



Emerald Fulltext

By: Jirawat Promporn

Contact: jirawat@book.co.th

TRAINING Dept.

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Emerald Fulltext

- เป็นผลิตภัณฑ์ของสำนักพิมพ์ **MCB University Press**
- ก่อตั้งขึ้นเมื่อปี **1996** ในชื่อ **Emerald intelligence + Full Text** โดยมีจุดประสงค์เดิมคือ บริการจัดส่งบทความวารสารที่จัดพิมพ์โดย **MCB University Press**
- ในปี **2001** ได้มีการปรับปรุงบริการและทางเลือกต่างๆ ในการใช้ฐานข้อมูลและเปลี่ยนชื่อเป็น **Emerald Fulltext**
- เป็นฐานข้อมูลที่ครอบคลุมและสมบูรณ์ที่สุดในสาขาการจัดการ



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- ประกอบด้วยบทความจากวารสารวิชาการของ **MCB University Press** มากกว่า **100** รายชื่อ
- มีจำนวนบทความฉบับเต็มมากกว่า **42,000** รายการ
- ให้บริการเอกสารฉบับเต็มตั้งแต่ปี **1994** และให้บริการสารระสังเขปย้อนหลังจนถึงปี **1989**
- เป็นแหล่งข้อมูลที่สำคัญของหน่วยงานต่างๆ ไม่ว่าจะเป็นรัฐบาล หน่วยงานธุรกิจ หรือ การศึกษา



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ครอบคลุมเนื้อหา

- การจัดการทรัพยากรบุคคล
- การจัดการงานห้องสมุดและสารสนเทศ
- การฝึกอบรม
- การตลาด
- การพัฒนาองค์การ
- การจัดการคุณภาพและปฏิบัติการ
- การจัดการผลิตและปฏิบัติการ
- วิศวกรรม
- การจัดการสิ่งแวดล้อม
- และสาขาวิชาที่เกี่ยวข้องกับการจัดการทั้งหมด



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ตัวอย่างวารสารเด่นๆ

- **Management Decision**
- **European Journal of Marketing**
- **The TQM Magazine**
- **Personnel Review**
- **International Journal of Operations & Production Management**
- **Library Management**



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แบ่งการสืบค้นออกเป็น 3 วิธี

1. **Quick Search (การสืบค้นขั้นพื้นฐาน)**
2. **Advanced Search (การสืบค้นขั้นสูง)**
3. **Browse (การสืบค้นแบบไล่เรียง)**

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About Emerald

welcome to

www.emeraldinsight.com

Emerald publishes the world's widest range of management, library information science journals as well as a strong specialist range of engineering and applied science and technology journals.

<input type="text"/>	Browse Emerald
Search In: <input type="text" value="All fields"/> <input type="button" value="go"/>	<ul style="list-style-type: none">• Journal Title• Subject

This month's



Journal Highlights

Emerald ManagementXtra

Emerald Management Xtra is the largest, most comprehensive collection of peer reviewed management journals and online support for librarians, students, faculty, researchers and deans. It features 110 full text journals and reviews from the world's top 300 management journals.

[More Information](#)

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Emerald Journals

Quick Search

The screenshot shows the Emerald website's Quick Search page. On the left is a navigation menu with 'Quick Search' highlighted. The main content area is titled 'Quick Search' and contains a search form. The form includes a search input field, three checkboxes for search options (Phrase, Exact match, Truncation), a section for selecting search fields (with 'All Fields' checked), and a 'Within' section with radio buttons for 'All content' and 'My subscribed content'. At the bottom are 'Hide Search Options' and 'Search' buttons.

Home> Quick Search>> E-mail this page

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Quick Search

Search For: 2

Phrase Exact match Truncation 3

In these fields: 4

<input checked="" type="checkbox"/> <u>All Fields</u>	<input type="checkbox"/> <u>Abstract</u>
<input type="checkbox"/> <u>All Fields (excluding full text)</u>	<input type="checkbox"/> <u>Author</u>
<input type="checkbox"/> <u>Journal Title</u>	<input type="checkbox"/> <u>Keywords</u>
<input type="checkbox"/> <u>Company Name</u>	<input type="checkbox"/> <u>Article Title</u>
<input type="checkbox"/> <u>Reference Number</u>	

Within: 5

All content My subscribed content

Hide Search Options Search 6

1. เลือก Quick Search

2. ใส่คำค้น

3. เลือกรูปแบบที่สัมพันธ์กับคำค้น

4. ระบุเขตข้อมูลการสืบค้น

5. เลือกสืบค้นจากทุกส่วน หรือเฉพาะที่บอกรับ

6. คลิก Search

Advanced Search

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- Advanced Search** 1
- Browse
- Journals & Databases
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Advanced Search

Search for: 2

Phrase Exact match Truncation

And 5

Search in: 4

- All fields
- All fields
- All fields(excluding full text)
- Abstract
- Article title
- Author
- Company name
- Country
- ISSN
- Issue
- Journal title
- Keywords

Within: 6

All content My subscribed content

Limit the search to: 7

Items published between All and All

Article Types All Types

Search 8

1. เลือก Advanced Search

2. ใส่คำค้น

3. เลือกรูปแบบที่สัมพันธ์กับคำค้น

4. ระบุเขตข้อมูล

5. เลือกคำเชื่อม

6. เลือกสืบค้นจากทุกส่วน หรือเฉพาะที่บอกรับ

7. ระบุช่วงเวลาที่ดีพิมพ์และประเภทของเอกสารที่ต้องการ

8. คลิก Search

Browse By : Journal Title

The screenshot shows the Emerald database website interface. On the left is a vertical navigation menu with a green ribbon graphic. The menu items are: > Login, Book Promotion & Service Co., Ltd, My Profile, Search & Browse, Quick Search, Advanced Search, Browse (highlighted with a red circle 1), Journals & Databases, Training & Support, Permissions Service, Reprint Service, and About Emerald. The main content area is titled 'Browse' and has a light blue background. It contains two columns of radio buttons: 'Browse For:' with options 'All Journals' (selected) and 'My Subscribed Journals'; and 'Browse By:' with options 'Journal Title' (selected, marked with a red circle 2) and 'Subject'. Below these are options for 'Emerald Reviews', 'Emerald Abstracts', and 'Subject Classification'. At the bottom right of the main area is a 'Browse' button (marked with a red circle 3). Below the main area is an alphabetical index with letters A through Z, where the letter 'I' is highlighted with a red circle 4. Below the index, two journal entries are shown: 'Accounting, Auditing & Accountability Journal' with ISSN: 0951-3574 and 'Full Text Online: 1988 onwards', and 'Aircraft Engineering and Aerospace Technology' with ISSN: 0002-2667 and 'Full Text Online: 1997 onwards'. The letter 'A' in the second entry is highlighted with a red circle 5.

1. เลือก Browse

2. เลือก Browse By : Journal Title

3. คลิก Browse

4. เลือกอักษรเริ่มต้นของชื่อวารสาร

5. เลือกวารสารเล่มที่ต้องการ

Browse By : Subject



Browse

Browse For:	Browse By:
<input checked="" type="radio"/> All Journals	<input type="radio"/> Journal Title
<input type="radio"/> My Subscribed Journals	<input checked="" type="radio"/> Subject 2

<input type="radio"/> Emerald Reviews	
<input type="radio"/> Emerald Abstracts	<input type="radio"/> Subject Classification

3 Browse	

- + Accounting, Auditing & Economics
- + Built Environment, The
- + Continuing Professional Development
- + Education
- + Engineering & Material **4** science
- + Environmental Management
- + Food & Nutrition
- + General Management
- + Healthcare Management
- + Hospitality & Services Management
- + HR Management
- + Information Management
- + Library Collection Development & Management
- + Library Management & Information Services

1. เลือก Browse

2. เลือก Browse By : Subject

3. คลิก Browse

4. เลือกหัวข้อเรื่องที่น่าสนใจ

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Search Results

You searched for: Article title = business development

[Modify Search](#) **3**

[Search in results](#) **4**

[Save search](#) **5**

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1. [Defining relationship quality for customer-driven business development: A housing-mortgage company case](#) **1**

Author(s): Inger Roos, Anders Gustafsson, Bo Edvardsson

International Journal of Service Industry Management; Volume: 17 Issue: 2;

2006 Research paper

[View HTML](#) | [View PDF](#) (118 KB) **2**

2. [The role of the business development manager in the leasehold sector of the UK's public house trade](#)

Author(s): J.D. Pratten

International Journal of Retail & Distribution Management; Volume: 33

Issue: 12; 2005 Case study

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2. คลิกเพื่อแสดงเอกสารฉบับเต็ม

3. ปรับปรุงการสืบค้น

4. สืบค้นภายในผลลัพธ์เดิม

5. บันทึกคำค้น

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You have requested to view the document below.

Please select from the following options:

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Title: Defining relationship quality for customer-driven business development: A housing-mortgage company case

Author(s): Inger Roos, Anders Gustafsson, Bo Edvardsson

Journal: International Journal of Service Industry Management

ISSN: 0956-4233

Year: 2006 **Volume:** 17 **Issue:** 2 **Page:** 207 - 223

DOI: 10.1108/09564230610657006

Publisher: Emerald Group Publishing Limited

Abstract: Purpose – The purpose of this study is to compare the company's perception of their business to the customers' dynamic view of their relationships with the same company.

Design/methodology/approach – Customers are interviewed about their perceptions of the relationships. The interviews are analyzed by using SPAT (switching path analysis technique) that divides the relationships into different parts with priority to their relevance for the strength of the relationships.

Findings – Customers who experience triggers in their relationships evaluate their mortgage provider differently than those who do not. The construct that influences the dynamism and the differing evaluations is defined as the trigger function. Three trigger categories are identified and described: the situational, the influential, and the reactional. In order to further verify the dynamic aspect of the customer relationship, evidence of customers' dynamic evaluations and of how the company's own



Defining relationship quality for customer-driven business development

A housing-mortgage company case

Inger Roos, Anders Gustafsson, Bo Edvardsson

The Authors

Inger Roos, Service Research Center, Karlstad University, Karlstad, Sweden
Anders Gustafsson, Service Research Center, Karlstad University, Karlstad, Sweden
Bo Edvardsson, Service Research Center, Karlstad University, Karlstad, Sweden

Abstract

Purpose – The purpose of this study is to compare the company's perception of their business to the customers' dynamic view of their relationships with the same company.

Design/methodology/approach – Customers are interviewed about their perceptions of the relationships. The interviews are analyzed by using SPAT (switching path analysis technique) that divides the relationships into different parts with priority to their relevance for the strength of the relationships.

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Print, Save

The current issue and full text archive of this journal is available at
www.emeraldinsight.com/0956-4233.htm

Defining relationship quality for customer-driven business development

Defining relationship quality

207

A housing-mortgage company case

Inger Roos, Anders Gustafsson and Bo Edvardsson
Service Research Center, Karlstad University, Karlstad, Sweden

Abstract

Purpose – The purpose of this study is to compare the company’s perception of their business to the customers’ dynamic view of their relationships with the same company.

Design/methodology/approach – Customers are interviewed about their perceptions of the relationships. The interviews are analyzed by using SPAT (switching path analysis technique) that divides the relationships into different parts with priority to their relevance for the strength of the relationships.

Findings – Customers who experience triggers in their relationships evaluate their mortgage

1 of 17

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

If you have registered before, please login below, otherwise [click here to register](#).

Insight Login

Username: [] **1**

Password: []

Login

> Athens users

> problems logging in?

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- My profile demo
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1. พิมพ์ Username และ Password เพื่อเข้าสู่แฟ้มส่วนตัว

2. สำหรับผู้ใช้ใหม่ ให้คลิกที่ [click here to register](#) เพื่อลงทะเบียน

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Register

Register

Please fill in the following form to complete your registration:

* Indicates Required field

Title *:	<input type="text" value="Please Select"/>
First Name *:	<input type="text"/>
Last Name *:	<input type="text"/>
Job Title *:	<input type="text" value="Please Select"/>
Industry *:	<input type="text" value="Please Select"/>
Organisation *:	<input type="text"/>
Department:	<input type="text"/>
Address line 1:	<input type="text"/>
Address line 2:	<input type="text"/>
City/ Town:	<input type="text"/>
Country *:	<input type="text" value="Please Select"/>
Post/Zip Code:	<input type="text"/>
E-mail Address *:	<input type="text"/>
Confirm E-mail Address *:	<input type="text"/>
Telephone:	<input type="text"/>
Fax:	<input type="text"/>
Area of Interest *:	<input type="text" value="Please Select"/>
How did you find us?*	<input type="text" value="Please Select"/>

As part of your registration to Emerald we may send you information which we think will be of interest to you. If you do not wish to receive this information please tick here.


Please choose your own username and password and enter them below (password must be a minimum of 6 characters)

Username *:	<input type="text"/>
Password *:	<input type="text"/>
Confirm Password *:	<input type="text"/>

Register

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Miss Prapasri Fungsriwirot

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No results found			
	Title		

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คลิก **Create new** เพื่อสร้างแฟ้มที่จะจัดเก็บ

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Miss Prapasri Fungsriwirot

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You searched for: Article title = business development

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1. Defining relationship quality for customer-driven business development: A housing-mortgage company case

Author(s): Inger Roos, Anders Gustafsson, Bo Edvardsson

International Journal of Service Industry Management; Volume: 17 Issue: 2; 2006 Research paper

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2. The role of the business development manager in the leasehold sector of UK's public house trade

Author(s): J.D. Pratten

International Journal of Retail & Distribution Management; Volume: 33 Issue: 12; 2005 Case study

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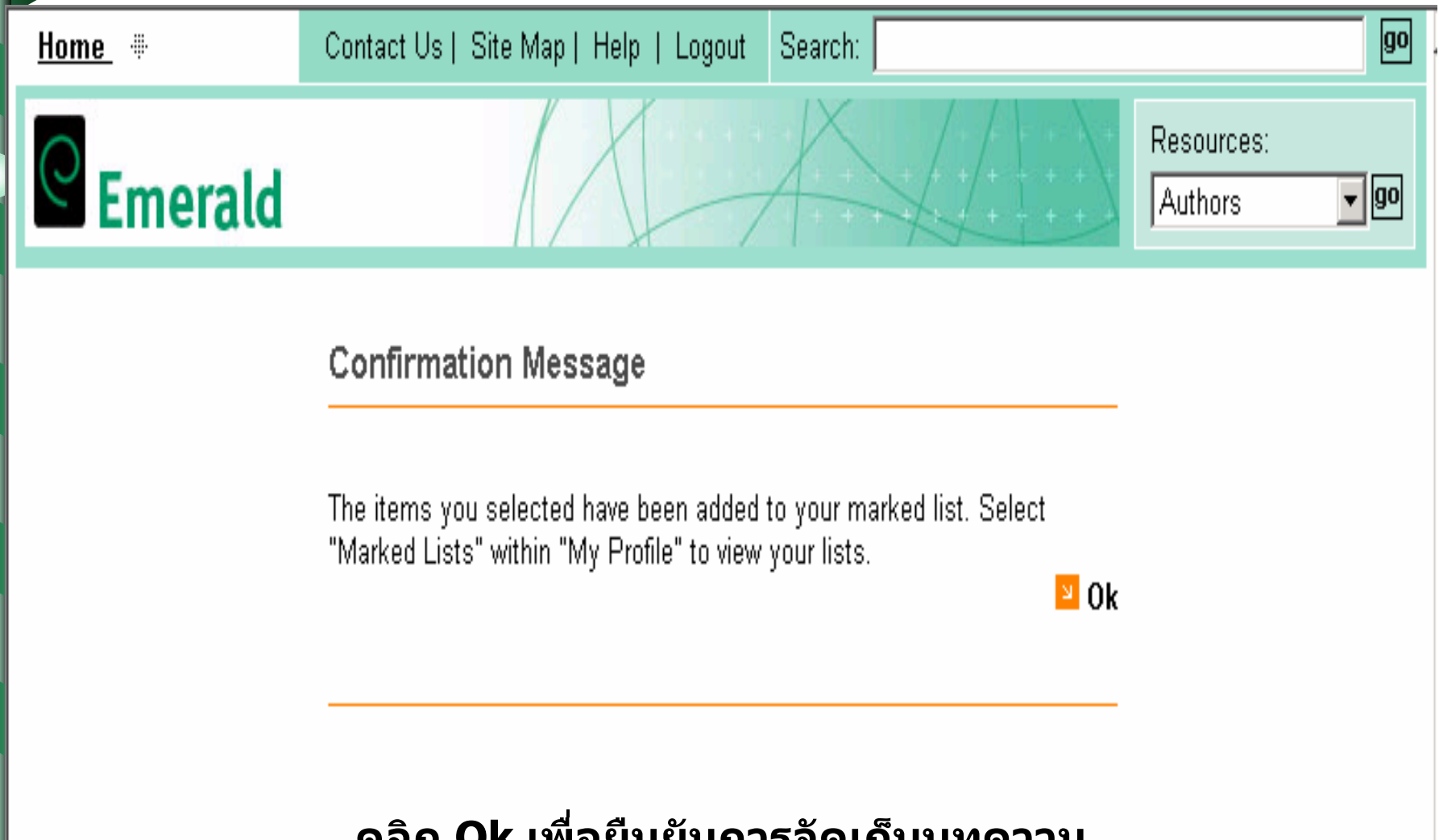


1. คลิกเลือกบทความที่จะจัดเก็บ

2. คลิกเลือกชื่อแฟ้มที่จะจัดเก็บ

3. คลิก Add to my list

Marked List



The screenshot shows the Emerald website interface. At the top, there is a navigation bar with links for Home, Contact Us, Site Map, Help, and Logout. A search bar is also present. Below the navigation bar is a banner with the Emerald logo and a search bar. The main content area displays a confirmation message:

Confirmation Message

The items you selected have been added to your marked list. Select "Marked Lists" within "My Profile" to view your lists.

คลิก Ok เพื่อยืนยันการจัดเก็บบทความ

Marked List

Miss Prapasri Fungsriwirot

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Home> Marked List>>

Marked Lists

Please select a list to work with: training

View **Create new** **Delete list**

2 **Print** **3** **Download(ASCII)** **Email** **4**

training

2 Items found Page 1 of 1 - < Prev 1 Next >

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Title	
1. Defining relationship quality for customer-driven business development: A housing-mortgage company case Inger Roos, Anders Gustafsson, Bo Edvardsson International Journal of Service Industry Management; Volume 17; Issue 2; 2006	<input type="checkbox"/>
2. The role of the business development manager in the leasehold sector of the UK's public house trade J.D. Pratten International Journal of Retail & Distribution Management; Volume 33; Issue 12; 2005	<input type="checkbox"/>

1

Delete

1. คลิกเลือกบทความที่ต้องการ

2. คลิก **Print** เพื่อสั่งพิมพ์

3. คลิก **Download** เพื่อบันทึก

4. คลิก **Email** เพื่อส่งอีเมล

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Sort by Relevance

Display 10 results per page

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training

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1. Defining relationship quality for customer-driven business development: A housing-mortgage company case

Author(s): Inger Roos, Anders Gustafsson, Bo Edvardsson

International Journal of Service Industry Management; Volume: 17 Issue: 2; 2006 Research paper

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Author(s): J.D. Pratten

International Journal of Retail & Distribution Management; Volume: 33 Issue: 12; 2005 Case study

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คลิก Saved Search เพื่อบันทึกคำค้น

Save Search



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Manage Saved Searches

Once you are happy with the search, click 'Add' to add it to your saved searches.

Welcome to the Emerald saved search alert.

Please find below the search expression you have selected:

We recommend that you enter a name for your saved search in the box provided, so that you can easily identify it in future.

Under the column labelled 'Hits' you should indicate the maximum number of hits you expect to receive each week.

Once you are happy with the search, click 'Add' to add it to your saved searches.

[> Back to search results](#)

* Indicates Required Field

Save Current Search

Name*	Expression*	Hits	Options
<input type="text" value="business development"/>	<input type="text" value="Article title = business dev"/>	5 <input type="button" value="v"/>	Add

Previous Searches

พิมพ์ชื่อที่ต้องการบันทึก จากนั้นคลิก Add

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Quick Search

Search For:

Show more options Search

Search History

SEARCH	CONTENT	RESULTS
Article title = knowledge management	Articles	320
Article title = business development	Articles	21
Article title = total quality management OR Article title / TQM	Articles	591

Clear History

1. ลำดับการสืบค้น และสามารถเรียกดูผลลัพธ์ได้

2. ลบคำค้นออกจาก History ทั้งหมด



Emerald Alert

- Saved Search Alerts
- TOC (Table of Contents) Alerts
- Weekly Digests

Save Search Alerts



Miss Prapasri Fungsriwirot

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Alerts

This feature provides personal e-mail notification of new articles published online, ensuring that users are kept up-to-date with the very latest research. You can receive these updates in three ways:

Saved Search Alerts

- after each search from within Emerald you will be given the option of adding it to your alert profile. Each time new articles are added to the database, you will be sent the brief citations of any new article that matches your search criteria.

TOC (Table of Contents) Alerts

- will e-mail you the contents page of any chosen Journal whenever the latest issue becomes available online.

Weekly Digests

- This service provides you with an e-mail summary of all Emerald Full Text Journals which are updated each week.

คลิกเลือก **Saved Search Alerts** เพื่อบอกรับการแจ้งเตือนทางอีเมล

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Emeralds free TOC (Table of Contents) Alert service will e-mail you the contents page of any chosen journal whenever the latest issue becomes available online.

Please select any additional journals you would like to receive alerts for.

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Selected TOC alerts:

 **Select Journal**

Remove

Save

คลิก **Select Journal** เพื่อเลือกชื่อวารสารที่ต้องการบอกรับการแจ้งเตือน

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Subscribe TOC alerts for this user:

Journal A-Z:

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

Available Journals:

Development and Learning in Org
Disaster Prevention and Manage

Selected Journals:

Development and Learning in Org

Add Remove

Done

1. เลือกอักษรเริ่มต้นของชื่อวารสาร

2. เลือกรายชื่อวารสารที่สนใจแล้ว คลิก Add

3. คลิก Done

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Development and Learning in Organization


▼ **Select
Journal**

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คลิก **Save** เพื่อบันทึก

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Weekly Digest Alert

Emerald's Weekly Digest Alerts are e-mail summaries of journal issues published each week. They are available in two formats. You may subscribe to an alert that contains a list of all journal issues published, or to an alert that contains a list of issues from journals that your organisation subscribes to.

To subscribe, simply select the appropriate option below and click on Save to confirm. To unsubscribe, simply deselect the appropriate option below and click on Save to confirm.

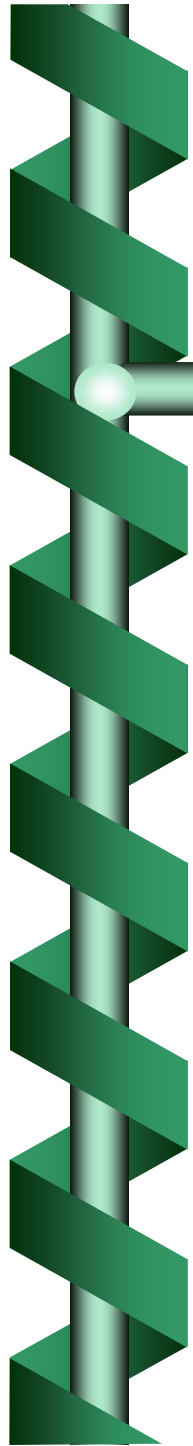
Subscribed journals

All journals

Please note that you will not be sent an alert for weeks in which no journal issues are published that meet your selection above.

Save

คลิกเลือกการแจ้งเตือนเฉพาะวารสารที่บอกรับ หรือจากทุกรายชื่อ
จากนั้น คลิก Save เพื่อบันทึก



Thank You