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Green marketing of cosmetics and toiletries in Thailand

The Authors

Lalit M. Johri, *Associate Professor at the School of Management, Asian Institute of Technology, Klong Luang, Pathumthani, Thailand*
Kanokthip Sahasakmontri, *Retail Network Strategic Planning Assistant, Shell Companies in Thailand, Klongtoey, Bangkok, Thailand*

Abstract

Use of traditional cosmetics and toiletries manufactured from herbs and plant extracts has been popular in many Asian countries. However, green marketing of these products is rather recent. Encouraged by the growing environmental consciousness on the part of citizens and a growing market for cosmetics and toiletries, several and local companies have entered Thailand. An international company, The Body Shop, and a local company, Oriental Princess, have employed green marketing strategies to build their customer base in the Thai market. Using case research method and questionnaire-based surveys, an attempt has been made in this paper to analyze the green marketing strategies of these companies and their impact on consumer attitudes and brand loyalty. The research shows that that the two companies have made honest attempts to adopt green marketing strategies. However, Thai customers consider non-green attributes more important in making their purchase decisions. The two case companies have been able to create favorable attitudes and enjoy a high degree of brand loyalty.

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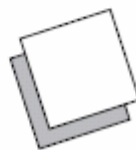


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Green marketing of cosmetics and toiletries in Thailand

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Introduction

The green marketing of products and services is an important development in the context of emerging economies in Asia. By adopting resource conserving and environmentally-friendly strategies in all the stages of the value chain the firms can satisfy the growing environmental concerns of humanity. In the West, business firms face social and legal pressures to adopt environmentally-friendly business strategies. Many corporations responded to these pressures and adopted environmentally-friendly strategies. For example, Earth Care in the UK built strong competitive advantage and grew very fast since it started its operations. Similarly Ciba Geigy, now part of Novartis, has improved its corporate performance by adopting resource and environment conservation programs.

Environmentally-friendly attitudes

In Thailand, international companies in personal care products, detergents and petrochemical industries have been pursuing green marketing strategies for some time now. Recently many construction firms, refrigerator

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Phrase

Exact match

And

Phrase

Exact match

Search in:

All fields

All fields(excluding full text)

Abstract

Article title

Author

Company name

Country

ISSN

Issue

Journal title

Keywords

Page

Reference number

Volume

Within:

All content

My subscribed content

Limit the search to:

Items published between

All

and

All

Article Types

All Types

Search Hints & Tips

- Top ten search tips
- Search demo
- Guide to search techniques
- The results of searching
- Saving a search
- Building a marked list
- Marked list demo

Register for a FREE trial to one of our databases



This month's

Journal Highlights



Resources: Authors [dropdown] go

username [input] password [input] Login Athens Login Register Forgotten Your Password? Logout

Home> Advanced Search>>

E-mail this page

Business Manager Access

Advanced Search

- My Profile**
- Service Centre**
- Search & Browse**
- Quick Search**
- Advanced Search**
- Browse**
- Manage Saved Search**
- Marked List**
- Journals & Databases**
- Training & Support**
- Permissions Service**
- Reprint Service**
- About Emerald**

Search

| | |
|---|-------------------|
| Search for: | Search in: |
| Marketing | All fields |
| <input checked="" type="checkbox"/> Phrase <input type="checkbox"/> Exact match | |
| And | |
| Thailand | Abstract |
| <input type="checkbox"/> Phrase <input checked="" type="checkbox"/> Exact match | |
| Not | |
| Marketing Research | All fields |
| <input checked="" type="checkbox"/> Phrase <input type="checkbox"/> Exact match | |

Within:

All content My subscribed content

Limit the search to:

Items published between 2000 and 2008

Article Types All Types

Search

Search Hints & Tips

- Top ten search tips
- Search demo
- Guide to search techniques
- The results of searching
- Saving a search
- Building a marked list
- Marked list demo

Emerald Backfiles

Celebrate the launch at VALA!



5-7 February 2008, Melbourne Visit us at booth 22

This month's

Journal Highlights

Search & Browse

- Quick Search
- Advanced Search
- Browse
- Marked List
- Journals & Databases
- Training & Support
- Permissions Service
- Reprint Service
- About Emerald

You searched for: All fields / marketing AND Keywords = thailand AND All fields / marketing research AND YEAR / 2000 : 2008

| Articles | Abstracts & Reviews | Emerald Site | Other Content |
|----------|---------------------|--------------|---------------|
|----------|---------------------|--------------|---------------|

Sort by Display

55 Items found Page 1 of 6 - < Prev 1 | 2 | 3 | 4 | 5 Next >

- [Born foreign firms in Cambodia: Exploration of mode of entry decisions of firms originating from the greater Mekong sub-region](#)**

Author(s): Scott Hipsher
International Journal of Emerging Markets; Volume: 3 Issue: 1; 2008 Case study

[View HTML](#) | [View PDF](#) (78 KB) | [Reprints & Permissions](#)
- [Competitive priorities for service providers: perspectives from Thailand](#)**

Author(s): Kongkiti Phusavat, Rapee Kanchana
Industrial Management & Data Systems; Volume: 108 Issue: 1; 2008 Research paper

[View HTML](#) | [View PDF](#) (363 KB) | [Reprints & Permissions](#)
- [Application of data mining techniques in the on-line travel industry: A case study from Thailand](#)**

Author(s): Pongsak Hoontrakul, Sunil Sahadev
Marketing Intelligence & Planning; Volume: 26 Issue: 1; 2008 Research paper

[View HTML](#) | [View PDF](#) (93 KB) | [Reprints & Permissions](#)

Search Hints & Tips

- Top ten search tips
- Search demo
- Guide to search techniques
- The results of searching
- Saving a search
- Building a marked list
- Marked list demo



Resources:

Authors [dropdown] go

username [input] password [input] Login Athens Login Register Forgotten Your Password? Logout

Business Manager Access

welcome to **www.emeraldinsight.com**

- My Profile
- Service Centre
- Search & Browse
- Quick Search
- Advanced Search
- Browse
- Manage Saved Search
- Marked List
- Journals & Databases
- Training & Support
- Permissions Service
- Reprint Service
- About Emerald

The world's leading publisher of management research

| | |
|-------------------------------------|--|
| Search Emerald | Browse Emerald |
| <input type="text"/> | <ul style="list-style-type: none"> Journal Title Subject |
| Search In: All fields [dropdown] go | |

This month's

Journal Highlights

Take a **free trial** to one of our **Databases** Register now

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Emerald Management Xtra provides access to 160 full text journals and reviews from the top 300 management journals. It is the largest, most comprehensive collection of peer reviewed management journals and online support for librarians, students, faculty and researchers.

Emerald New Journals

| | |
|--|--|
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|--|--|

Emerald Backfiles

Coming soon!



Business Manager
Access

Authentication

Reports

Emerald Library Administrator

Welcome to administration area of Emerald Insight

Authentication

- Search for users and subscribers
- View and edit subscriber and user profiles
- Attach and create users for a subscriber

Reports

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

Related Links

- **Accessing Administration**
- **Details**
- **Subscriptions**
- **Users**
- **Relationships**
- **Reports Help**
- **Logons**



Authentication > Subscribers & Users > Subscriber Details >>

Subscriber

Business Manager Access

- Authentication
- Subscribers & Users**
- Reports

Current Subscriber: Business Manager Access; Emerald ID:99000326; Customer ID:115916

Change subscriber to related parent or child:
View and Edit this subscribers :

Change Current Subscriber

Update

- Details
- Details**
- Subscriptions
- Users
- Relationships
- Logons

* Indicates Required Field

Emerald ID: 99000326 Customer ID: 115916

Name*: Business Manager Access

Type: 1

Address line 1:

Address line 2:

Town:

State:

Country*: UK

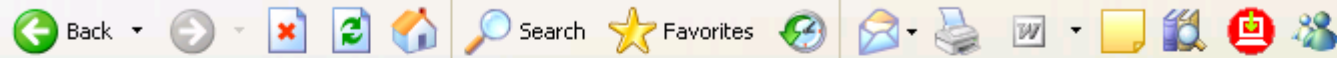
Postal Code:

Athens Login (s):

Add

Related Links

- Accessing Administration
- Details
- Subscriptions
- Users
- Relationships
- Reports Help
- Logons



E-Mail:
Manager:
Password:
Customer Icon:
Home:
Number of Users:
OpenURL resolver URL:
OpenURL graphic location:
URL:

Preferences:

- Disable pay-per-view
- Limit search to subscribed content

DDS Contact Firstname:
DDS Contact Surname:
DDS Contact e-mail:
Document Delivery Credits:
Marketing Subscription Credits:
Document Delivery Password:

User Recognition Details:

IP Start Range:
IP Last Range:



[Authentication>](#) [Subscribers & Users>](#) [Subscriber Logons>>](#)

Subscriber

Business Manager
Access

Authentication

Subscribers & Users

Reports

Current Subscriber:

Business Manager Access;
Emerald ID:99000326; Customer ID:115916

Change subscriber to related
parent or child:

View and Edit this
subscribers :

Logins:

* Indicates Required Field

Create logins and enter username and passwords here:

Username*:

Password*:

Created Logins:

Username:

BMaccess

Password:

865147



Reports>>

Reports

Business Manager
Access

Authentication

Reports

Request Runtime Reports

Create Batch Report

Schedule Batch Report

Edit Batch Report

Execute Batch Report

Counter Email Alerts

In this section you can:

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

Related Links

- [Accessing Administration](#)
- [Details](#)
- [Subscriptions](#)
- [Users](#)
- [Relationships](#)
- [Reports Help](#)
- [Logons](#)



Reports> Request Runtime Reports>>

Business Manager Access

Request Runtime Report

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

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
- Turnaways

Related Links

- Accessing
- Administration
- Details
- Subscriptions
- Users
- Relationships
- Reports Help
- Logons

| | A | B | C | D | E | F | G | H | I | J | K |
|----|--|--|----------|------------|------------|--------|-----------|----------|---------|---|---|
| 1 | Journal Report 1 (R2) | Number of Successful Full-Text Article Requests by Month and Journal | | | | | | | | | |
| 2 | Business Manager Access | | | | | | | | | | |
| 3 | Date run : | | | | | | | | | | |
| 4 | 10/02/2008 | | | | | | | | | | |
| 5 | | Publisher | Platform | Print ISSN | Online ISS | Jan-08 | YTD Total | YTD HTML | YTD PDF | | |
| 6 | Total For All Journals | Emerald | Insight | | | 251 | 251 | 195 | 56 | | |
| 7 | Accounting, Auditing & Accountability Journal | Emerald | Insight | 0951-3574 | | 0 | 0 | 0 | 0 | | |
| 8 | Aircraft Engineering and Aerospace Technology | Emerald | Insight | 0002-2667 | | 8 | 8 | 7 | 1 | | |
| 9 | American Journal of Police | Emerald | Insight | 0735-8547 | | 0 | 0 | 0 | 0 | | |
| 10 | Anti-Corrosion Methods and Materials | Emerald | Insight | 0003-5599 | | 0 | 0 | 0 | 0 | | |
| 11 | Asia Pacific Journal of Marketing and Logistics | Emerald | Insight | 1355-5855 | | 2 | 2 | 1 | 1 | | |
| 12 | Asian Libraries | Emerald | Insight | 1017-6748 | | 4 | 4 | 4 | 0 | | |
| 13 | Asian Review of Accounting | Emerald | Insight | 1321-7348 | | 0 | 0 | 0 | 0 | | |
| 14 | Aslib Proceedings | Emerald | Insight | 0001-253X | | 5 | 5 | 2 | 3 | | |
| 15 | Assembly Automation | Emerald | Insight | 0144-5154 | | 1 | 1 | 1 | 0 | | |
| 16 | Balance Sheet | Emerald | Insight | 0965-7967 | | 0 | 0 | 0 | 0 | | |
| 17 | Baltic Journal of Management | Emerald | Insight | 1746-5265 | | 0 | 0 | 0 | 0 | | |
| 18 | Benchmarking: An International Journal | Emerald | Insight | 1463-5771 | | 0 | 0 | 0 | 0 | | |
| 19 | British Food Journal | Emerald | Insight | 0007-070X | | 3 | 3 | 3 | 0 | | |
| 20 | British Journal of Clinical Governance | Emerald | Insight | 1466-4100 | | 0 | 0 | 0 | 0 | | |
| 21 | Business Process Management Journal | Emerald | Insight | 1463-7154 | | 2 | 2 | 2 | 0 | | |
| 22 | Business Strategy Series | Emerald | Insight | 1751-5637 | | 2 | 2 | 2 | 0 | | |
| 23 | Campus-Wide Information Systems | Emerald | Insight | 1065-0741 | | 0 | 0 | 0 | 0 | | |
| 24 | Career Development International | Emerald | Insight | 1362-0436 | | 0 | 0 | 0 | 0 | | |
| 25 | Chinese Management Studies | Emerald | Insight | 1750-614X | | 0 | 0 | 0 | 0 | | |
| 26 | Circuit World | Emerald | Insight | 0305-6120 | | 1 | 1 | 1 | 0 | | |
| 27 | Clinical Governance: An International Journal | Emerald | Insight | 1477-7274 | | 0 | 0 | 0 | 0 | | |
| 28 | Clinical Performance and Quality Healthcare | Emerald | Insight | 1063-0279 | | 0 | 0 | 0 | 0 | | |
| 29 | Collection Building | Emerald | Insight | 0160-4953 | | 2 | 2 | 1 | 1 | | |
| 30 | COMPEL: The International Journal for Computator | Emerald | Insight | 0332-1649 | | 0 | 0 | 0 | 0 | | |
| 31 | Competitiveness Review: An International Business | Emerald | Insight | 1059-5422 | | 0 | 0 | 0 | 0 | | |
| 32 | Construction Innovation: Information, Process, Man | Emerald | Insight | 1471-4175 | | 0 | 0 | 0 | 0 | | |
| 33 | Corporate Communications: An International Journa | Emerald | Insight | 1356-3289 | | 4 | 4 | 0 | 4 | | |
| 34 | Corporate Governance | Emerald | Insight | 1472-0701 | | 3 | 3 | 2 | 1 | | |
| 35 | Critical Perspectives on International Business | Emerald | Insight | 1742-2043 | | 0 | 0 | 0 | 0 | | |



Reports> Request Runtime Reports>>

Business Manager Access

Request Runtime Report

Page 1 of 3

Authentication

Reports

Request Runtime Reports

Create Batch Report

Schedule Batch Report

Edit Batch Report

Execute Batch Report

Counter Email Alerts

Full Text Articles

OnScreen E-Mail Download

Group By: Journal Month

Journal Title: All Journals

From Year: 2007 To Year: 2008

From Month: January To Month: January

Cancel

Next

Related Links

- Accessing Administration
- Details
- Subscriptions
- Users
- Relationships
- Reports Help
- Logons

Full Text Articles per Journal

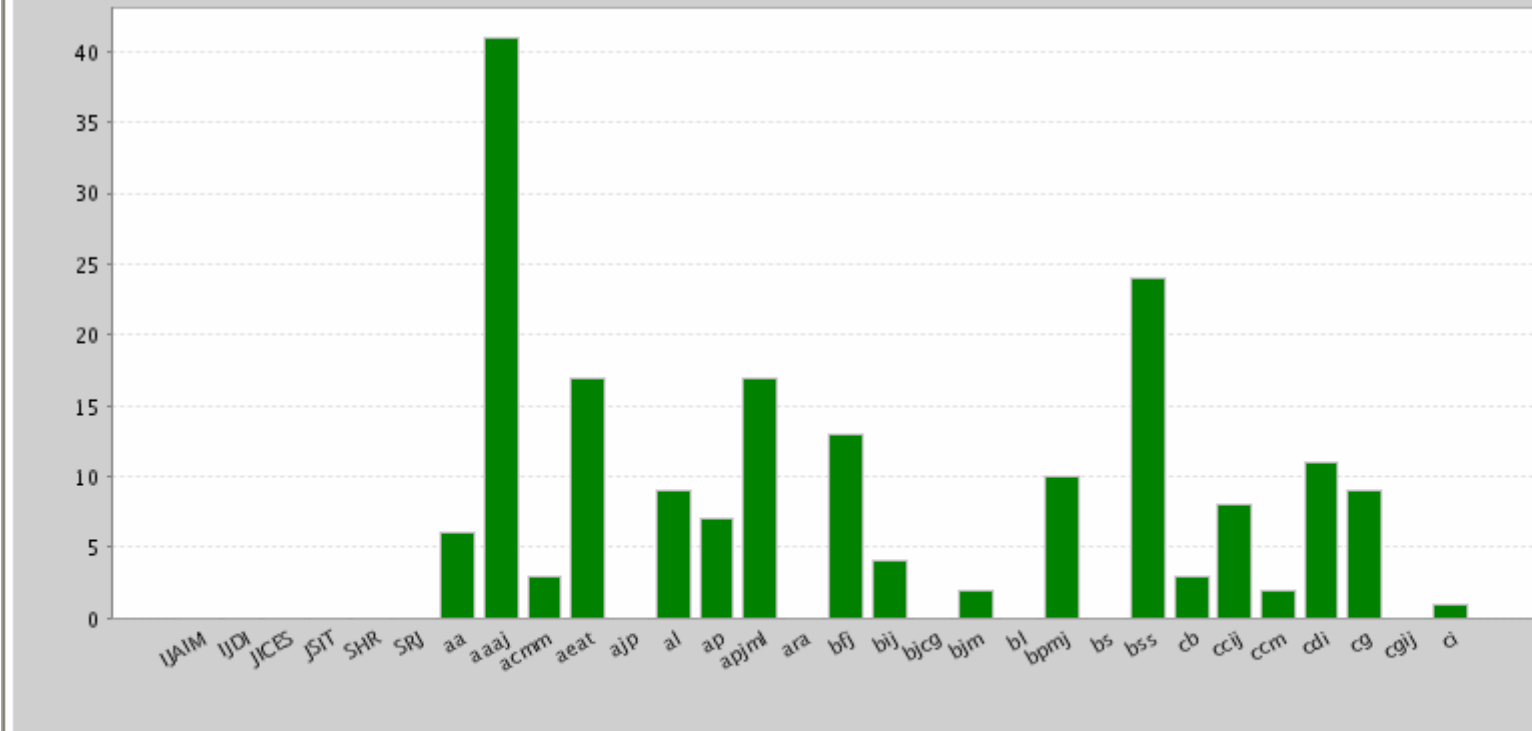
Back to Reports View Table View Graph View Pie Chart

Order by: Journal Go

Full Text Articles per Journal

Period: Jan, 2007 to Jan, 2008

Journal: All Titles



Next



Full Text Articles per Journal

[Back to Reports](#) [View Table](#) [View Graph](#) [View Pie Chart](#)

Period: Jan,2007 to Jan,2008

Journal: All Titles

| <u>Journal Name</u> | <u>Hits</u> |
|---|-------------|
| Assembly Automation | 6 |
| Accounting, Auditing & Accountability Journal | 41 |
| Anti-Corrosion Methods and Materials | 3 |
| Aircraft Engineering and Aerospace Technology | 17 |
| American Journal of Police | 0 |
| Asian Libraries | 9 |
| Aslib Proceedings | 7 |
| Asia Pacific Journal of Marketing and Logistics | 17 |
| Asian Review of Accounting | 0 |
| British Food Journal | 13 |
| Benchmarking: An International Journal | 4 |
| British Journal of Clinical Governance | 0 |
| Baltic Journal of Management | 2 |
| The Bottom Line: Managing Library Finances | 0 |
| Business Process Management Journal | 10 |
| Balance Sheet | 0 |
| Business Strategy Series | 24 |



Reports > Create Batch Reports >>

Create Batch Report

Business Manager
Access

Authentication

Reports

Request Runtime Reports

▼ Create Batch Report

Schedule Batch Report

Edit Batch Report

Execute Batch Report

Counter Email Alerts

COUNTER Journal Report 1

Report Name

Current Year Previous Year

Sender Email

Recipient Email(s)

Separate with comma(,) - Maximum of 500 characters

Related Links

- Accessing Administration
- Details
- Subscriptions
- Users
- Relationships
- Reports Help
- Logons

Cancel

Create



reports> edit batch report>>

Schedule Batch Report

Page 2 of 2

Business Manager
Access

Authentication

Reports

Request Runtime Reports

Create Batch Report

Schedule Batch Report

Edit Batch Report

Execute Batch Report

Counter Email Alerts

Schedule Report:

Report Name

Sender Email

Recipient Email(s)

Separate with comma(,) - Maximum of 500 characters

Message

First Transmission Date

Transmission Frequency

http://www.em...

February 2008

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 1 | 2 |

Internet



Resources: Authors [dropdown] go

username [input] password [input] Login Athens Login Register Forgotten Your Password? Logout

Business Manager Access

welcome to **www.emeraldinsight.com**

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- Service Centre
- Search & Browse
- Quick Search
- Advanced Search
- Browse
- Manage Saved Search
- Marked List
- Journals & Databases
- Training & Support
- Permissions Service
- Reprint Service
- About Emerald

The world's leading publisher of management research

| | |
|-------------------------------------|--|
| Search Emerald | Browse Emerald |
| <input type="text"/> | <ul style="list-style-type: none"> Journal Title Subject |
| Search In: All fields [dropdown] go | |

This month's

Journal Highlights

Take a **free trial** to one of our **Databases** Register now

EmeraldManagementXtra

Emerald Management Xtra provides access to 160 full text journals and reviews from the top 300 management journals. It is the largest, most comprehensive collection of peer reviewed management journals and online support for librarians, students, faculty and researchers.

Emerald New Journals

| | |
|--|--|
| <p>Emerald for Authors</p> <p>Extensive help with writing and submitting articles and home of the</p> | <p>Emerald for Librarians</p> <p>Tools to make the most of your Emerald subscription and put your</p> |
|--|--|

Emerald Backfiles

Coming soon!

username password [Athens Login](#) [Register](#) [Forgotten Your Password?](#)

Business Manager
Access

- My Profile**
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Emerald LibrarianToolkit

Welcome to Emerald's Librarian Help, Training & Support site

This section is designed to provide you with the knowledge and tools to help you and your users understand and maximise the use of the products you have invested in.

If you would like to learn more about the Emerald platform and arrange an [Online Training Session for Librarians](#) or would like some product information to give to your users, we hope that we can help you here!

If you can't find something that would make your life easier – let us know and we will do our best to create it for you.

The Emerald Training team are on hand to help you with any queries you may have. Please contact [Margaret Dunne](#) for more information.

Please use the resources below to set-up access, create links, monitor usage, train your users, promote Emerald within your institution, and much more.

To go to your chosen resource within each section, please click on the appropriate link:

- [Training Resources](#)
- [Support Resources](#)
- [Linking](#)
- [Emerald Service Centre](#)
- [Help](#)

Further resources are available in the "Help" section and "Resources for" drop-down menu at the top of the page.

What's In This Section >>

- + [Main Help Menu](#)
- + [Service Centre](#)
- + [Reports Help](#)
- ▼ [Librarian Toolkit](#)
- + [Customer Charter](#)
- [Newsletters](#)



Training Resources

[Emerald Online Training Session](#)

Emerald is now able to offer library teams a full overview for the Insight platform via WebEx. click the link above for more information.

[Emerald Website Demonstration](#)

Designed to give an overview of the website - click the link above to view the demo.

[Training Presentation](#) (downloadable PowerPoint presentation)

Overview of the Emerald databases - can be amended to suit your audience.



Support Resources

[Step-by-Step Guides](#)

Local language guides to help your users search and browse Emerald - can be downloaded or ordered.

[What can Emerald do for me?](#)

A leaflet available online or in print that explains who should use Emerald, and why using it may increase their chances of an improved paper.

[Posters](#)

Emerald posters available online or in print to promote Emerald in your



Linking

[Persistent URL Spreadsheet](#)

Includes complete title lists, ISSN, archive information

[Emerald Linking Guide](#)

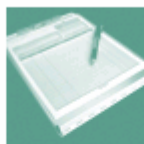
How to create links to articles and pages

[Emerald search boxes](#)

Allows users to search Emerald directly from their library web pages

[Electronic Journal delivery services](#)

Access through your preferred journal delivery service



Service Centre

[Emerald Service Centre](#)

Online help on using the Emerald Service Centre facilities

[Service Centre User Guide](#)

This downloadable instruction guide includes help on setting up and maintaining access to your Emerald subscriptions

[Emerald Administrators' E-mail Update](#)

Keeps you up-to-date with any changes and enhancements to Emerald products and services



Resources:

Authors

- Authors
- Collections
- Conferences
- Deans
- Engineers
- Faculty
- Librarians**
- Managers
- Newsletters
- Partners
- Researchers

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Marked List

Journals & Databases

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About Emerald

The world's leading publisher of management research

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

Journal Highlights

Take a *free trial* to one of our **Databases**

EmeraldManagementXtra
Emerald Management Xtra provides access to 160 full text journals and reviews from the top 300 management journals. It is the largest, most comprehensive collection of peer reviewed management journals and online support for librarians, students, faculty and researchers.



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Emerald for Librarians
Tools to [make the most](#) of your Emerald subscription and put your library [at the heart of the university](#)

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Access

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- Quick Search
- Advanced Search
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- Marked List

Journals & Databases

Training & Support

Permissions Service

Reprint Service

About Emerald

Emerald for Librarians

Support and services



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

[Become a member](#) now and receive full access to our librarian resources and regular newsletters. It's free!

[Where did you say you found that? A quick scan of citation style guides](#) this month's free newsletter article

What's In This Section >>

- Emerald for Librarians**
- + News
 - Editor's choice
- + Free newsletter articles
 - Emerald library journals
- + Info management (members only)
- + Management resources (members only)
- + Marketing your library (members only)
- + How to get published (members only)
- LIS advisors
- + Welcome to Emerald
- Contact us



Information Management

- [Guru interview: Jimmy Wales on Wikipedia](#)
- [Guru interview: Anette Schneider on the key issues facing the Danish library community](#)



Management Resources

- [Case Study: building a giving alumni programme](#)
- [Guru Interview: Dr Max Vögler and Dr Heiner Schnelling](#)
- [Guru Interview: Hazel Woodward](#)



The Emerald Librarian Toolkit

Make the most of your Emerald subscription - the [Librarian Toolkit](#) has online training, guides in local languages, library marketing materials, website elements, the statistics package and service centre guide.



Marketing your Library



How to get Published

username password Login [Athens Login](#) [Register](#) [Forgotten Your Password?](#) Logout
Business Manager
Access**My Profile****Search & Browse**

Quick Search

Advanced Search

Browse

Marked List

Journals & Databases**Training & Support****Permissions Service****Reprint Service****About Emerald**

Emerald for Librarians

Information management interview

Jimmy Wales,
Founder of Wikipedia

Jimmy Wales is an American Internet entrepreneur and former options trader. In 2001 he founded Wikipedia and in 2003 he set up the Wikimedia Foundation, a charity, of which he is Emeritus Chair. He is also, along with Angela Beesley, the founder of Wikia, which is working on a search engine project. He travels widely to lecture and meet other wikipedians and, this year alone, has visited Moscow, London, Adelaide, Perth, Sydney and Melbourne. He was interviewed at the Online Information 2007 conference on December 4 by Margaret Adolphus.

What was the impetus that got Wikipedia started?

I was inspired by the growth of free, open source software, the great collaborative work being done by volunteers from all over the world, for example Apache, the Perl programming language, and the php server side scripting language – all the great software that runs the Internet and which is available under free licences. I realized that this kind of collaboration would be very important in the future and that it could be extended beyond just software into many kinds of cultural works, including an encyclopedia.

What are the strategy and tactics behind Wikipedia?

To be honest, I don't think I had any strategy or tactics, we just started working. Prior to Wikinedia I had a project called Nunedia, which was very

What's In This Section >>

- Emerald for Librarians**
- + **News**
- Editor's choice**
- + **Free newsletter articles**
- Emerald library journals**
- ▼ **Info management (members only)**
 - Interviews
 - Viewpoints
 - Learning Curves
- + **Management resources (members only)**
- + **Marketing your library (members only)**
- + **How to get published (members only)**
- LIS advisors**
- + **Welcome to Emerald**
- Contact us**

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Business Manager
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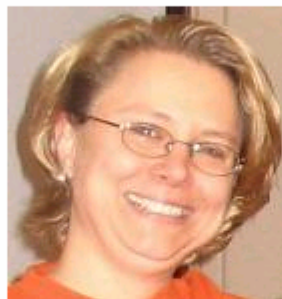
Emerald for Librarians

Marketing Your Library

"If we don't tell people how crucial libraries and librarians are, who will?"

At a time when information is being stored and accessed in so many new ways, some might perceive the traditional role of the library and librarian to be under threat. But the sheer quantity and varying quality of all that information actually makes the need for libraries and, in particular, librarians stronger than ever.

In a 12-part series, Lisa A. Ennis discusses how librarians can bring the library and its services much closer to the people who need them, making them aware of the services it can provide and, in turn, making the librarian's role a more fulfilling one.



Lisa Ennis is a Reference Librarian and Assistant Professor at the University of Alabama at Birmingham's Lister Hill Library of Health Sciences. She received her M.Sc. in information sciences from the University of Tennessee in 1997. She has written numerous articles and papers and two books: [Encyclopedia of Title IX and Sports](#) and [Government Documents Librarianship](#)

Installment 12: [Wrapping Up and Signing Off: If You Believe They Will Come](#)

Installment 11: [Delivering the Goods! The Follow Through](#)

Installment 10: [The Art of Self-Discipline: The Marketing Behind](#)

What's In This Section >>

- Emerald for Librarians**
- + News
- Editor's choice
- + Free newsletter articles
- Emerald library journals**
- + Info management (members only)
- + Management resources (members only)
- ✓ **Marketing your library (members only)**
- + How to get published (members only)
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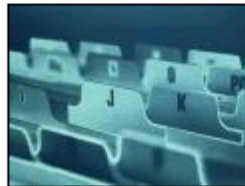
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Emerald Management Xtra Collections

Shortcuts to the literature



Emerald Management Xtra Collections consist of full text papers and abstracts linked to full text originals

- Pre-selected collections help identify the best papers for your research and teaching
- Quickly find the most relevant articles
- Monthly updates maintain current awareness

What's In This Section >>

- ▼ **Collections**
- Book Reviews**
- Case Studies**
- Interviews**
- Key Mgmt Readings**
- Literature Reviews**
- Management Insights**

Management Insights

Concise and relevant reviews, viewpoints, case studies, innovation articles and authored articles from Emerald's strategy titles

- [Search from more than 1,000 articles](#)
- [Browse the Management Insights collection](#)

Case Study Collection

Suitable for learning and teaching - more than 700 cases that are ideal to use as illustrations of business and management issues.

[Search here](#)

Literature Review Collection

Choose from over 500 literature reviews - find the starting point for your next piece of research or locate gaps in the literature.

[Search here](#)

Key Management Readings

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Emerald for Faculty

Support and services



Resources for teaching faculty and students in business and management

Course outlines, presentations, and textbooks in

- [Human Resource Management](#)
- [Marketing](#)
- [Organizational Behaviour](#)
- [Operations Management](#)
- [Strategy](#)

Instant Xpert

Ready-made reading lists from Emerald

Send us your feedback and suggestions for the site

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Learning Resources

[Study skills](#) and [managing your research](#)

Helping you make the most of your time in higher education



Teaching Insights

Considering adopting the [learning-centred approach to teaching?](#) Read this article to discover the implications



What's new on campus?

[Essays for sale](#) - the perils of buying your work from an online paper mill

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What's New

Lecture presentations in Organizational behaviour

- [Organizational cultures](#)
- [Power and influence in organizations](#)
- [Conflict in organizations](#)
- [Organizations and people - definitions](#)



All presentations require Microsoft PowerPoint

Also Featured

Emerald's growing collection of subject-specific materials across the core disciplines of the business and marketing curricula enable busy and first-time teaching faculty to assemble course content quickly and easily.

Human Resource Management

A series of introductory lecture presentations covering leadership, teambuilding, recruitment, training, equal opportunities, appraisal and motivation.



Marketing

An adaptation of the book *Maximising Marketing Effectiveness*, covering planning and segmentation, customer behaviour, marketing and society, product portfolio management and new product development



Operations Management



Emerald for Faculty

Subject Resources

- Human resource management
- Marketing
- Operations Management
- Organizational Behaviour
- Strategy
- Instant Xpert

+ **Teaching & learning resources**
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Learning and teaching resources

For students and faculty



Study Skills - helping students develop the key skills they need to succeed in higher education.

Student texts

- [Managing a Student Research Project](#)
- [Managing Management Research](#)
- [Research Methods in Management](#)



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



What's new on campus?
[Campus life](#) - the realities of life outside study for students, researchers and faculty members



Additional Resources
[Web resources](#) for teachers, students and librarians with notes and assessments for each one

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Emerald Journals by Subject Area

Subject Areas

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- [Computational Mathematics](#)
- [Economics](#)
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- [Enterprise and Innovation](#)
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- [Human Resource Management](#)
- [Industry and Public Sector Management](#)
- [Information and Knowledge Management](#)
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- [Library and Information Studies](#)
- [Management Science/Management Studies](#)
- [Managing Quality](#)
- [Marketing](#)
- [Materials Science & Engineering](#)
- [Operations & Logistics Management](#)
- [Organization Studies](#)
- [Performance Management & Measurement](#)
- [Property & Real Estate](#)
- [Strategy](#)
- [Tourism and Hospitality](#)

Journals marked with an asterisk are archive only.

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- A to Z Journal Listing**
- ✓ **Subject Journal List**
- + **New journals**
- Emerald Management Xtra**
- Emerald Backfiles**
- Emerald InTouch**
- + **Emerald Reviews**
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