

Emerald平台使用指南

www.emeraldinsight.com

疑问咨询：
service@emeraldinsight.com.cn



Emerald网站



www.emeraldinsight.com
Emerald资源使用平台

www.emeraldgroupublishing.com
Emerald出版社信息平台



核心内容：期刊、图书、案例

使用人群专栏：

作者园地、图书馆员专栏、学者园地、学习园地、教学园地

辅助资源：案例分析、管理学评论、访谈录、书评、文章推荐表

注：本PPT着重介绍 Emerald资源使用平台



注册个人账号，
使用个性化服务
登录后显示个人用
户名



为不同人群设立的辅助资源



检索
浏览

Search bar with dropdown menu set to 'Articles and Chapt' and a 'Search' button.

Advanced Search

Browse Journals & Books

- > Accounting & Finance
- > Economics
- > Education
- > Engineering
- > Health & Social Care
- > HR & Organizational Behaviour
- > Information & Knowledge Management
- > Library & Information Science
- > Management Science & Operations
- > Marketing
- > Property Management & Built Environment
- > Public Policy & Environmental Management
- > Sociology
- > Strategy
- > Tourism & Hospitality
- > Transport

Most Popular Articles

From the last 7 days:

本周热点文章

- The myth of the ethical consumer – do ethics matter in purchase behaviour?
- McDonald's: "think global, act local" – the marketing mix
- Customer loyalty and customer loyalty programs
- What the hare can teach the tortoise about make-buy strategies for radical innovations
- Google Scholar: the pros and the cons
- What motivates employees according to over 40 years of motivation surveys
- Building organisational culture that stimulates creativity and innovation
- Business model innovation: coffee triumphs for Nespresso

Featured Research



Ever wondered how you can be a successful entrepreneur? Now you can, in five easy steps!

本周推荐主题

The new Emerald Group Publishing website
[View it now ▶](#)

Step-by-step guidance on using Emerald Insight
[Read more ▶](#)

New content alerts: free e-mail
[Sign up now ▶](#)



Emerald平台三大主要功能

★ 个性化服务

★ 检索浏览

★ 辅助资源

TIPs: 在使用Emerald平台上遇到任何问题随时联系

邮箱: **service@emeraldinsight.com.cn**

QQ: **2565962796**

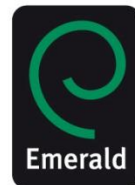
电话: **010-82306438**

★ 注册个性化服务-My Account



The screenshot illustrates the user interface for registering and logging into the Emerald Insight platform. The top navigation bar features links for 'Log in', 'Register', 'Help', 'Cart', 'Mobile Pairing', and 'Admin'. The main navigation bar includes 'Home', 'Journals & Books', 'Case Studies', and 'Author Services'. The registration form includes fields for 'Email*', 'Retype email*', 'Password*', 'Retype password*', 'Title' (with a dropdown menu), 'First name*', and 'Last name*'. The login form includes fields for 'Email or Username:' and 'Password:', a 'Remember me' checkbox, and 'Log in' and 'Clear' buttons. The bottom navigation bar displays 'Welcome: Ms Victoria Liu | Log out | Help | Cart | Mobile Pairing | Admin' and 'brought to you by Guangzhou Library'.

- 在机构IP范围内登陆平台后，点击“Register”注册
- 注册成功之后，点击“Login”输入用户名和密码，登陆后右上角同时出现个人账户和机构名称
(显示个人账户名称，说明可以享受个性化服务功能，显示机构名称，说明可获得机构购买资源全文内容)
- 点击个人账户名称进入您的个人页面，在此设置推送服务，添加喜欢的期刊和图书等个性化服务



个性化服务总览-My Account

My Account

Home > My Account

Personal Details

Access entitlements

Redeem Voucher

Alerts

Marked Lists

Saved Searches

My Account

Details

个人信息：注册信息、联系方式

Update your personal details here.

Details ▶

Access

访问权限：有权限访问资源

Access your subscription information here.

Access ▶

Redeem voucher

口令激活：激活获取资源访问权的口令码或链接

Redeem your voucher code here.

Redeem voucher ▶

Alerts

内容提醒：订阅您感兴趣的资源、学科新闻、文摘，免费获得订阅内容的平台更新提醒

Manage your email alerts here.

Alerts ▶

Marked list

收藏夹功能：收藏喜爱的期刊和文章、导入引文软件功能

View your marked list articles and publications here.

Marked list ▶

Searches

保存检索条件：免费获得所保存检索条件的最新检索结果内容

Access your saved searches here.

Searches ▶



收藏夹功能-Marked List

可将收藏的内容进行如下操作：
1 发给好友
2 导入引文软件
3 跟踪引用量

Home > My Account

My Account

Personal Details

Access entitlements

Activate Access Token

Alerts

Marked List

Saved Searches

My Account

资料类型分类

Articles (2) Journals (1) Chapters Book Series

Select all

Select Sort Show All Select an action

Publication	Date Added	
<input type="checkbox"/> Learning to learn	Mar 2, 2015	Edit
<input type="checkbox"/> Demystifying the challenges involved in publishing a high quality taxation paper	Mar 2, 2015	Edit

Showing entries 1-2 of 2

Previous page Next page

Select an action
Email to a friend
Download Citation
Track Citation
Remove from list

[Edit](#)
[Edit](#)

添加备注：评论、关键字、标签

保存检索条件-Saved Searches

Home > My Account > Saved Searches

My Account

- Personal Details
- Access entitlements
- Activate Access Token
- Alerts
- Marked List
- Saved Searches**

Saved Searches

If you have saved any searches, they are shown below.

To Create a new saved search:

- Select the Create a new search link
- Enter your search criteria and run the search.
- On the search results page, save the search using the "save Search" box in the right column.

[Create a new search](#)

<input type="checkbox"/> Select all Delete	Search Name	Saved on	Last run on ▲	Alert Frequency	
<input type="checkbox"/>	Market	Aug 20, 14	Aug 20, 14	N	Run Search
<input type="checkbox"/>	[Anywhere: economy] AND [Anywhere: business]	Jan 28, 15	Apr 20, 15	N	Run Search

创建新检索条件

根据检索时间和提醒频率排序



移动设备远程访问-Mobile Pairing 方式1

Welcome: Miss Yan Peng | Log out | Help | Cart | **Mobile Pairing** | Admin

brought to you by Emerald Staff

Emerald | Insight

Home | Journals & Books | Case Studies | Author Services

Emerald Resources

Search

Advanced Search

Home > Mobile Device Pairing

Pair Mobile Device

Enter the following pairing code into the mobile site:

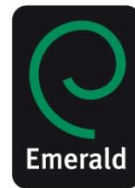
Pairing Code

F C F C V A

Your mobile device will be now be linked with your e-mail address. It will also be linked with your institution's subscription for a period of 180 days, after which you will need to re-register your device.

If you need any help with using our mobile services, please take a look at the mobile pairing user guide (available in seven languages).

- ✓在机构IP授权范围内，登陆个人账户；
- ✓点击“Mobile Pairing”；
- ✓机构外使用移动设备登陆个人账户即可同样访问机构订购资源。



移动设备远程访问-Mobile Pairing 方式2

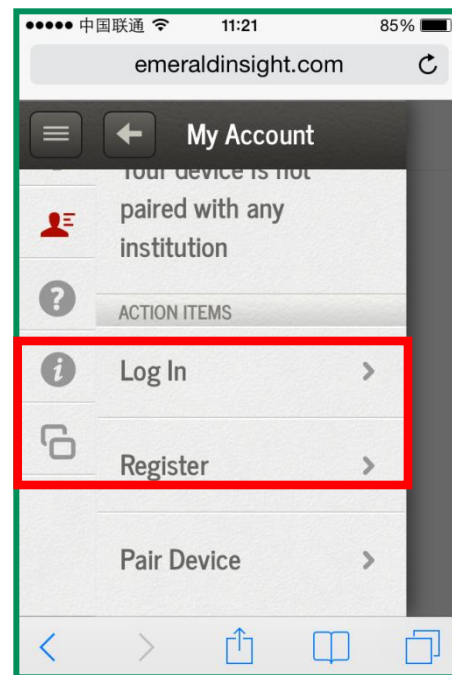
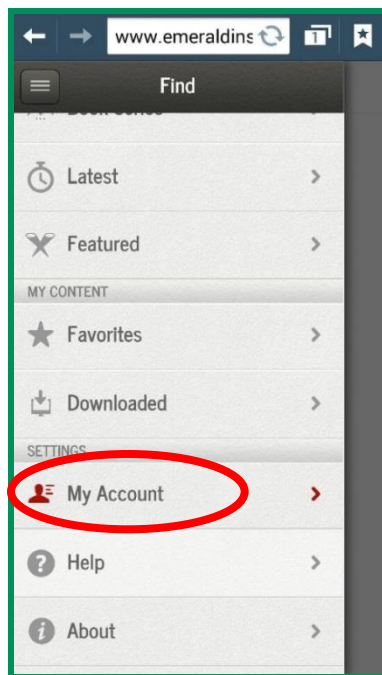
1. 在机构IP授权范围内，使用移动设备通过机构的无线网来连接网络

2. 输入www.emeraldinsight.com，进入Emerald首页

3. 点击此处开始浏览页面

4. 点击My Account

5. 登陆或注册个人账户



6. 机构外使用移动设备登陆个人账户即可同样访问机构订购资源。



电脑远程访问

请将以下联系人信息发送至
service@emeraldinsight.com.cn

机构名称	
学院	
姓名	
邮箱	
电话	
职称	

★检索、浏览-Search Browse



[Log in](#) | [Register](#) | [Help](#) | [Cart](#) | [Mobile Pairing](#) | [Admin](#)

 **Emerald** | Insight

[Home](#) | [Journals & Books](#) | [Case Studies](#) | [Author Services](#)

Resource areas: [Emerald Resources](#) ▼



in: [Articles and Chapters](#) ▼

[Search](#)

[Advanced Search](#)

Browse Journals & Books

> [Accounting & Finance](#)

> [Economics](#)

> [Education](#)

> [Engineering](#)

> [Health & Social Care](#)

> [HR & Organizational Behaviour](#)

> [Information & Knowledge Management](#)

> [Library & Information Science](#)

> [Management Science & Operations](#)

> [Marketing](#)

> [Property Management & Built Environment](#)

> [Public Policy & Environmental Management](#)

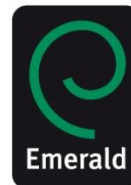
> [Sociology](#)

> [Strategy](#)

> [Tourism & Hospitality](#)

> [Transport](#)

快速检索



Welcome: Ms Victoria Liu | [Log out](#) | [Help](#) | [Cart](#) | [Mobile Pairing](#) | [Admin](#)

brought to you by Guangzhou Library



[Home](#) | [Journals & Books](#) | [Case Studies](#) | [Author Services](#)

Resource areas: ▼

in: ▼

[Search](#)

[Advanced Search](#)



高级检索-Advanced Search

Log in | Register | Help | Cart | Mobile Pairing | Admin

Emerald | Insight

Home | Journals & Books | Case Studies | Author Services

Resource areas: **Emerald Resources**

Search bar with dropdown menu (Articles and Chapters) and Search button

Advanced Search

布尔逻辑运算符

AND

Add a field

添加检索项

INCLUDE: EarlyCite Backfiles

即将出版文章的网络版、回溯库中的文章

NARROW BY: Content type: Articles and Chapters Case studies

资源类型

Publication date: All dates Last month Last 6 months Last year Specific date range

限定出版时间

From: Month Year To: Month Year

Search

检索范围

- Anywhere
- Anywhere
- Author
- Abstract
- Publication title
- Sp Issue/Vol title
- Content Item title
- Keywords
- ISSN/ISBN/EISBN
- Volume
- Issue
- Page
- Caption

检索历史

保存检索条件

Search History | Saved Searches

Recently Searched:

- Anywhere: publishing (Articles/Chapters - 251333)

SEARCH TIPS

SEARCHING

You can perform a search across all Emerald content using either the Search tool at the top of each page or the Advanced Search tool on this page. If you are a registered user of the site, you can save your search criteria in order to re-run the search later. By default, search results are sorted by relevance.

ADVANCED SEARCH

Enter one or more search terms and select the type of content to be searched. For example, to search for articles and chapters with the word "library" in their title, enter the text "library" and select "Content item title". Select any additional filters, such as the Publication Date of "Last 6 months", and click "Search".

ADVANCED SEARCH TIPS



检索结果

Search Results

Articles/Chapters (29534)

Case Studies (175)

切换不同类型的资源，包含结果数量

Order results by: Relevancy Newest First Oldest First

检索结果排序：相关性、时间

Results: 1-20 of 29534

1 2 3 4 5 6 7 8 9 10 Next >

Items per page 20

权限标示

Icon key: You have access Partial access Backfile Earlycite Abstract only

- ✓ 添加入收藏夹
- ✓ 发送给好友
- ✓ 导出参考文献
- ✓ 定制内容提醒

Select all

1 The Marketing of Wine from Small Wineries: Managing the Int
 Type: General review
 Frances Edwards
 International Journal of Wine Marketing, Volume: 1 Issue: 1, 1989
 ▼ Preview | Abstract | PDF (201 KB) | Reprints and Permissions

- items
- Please select
 - Please select
 - Add to marked list
 - Email
 - Download citation
 - Track citation

Search For Clear search

wine Anywhere

AND

marketing Anywhere

Add a field

INCLUDE:

All content Only content I have access to

EarlyCite Backfiles

Search

Search History Saved Searches

检索结果分类

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Gordon Pask Type: Viewpoint Cedric Price Kybernetes, Volume: 30 Issue: 5/6, 2001 ▼ Preview Abstract HTML PDF (38 KB) Reprints and Permissions
6	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Prospering in uncertain times Type: Viewpoint Tony Price Industrial and Commercial Training, Volume: 41 Issue: 2, 2009 ▼ Preview Abstract HTML PDF (79 KB)
7	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Comparing alternative house price indices: evidence from asking prices in Malta Type: Research paper Joseph Falzon, David Lanzon International Journal of Housing Markets and Analysis, Volume: 6 Issue: 1, 2013 ▼ Preview Abstract HTML PDF (289 KB) References Reprints and Permissions
8	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Hidden harm Type: General review David Harding-Price Drugs and Alcohol Today, Volume: 3 Issue: 3, 2003 Abstract PDF (101 KB) Reprints and Permissions
9	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FAST FOOD Type: General review Stuart Price Nutrition & Food Science, Volume: 91 Issue: 5, 1991 ▼ Preview Abstract PDF (274 KB) Reprints and Permissions
10	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The happiest days? Type: General review

Refine Search

FILTERS APPLIED:
None

Keyword

China (1512)
United Kingdom (811)
United States of America (505)
Consumer behaviour (473)
+More

Type 资源类型

General review (11821)
Research paper (8421) 案例
Case study (2067) 图书
Chapter item (1971)
+More

Publication Date 出版年份

Last Year (1391)
Last 6 Months (824)
Last 3 Months (429)
Last Month (157)

Subject 学科

Library & Information Science (4453)
Management science & operations (3468)
Engineering (3012)
Information & knowledge management (2819)
+More

Publication 刊物名称

New Library World (1204)



Accounting, Auditing & Accountability Journal

ISSN: 0951-3574

Online from: 1988

Subject Area: Accounting & Finance

[EarlyCite](#) | [Current Issue](#) | [Available Issues](#) | [Most Cited](#) | [Most Read](#) | [Alerts](#) | [RSS](#) | [Add to favorites](#)

[◀ Previous Article](#)

Volume 15 Issue 2

[Next Article ▶](#)

Fulltext:

Internal organisational factors influencing corporate social and ethical reporting: Beyond current theorising

Article Options and Tools

View: **Abstract** | **PDF**

[References \(57\)](#) | [Cited by \(Crossref, 187\)](#)

[Add to Marked List](#) | [Download Citation](#) | [Track Citations](#)

[Reprints & Permissions](#)

Author(s): Carol A. Adams (University of Glasgow, Glasgow, UK)

- ✓ 添加到收藏夹
- ✓ 导入引文软件 (Endnote等)
- ✓ 跟踪引用量

Most Read | **Most Cited** | **Related**

The most popular articles from this title

Last Year | **Last 7 Days**

The conceptual arguments concerning accounting for public heritage assets: a note

Knowing "the price of everything and the value of nothing": accounting for heritage assets

Jokes in popular culture: the characterisation of the accountant

Corporate social and environmental reporting

Introduction

[See More](#)

Share

[in](#) [f](#) [t](#) [g+](#) [e](#) [+](#)

Family heritage

Many wine marketing campaigns try and establish links with the past to highlight longevity (Peterson, 2005). This is because wine sales can actually increase by showcasing heritage and a greater enjoyment of the wine through association. However, there is no set definition of heritage therefore is up to the consumers' interpretation of the overall product (Stuart, 2012). Howard Urde *et al.* (2007) point out that heritage can be an identity and does not necessarily have to be an association with a legacy such as a family name. It is therefore reasonable to expect family association with the product. This has been successfully done for centuries in Old

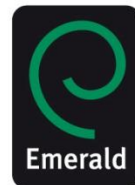
Coccosis and Nijkamp (1995) suggest that family heritage linkage should not be limited to the world including New World countries. New World wine countries may not have been European and Middle Eastern competitors however many New World vineyards have also been in Old World. New World wineries may also reveal a long association with the wine industry dating back to the 19th century. Increases in heritage linkage through association with wine. Howard (2003, p. 6) suggests that heritage inheritance which means "legacy". It could be argued by simply being a relative or ancestor

Section: **Choose**


- Choose
- Top of page
- Introduction
- Old World vineyards versu...
- Family heritage <<
- Marketing techniques
- Methodology
- Regional context
- Findings and discussion
- Interpretation of partici...
- Conclusion
- Implications
- References
- About the authors

跳到文章的具体段落

期刊文章 显示页面



电子丛书章节显示页面



Book Series: Advances in Accounting Behavioral Research

Series ISSN: 1475-1488
Series editor(s): Donna Bobek Schmitt
Subject Area: Accounting & Finance




[Current Volume](#) | [Series Volumes](#) | [Most Cited](#) | [Most Read](#) | [Alerts](#) | [RSS](#) | [Add to favorites](#)

[◀ Previous Chapter](#) | [Volume 17, Advances in Accounting Behavioral Research](#) | [Next Chapter ▶](#)

Document request:

Advances in Accounting Behavioral Research

Chapter options and tools

View:  HTML |  ePub |  PDF

[Add to Marked List](#) | [Download Citation](#) | [Track Citations](#)

Volume 17 Editor(s) Donna Bobek Schmitt ISSN: 079-1-70250-445-0 eISSN: 079-1-70250-446-8

The most popular articles from this title:

Last Year | Last 7 Days

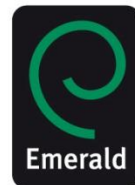
The Relative Effects of Identifying Versus Investigating Fraud Risks on Evaluators' Assessments of Auditor Liability

Behavioral research in management accounting: The past, present, and future

The effect of bias on decision usefulness: A review of behavioral financial accounting research

A review of the strengths and weaknesses of archival, behavioral, and qualitative research methods: recognizing the potential benefits of triangulation

Do principles- vs. rules-based standards have a differential impact on U.S. auditors' decisions?



导入引文软件

从文章页面
导入

Previous Article Volume 32 Issue 1

Fulltext:

The characteristics of supermarket shoppers in Beijing

Article Options and Tools

View: Abstract | PDF

References (26) | Cited by (Crossref, 12)

Add to Marked List | **Download Citation** | Track Citations | Reprints & Permissions

The delivery business model: creating an international luxury fashion brand

Customer perceptions of e-service quality in online shopping

An examination of the relationship between service quality, customer satisfaction, and store loyalty

The nature of luxury: a consumer perspective

See More

从检索结果
导入

Select all For selected items Please select

1 World Cities
Type: Review
Stuart James
Reference Reviews, Volume: 14 Issue: 3, 2000
Abstract | HTML | Reprints and Permissions

2 World city growth model and empirical application of Beijing
Type: Research paper
Yao Yongling, Shi Lushan
Chinese Management Studies, Volume: 6 Issue: 1, 2012
▼ Preview | Abstract | HTML | PDF (110 KB) | References | Reprints and Permissions

Please select
Please select
Add to marked list
Email
Download citation
Track citation

从收藏夹
导入

My Account Home > My Account > Marked List

Marked List

The items below have been added to your marked list. You can use this to keep track of items you will need to locate again.

Publication Favorites **Article Marked List**

Select all

Article Title	Publication
<input checked="" type="checkbox"/> Google Scholar: the pros and the cons	Online Information Review, Volume 29, Issue 2, pp. 208-214 13 Apr 2013
<input type="checkbox"/> How leaders influence employees' innovative behaviour	European Journal of Innovation Management, Volume 10, Issue 1, 11 Apr 2013

Select an action
Select an action
Email to a friend
Download Citation
Delete

导入引文软件

Home Journals & Books Case Studies | Author Services Resource areas: Emerald Resources

Search in: Articles and Chapters Search Advanced Search

Download citation(s)

If you have the appropriate software installed, you can download article citation data to the citation manager of your choice. Simply select your manager software from the list below and click on download.

For more information or tips please see 'Downloading to a citation manager' in the Help menu.

Format

- RIS (ProCite, Reference Manager)
- EndNote
- BibTex
- Medlars
- RefWorks
- RefWorks (China)

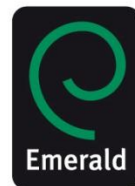
Direct import

Tips on citation download

Download article citation data for:

勾选自己常用的引文软件

点击导入



浏览-Browse

Welcome: Miss Yan Peng | Log out | Help | Cart | Mobile Pairing | Admin



brought to you by Emerald Staff

点击资源类型，进行浏览

Home | Journals & Books | Case Studies | Author Services

Resource areas: Emerald Resource

Search in: Articles and Chapt Search Advanced Search

点击学科名，了解该学科出版的期刊和图书

Browse Journals & Books

- > Accounting & Finance
- > Economics
- > Education
- > Engineering
- > Health & Social Care
- > HR & Organizational Behaviour
- > Information & Knowledge Management
- > Library & Information Science
- > Management Science & Operations
- > Marketing
- > Property Management & Built Environment
- > Public Policy & Environmental Management
- > Sociology
- > Strategy
- > Tourism & Hospitality
- > Transport

Most Popular Articles

From the last 7 days:

DELNET – the functional resource sharing library network: a success story from India

Fads, stereotypes and management gurus: Fayol and Follett today

Examining the work of Mary Parker Follett through the lens of critical biography

Featured Research



Browse Journals & Books

Content Type: All Journals Book Series

Show: All content Only content I have access to

资源类型选择

按首字母浏览

Browse by Title

All 0-9 A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

Icon key: You have access Partial access

按学科浏览

Browse by Subject

Results: 1-20 of 517

Page: 1 2 3 4 5 6 7 8 9 10 Next >

Select All For selected items: [Add to favourites](#)

Publication	Access	ISSN/ISBN	Content
<input type="checkbox"/> Academia Revista Latinoamericana de Administración		1012-8255	Journal
<input type="checkbox"/> Academic and Library Computing	<input checked="" type="checkbox"/>	1055-4769	Journal
<input type="checkbox"/> Accounting Research Journal	<input checked="" type="checkbox"/>	1030-9616	Journal
<input type="checkbox"/> Accounting, Auditing & Accountability Journal	<input checked="" type="checkbox"/>	0951-3574	Journal
<input type="checkbox"/> Advanced Series in Management		1877-6361	Book Series
<input type="checkbox"/> Advances in Accounting Behavioral Research		1475-1488	Book Series

All Subjects

- + Accounting & Finance
- + Economics
- + Education
- + Engineering
- + Health & Social Care
- + HR & Organizational Behaviour
- + Information & Knowledge Management
- + Library & Information Science
- + Management Science & Operations
- + Marketing
- + Property Management & Built Environment
- + Public Policy & Environmental Management
- + Sociology
- + Strategy
- + Tourism & Hospitality



★ 辅助资源

[Log in](#) | [Register](#) | [Help](#) | [Cart](#) | [Mobile Pairing](#) | [Admin](#)



[Home](#) | [Journals & Books](#) | [Case Studies](#) | [Author Services](#)

Resource areas: [Emerald Resources](#) ▼

in: [Articles and Chapters](#) ▼

[Search](#)

- Emerald Resources ▼
- Emerald Resources
- For Authors
- For Librarians
- For Engineers
- Research Zone
- Learning Zone
- Teaching Zone
- Multimedia Zone
- Support Resources

Browse Journals & Books

> [Accounting & Finance](#)

> [Economics](#)

> [Education](#)

> [Engineering](#)

> [Health & Social Care](#)

> [HR & Organizational Behaviour](#)

> [Information & Knowledge Management](#)

> [Library & Information Science](#)

> [Management Science & Operations](#)

> [Marketing](#)

> [Property Management & Built Environment](#)

> [Public Policy & Environmental Management](#)

> [Sociology](#)

> [Strategy](#)

> [Tourism & Hospitality](#)

> [Transport](#)

For Authors—作者园地

- ▶ Login
- Welcome:
Beihang University
- Logout
- Product Information:**
- For Journals
- For Books
- For Case Studies
- Regional information
- Resources:**
- Licensing Solutions
- For Authors
 - Impact of Research
 - Writing for Emerald
 - Editing Service
 - Emerald Literati Network
 - Guide to Getting Published
 - How To Guides
 - Editor Interviews
 - Emerald and Open Access
- For Librarians
- For Engineers
- Research Zone
- Learning Zone
- Teaching Zone
- Multimedia Zone

Home > For Authors

For Authors Support and services



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.

Book authors: visit our books section.

COPE COMMITTEE ON PUBLICATION ETHICS
Emerald journal editors are members of and subscribe to the principles of the Committee on Publication Ethics.

Impact of Research



Emerald's philosophy concerning impact of research is explained. Discover what Emerald means by impact, how Emerald measures impact and what impact information Emerald provides, as well as links to further information sources.

Editing Service



The Emerald Literati Network Editing Service allows

编辑服务：特别为非英语国家的作者

Guide to Getting Published



Emerald's initiative – publisher, institution

Editor Interviews



What are, and what will be, the hot topics in your interest areas? What criteria do editors and reviewers use to select papers? How could you increase your chances of publication? Find out by hearing what our editors have to say.

主编访谈：就热点问题、如何提高发表概率向 Emerald 主编进行访谈

Writing for Emerald



If you are researching management, or are to say, we aim to be the benefits and opp section.

Emerald Literati Network



Find out who has won one of our prestigious Emerald Literati Network awards. These awards recognize the efforts of authors and editors and celebrate the outstanding contributions many have made, not only to our journals, but to the body of knowledge itself.

学者评优：每年 Emerald 会针对合作的学者评选出优秀作者、最佳文章、杰出主编、优秀期刊

"How to..." Guides



A comprehensive set of "How to..." guides for authors – advice direct from the publisher on planning, writing and revising an article, by yourself or with others, to maximize its chance of acceptance by your chosen journal.

写作指南

Emerald and Open Access



Emerald now offers a new service for authors who have received direct funding for their research, which makes their published article Open Access immediately on publication. Read this section for more information.

Emerald Insight
Visit Emerald's dedicated research platform





For Librarians—图书馆员专栏

► **Login**

Welcome:
Beihang University

Logout

Product Information:

- For Journals
- For Books
- For Case Studies
- Regional information

Resources:

- Licensing Solutions
- For Authors
- For Librarians
 - Managing your Library
 - Marketing your Library
 - Information Management
 - Features of the Month
 - Writing for LIS Journals
 - Support Resources
 - Library Events
- For Engineers
 - For Engineers
 - Research Zone
 - Learning Zone
 - Teaching Zone
 - Multimedia Zone

Emerald Insight
Visit Emerald's dedicated research platform

Home > For Librarians

For Librarians

Comprehensive solutions to the issues facing library and information professionals



Emerald for Librarians is designed specifically for the library and information science (LIS) community to improve information services and better serve library users.

Become a member now, just follow the link from the site home page and fill out the registration form to receive full access to our librarian resources. It's free!

Emerald for Librarians resources emphasize the key role that information professionals can play in encouraging learners at all levels within their institutions by providing the following features:

Managing your Library **图书馆管理**



Today's librarian has to be a fully rounded manager. Emerald for Librarians draws on the best current management thinking and research, and presents it in such a way that busy librarians can easily adapt it to their needs.

Information Management Resources **信息管理资源**



Keep up with the latest technical developments in library and information management. Our information management resources include interviews and viewpoints plus Features of the Month.

Writing for LIS Journals **如何发表图情学文章**



Offering unmatched rights and support for authors, Emerald aims to be the publisher of choice for LIS professionals looking to publish their work. Use this section to choose which journal you submit your paper and for handy tips on writing and getting published.

Library Events **业界大事件**



With information on all the latest international events, our library events section will let you pinpoint the right event for you! Find out which conferences Emerald staff, editors and advisers will be attending, or add an event of your own.

Marketing your Library **图书馆推广**



Everyone recognizes the importance of maximizing the use of the library's resources and justifying the role that the library plays in the university. This section presents key articles on marketing your library's services.

Features of the Month **本月推荐**

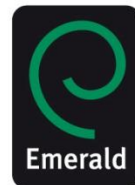


Are you looking to improve your daily information services activities or personal professional growth? Then visit our LIS features of the month section for the latest event and book reviews, noteworthy product information and more!

Support Resources **资源列表、MARC数据等支持内容**



Comprehensive support resources to help you and your users make the best use of Emerald's website facilities. Designed to provide information and guidance, our support section also gives you access to value added services and promotional materials including MARC records.



Research Zone—学者园地

► **Login**

Welcome:
Beihang University

Logout

Product Information:

For Journals

For Books

For Case Studies

Regional information

Resources:

Licensing Solutions

For Authors

For Librarians

For Engineers

Research Zone

Research Awards

Winning Research Funding

How To Guides

Research Connections

Conference Central

Learning Zone

Home > Research Zone

Research Zone


Resources for a worldwide research community



Emerald's Research Zone is designed to provide advice and support on how to keep up to date with the latest research and developments.

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.


Research Awards **研究基金项目**

 Emerald actively promotes and rewards research in management and LIS. As well as funding for research projects, Emerald also bestows awards for doctoral research and case study research.


Winning Research Funding **申请基金指南**

 This six-part adaptation on winning research funding is presented as part of Emerald's continuous relationship with academic researchers and writers around the world.

"How to..." Guides **项目管理、研究方法指南**

 "How to..." guides for researchers – practical tips and guidance on how to design, develop and present your research.

Research Connections **国际同行联系平台**

 Research Connections is an online meeting place providing the opportunity for researchers to contact like-minded professionals and showcase their work.

Conference Central **国际会议信息**

 Conference Central – selected events from around the globe – a comprehensive collection of links to international conferences and events in management, library and information science, and engineering. Use it to find out which conferences Emerald staff, editors and advisers will be attending and pinpoint the right event for you.

研究基金项目



Emerald Research Awards

Supporting researchers through the Emerald awards programme



Apply for an Emerald award for the opportunity to receive international recognition and a cash prize

Emerald is proud to sponsor many research funding initiatives throughout the world.

- Case Competitions
- Emerald/EFMD Outstanding Doctoral Research Awards
- Emerald/HETL Education Outstanding Doctoral Research Awards
- Emerald Engineering Outstanding Doctoral Research Awards
- Research Fund Awards
- 2012/2013 Emerald/EMRBI Business Research Award for Emerging Researchers

Emerald/EFMD Outstanding Doctoral Research Awards

Emerald and the European Foundation for Management Development (EFMD) – a global membership organization with more than 700 institutional members from academia, business and public services – celebrate excellence in research by sponsoring these prestigious international annual awards.

- 2014 Outstanding Doctoral Research Awards - **apply now (deadline 1 October 2014)**
- Archive of previous winners



Emerald/HETL Education Outstanding Doctoral Research Awards

Emerald Group Publishing and the International Higher Education Teaching and Learning Association (HETL) are delighted to offer a grant award for a doctoral research project in the field of education. The award recognizes excellence in research in the field of education.

- **Apply now (deadline 1 August)**



国际同行联系平台



► Login

Welcome:
Beihang University

[Logout](#)

Product Information:

[For Journals](#)

[For Books](#)

[For Case Studies](#)

[Regional information](#)

Resources:

[Licensing Solutions](#)

[For Authors](#)

[For Librarians](#)

[For Engineers](#)

[Research Zone](#)

[Home](#) > [Research Zone](#) > Emerald Research Connections

Emerald Research Connections

Join a worldwide research community



Do you want to get to know researchers in your field from all over the world?

Do you need to find collaborative research partners?

Would you like to showcase your work and have like-minded professionals contact you?

Emerald Research Connections is an online meeting place for the academic and corporate research communities, providing the opportunity for researchers to present their own work and interests, and find others to participate in future projects or simply share ideas.

Create Your Profile

Promote your research and experience, develop your career and allow others to contact you.

[Create your Profile](#)

Search Research Connections

Finding like-minded research professionals is now easier than ever.

[Search](#) | [Browse](#)

- If you would like to know more about the benefits of creating your profile on Emerald Research Connections, please view our [Research Connections benefits page](#).
- Do you still have any unanswered questions regarding Emerald Research Connections? If so, see our [FAQ and contacts page](#).

国际会议信息



Home > Research Zone > Conference Central

Conference Central

▼ Login
Username:
Password:
Login
- [Forgot password?](#)
Welcome:
Guest

Events organizers
If you would like to promote your conferences and events with us feel free to **add an event** to our moderated list. In addition, you can also list call for papers for forthcoming events or your conference proceedings.

Events
Search:

Browse Options
Start date: Select Date and End date: Select Date (DD-MM-YYYY)
Subject is: ▼
Event type is: ▼ In region: ▼

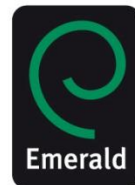
Order by: **Name** (asc) | Date | Count
Page: 1 2 3 4 Next > Items per page: 10 20 30 40

Conference 29th Dec 2014 to 31st Dec 2014
2014 Hong Kong International Conference on Engineering and Applied Science - HKICEAS 2014
Location: Regal Airport Hotel, Hong Kong

Conference 20th Oct 2014 to 22nd Oct 2014

Product Information:
For Journals
For Books
For Case Studies
Regional information

Resources:
Licensing Solutions
For Authors
For Librarians
For Engineers
Research Zone
Research Awards
Winning Research



Learning Zone—学习园地

▼ Login

Username:

Password:

Login

- [OpenAthens/Institutional login](#)
- [Forgot password?](#)

Welcome:

Guest

Product Information:

- For Journals
- For Books
- For Case Studies
- Regional information

Resources:

- Licensing Solutions
- For Authors
- For Librarians
- For Engineers
- Research Zone
- Learning Zone
- Management Skills

Home > Learning Zone

Learning Zone

Resources for those studying MBAs, degrees, executive courses and business-related subjects



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.

Management Skills **管理技巧**



Handy introductions for students or essential management skills for developing managers. Guides in this section include communication and time management plus many more.

Management Thinking **管理学大师访谈录**



Short, distilled summaries of the latest Management Thinking articles plus interviews with those who shape business today. Use these resources to enhance your management knowledge.

Study Skills and Student Life **学习技巧**



Articles and guides designed specifically to help students develop the key skills they need to succeed in higher education. Learn about writing dissertations, note taking and much more.

Literature Reviews Collection **学术评论集**



Valuable literature reviews gathered together in a quick and convenient place for researchers to find a starting point for their next piece of work or to identify gaps in the current literature.

Emerald Research Digests



Research Digests take the best research papers on strategy, human resource management and learning and distil them into handy, 1,500-word summaries for easier understanding and more immediate impact in practice and in the classroom.

Teaching Zone—教学园地

▼ Login

Username:

Password:

Login

- [OpenAthens/Institutional login](#)
- [Forgot password?](#)

Welcome:

Guest

Product Information:

For Journals

For Books

For Case Studies

Regional information

Resources:

Licensing Solutions

For Authors

For Librarians

For Engineers

Research Zone

Learning Zone

Teaching Zone

Teaching Insights

Home > Teaching Zone

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 above the left-hand menu 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.

Issues in Education



What's new in education? What are the current hot topics and who is adopting them? Visit our Issues in education section to keep up to date with the latest developments.

Book Reviews Collection **管理学书评**



Reliable, in-depth book reviews in the management field. Written by academics for students, teachers and researchers.

Case Studies Collection **案例集**

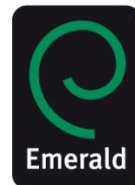


Suitable for learning and teaching, an assortment of case studies that are ideal to use as illustrations of business and management issues.

Interviews Collection **名人访谈录**



Interviews with leading figures – lively conversations with people who shape the business and academic fields.



Multimedia Zone——多媒体园地

▶ Login

Welcome:
Beihang University

Logout

Product Information:

For Journals

For Books

For Case Studies

Regional information

Resources:

Licensing Solutions

For Authors

For Authors

For Engineers

Research Zone

Learning Zone

Teaching Zone

Multimedia Zone

Video Abstracts

Talking Management

Emerald Channel

Writing Teaching Cases

Podcasts

Home > Multimedia Zone

Multimedia Zone

Audio and video content from Emerald



Featured video: Online social networks and learning

Published in *On the Horizon*, this viewpoint essay seeks to argue that young people's online social networking can serve as sites for and supports for student learning in ways not currently assessed.

This work presents concrete examples of how social network sites, typically seen as a distraction, might be re-envisioned as supports for revised student learning outcomes.



[Purchase/rent/download this article...](#)

Video Channels

01: Video Abstracts



We are delighted to present video abstracts of recently published and notable Emerald articles filmed by the articles' authors.

02: Talking Management



The Talking Management Series features insightful interviews with leading business figures and management writers.

03: Emerald Channel



This channel features short videos and seminars introducing the key benefits of Emerald products and services.

04: Writing Teaching Cases



Engaging talk split into 8 short videos, by Editor-in-Chief Dr. Bachani, on preparing teaching cases for publication.

感谢您使用Emerald资源！

service@emeraldinsight.com.cn

www.emeraldinsight.com

