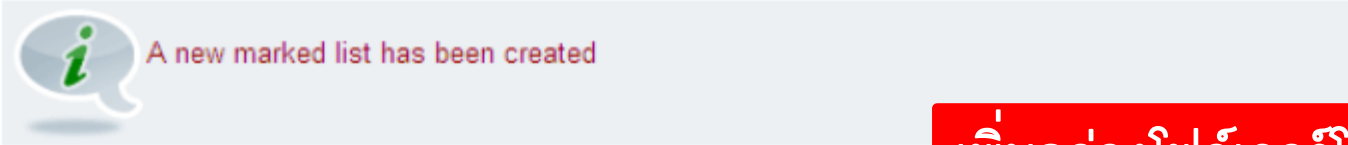
Manage and test your saved search alerts



Have searches automatically run and the results e-mailed to you with saved search alerts.

You manage your alerts on the on the [saved search alerts page](#).

Marked List การสร้างไฟล์เดอรันบนเว็บเก็บบทความที่สืบค้น



[Home](#) > [Profile](#) > [Marked lists](#)

Marked lists

Create and manage your marked lists

You currently have 29 marked lists, plus your session list:

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Add a new list:

Select a marked list

หากต้องการเลือกล่องไฟล์เดอรันคลิกลูกศรเพื่อเลือกไฟล์เดอรันและ กด เลือก

Thailand

View: All | [Journals](#) | [Books](#) | [Bibliographic databases](#) | [Site pages](#)

พิมพ์ข้อความใน Marked List



Items have been added to the specified marked list

[Home](#) > [Advanced search](#) > Search results: Journals

Search Results



View results for:

2286 results found for: Content = Journals, (Thailand in All fields), subscribed content only

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Sort by: Relevance | [Newest first](#) | [Oldest first](#) Display: [All content](#) | Just my subscriptions

Page: [1](#) [2](#) [3](#) [Next >](#)

Items per page: 10 [20](#) [30](#)

Add to the marked list: [Show all abstracts](#)

Icon key: You have access to this item Backfiles Earlycite Abstracts

1 Thailand Handbook
Type: Non-article
Author(s): Joan Williamson
Source: [Reference Reviews](#) Volume: 16 [Issue: 4](#) 2002
 [View HTML](#) | [Related items](#)

2 Retailing in Thailand
Type: General review
Author(s): Antony Feeny, Theera Vongpatanasin, Arphaporn Soonsatham
Source: [International Journal of Retail & Distribution Management](#) Volume: 24 [Issue: 8](#) 1996

Marked List – export



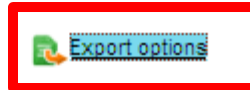
Select a marked list

thailand

thailand

View: All | [Journals](#) | [Books](#) | [Bibliographic databases](#) | [Site pages](#)

List options: [Print view](#) Copy list as:



Export options

RIS (for Endnote, Reference Manager, Procite)

- [View on screen](#)
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- Email to address:

Direct Export

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Title	Type	Select
Internal and External Marketing: Effects on Consumer Satisfaction in Banks in Thailand	Journal article	<input type="checkbox"/>
The effect of firm and marketplace characteristics on international joint venture (IJV) marketing performance	Journal article	<input type="checkbox"/>
Fostering competition in Thailand's telecommunications sector	Journal article	<input type="checkbox"/>

ข่าวสารDigest & Newsletters



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Emerald's digest alerts offer e-mail summaries of journal issues published each week. You can get an alert for either all journals, or just for your subscribed journals.

All journals

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We have a selection of newsletters available on a range of subjects.

Newsletters

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Emerald Administrators' E-mail Update

This list is intended for users who have the responsibility for maintaining their institutions online access to the Emerald website. Members of this list can expect to be kept up to date with the latest news on developments and changes affecting the Emerald website.



Emerald Glob

This list is a bi-
Managers and
the interest for

Interest Area Updates

Also available are Information updates for the subject areas that are of interest to you. Updates will include latest product news, free access to selected journals, calls for papers, news of editorial board appointments, announcements of special issues and notice of Emerald's presence at forthcoming exhibitions and conferences.

Select

Accounting and Finance



Advanced Automation



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Accounting, Auditing & Accountability Journal	<input checked="" type="checkbox"/>
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International Journal of Islamic and Middle Eastern Finance and Management	<input type="checkbox"/>
International Journal of Managerial Finance	<input type="checkbox"/>
Journal of Accounting & Organizational Change	<input type="checkbox"/>
Journal of Applied Accounting Research	<input type="checkbox"/>
Journal of Financial Crime	<input type="checkbox"/>
Journal of Financial Regulation and Compliance	<input type="checkbox"/>
Journal of Financial Reporting and Accounting	<input type="checkbox"/>
Journal of Health Organization and Management	<input type="checkbox"/>
Journal of Human Resource Costing & Accounting	<input type="checkbox"/>
Journal of Investment Compliance	<input type="checkbox"/>

ตั้งค่าตามความชื่นชอบ



Favourites

This is your list of selected favourite Emerald journals & books

To add titles to this list, you can use the "Add to Favourites" link on journal or book pages.

- Click on a title to go to it's latest issue table of contents.
- Select the "remove" option to delete a titles from the list

You have 2 favourite journals:

Title	Type	Remove from List
Accounting Research Journal	Journal	Remove
Asia-Pacific Journal of Business Administration	Journal	Remove



Tourism Review

ISSN: 1660-5373

Online from: 1946

Content: [Latest Issue](#) | [RSS Latest Issue RSS](#) | [Previous Issues](#)

Options: [Add Table of Contents Alert](#) | [Add to Favourites](#)

Search in this title:

Go

ตั้งค่านับที่กการสืบค้น – Key Words



Saved search alerts

Manage and test your saved search alerts

You currently have 20 saved search alerts:

To test a search, click its name in the list below.

Name	Search	Results required	Options
asia	Content = Journals, (<i>asia</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	10	Edit Delete
yang in polvu	Content = Journals, (<i>marketing</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	5	Saved search alerts.
MU	Content = Journals, (<i>marketing</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	5	Edit Delete
NTNU	Content = Journals, (<i>marketing</i> in All fields)	5	Edit Delete

บริการอื่นๆของสำนักพิมพ์แยกตามสาขาอาชีพ



- สำหรับ บรรณารักษ์
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- สำหรับนักวิจัย
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Library Administrator



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Reports

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- Attach and create users for a subscriber

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- Request Runtime reports
- Create Batch reports
- Schedule Batch reports
- Edit Batch reports
- Execute Batch reports

Administration Related Links

- [Administration guide](#)
- [Usage/reports](#)

[Top](#)

ข้อมูลผู้บอกรับ

สถิติการใช้งาน



Emerald Group Publishing
Limited

Authentication

Subscribers & Users

Reports

[Home](#) > [Emerald Service Center](#) > [Authentication](#) > [Subscribers & Users](#) > Subscriber
Details

Subscribers & Users

Subscriber Details

Current Subscriber: Business Manager Access

Institution ID:

Customer ID: 99000326

[Change subscriber to related parent or child](#)

Administer account

View and Edit this subscriber:

Subscriber details:

* Indicates Required field

Institution ID:

ଶଂଳିତୀ COUNTER Reports



Home 

Text view Help

 Emerald Service Centre

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Reports

Request Runtime Reports

Create Batch Report

Schedule Batch Report

Edit Batch Report

Execute Batch Report

Counter Email Alerts

[Home](#) > [Emerald Service Center](#) > Reports

Reports

In this section you can:

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- [Schedule Batch reports](#)
- [Edit Batch reports](#)
- [Execute Batch reports](#)
- [Counter Email Alerts](#)

Home

Text view Help



Business Manager Access

Home > Emerald Service Center > Reports > Request Runtime Reports

Authentication

Reports

- Request Runtime Reports**
- Create Batch Report
- Schedule Batch Report
- Edit Batch Report
- Execute Batch Report
- Counter Email Alerts

Runtime Reports

Administration Related Links

- Administration guide
- Usage reports

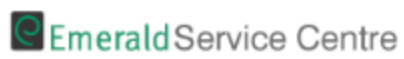
Request Runtime Report

Request Runtime Report:

- COUNTER Journal Report 1
- Counter Reports (monthly)**
- COUNTER Journal Report 1
- COUNTER Journal Report 4
- COUNTER Database Report 1
- COUNTER Database Report 3
- Other Customer Reports (monthly)**
- Abstracts
- Full Text Articles
- HTML Full Text Articles
- PDF Full Text Articles
- Sessions
- ToCs
- Turnaways
- Other Journal Reports (monthly)**
- Abstracts
- Full Text Articles
- HTML Full Text Articles
- Journal Summary
- PDF Full Text Articles
- ToCs

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Runtime Reports



Business Manager Access [Home](#) > [Emerald Service Center](#) > [Reports](#) > Request Runtime Reports

- Authentication
- Reports
 - Request Runtime Reports**
 - Create Batch Report
 - Schedule Batch Report
 - Edit Batch Report
 - Execute Batch Report
 - Counter Email Alerts

Runtime Report

Request Runtime Report

COUNTER Journal Report 1

Current Year:
 Previous Year:

Mail To:

- Administration
Related Links
- [Administration guide](#)
 - [Usage/reports](#)

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