



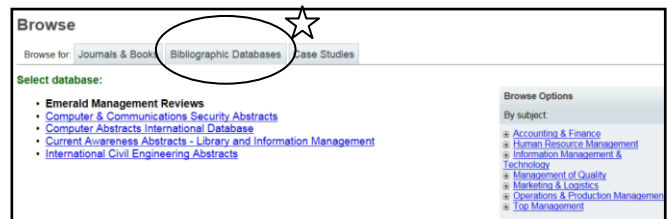
Emerald



Founded in 1967 as an offshoot of the University of Bradford, Emerald Group Publishing has become one of the world's leading scholarly publishers of journals and books in Business, Management and Economics, including Library and Information Studies, Social sciences, Engineering, Language and Linguistics, and Transport.

How to begin: GO to:

<http://www.car.chula.ac.th/ref-db/slist.html#general> and click Emerald. The Database homepage will be available as figure below.

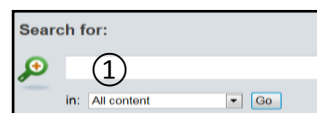


From Browse by content type, user can also select any subject area required. See figure above for sample of Browse by ☆Bibliographic databases.

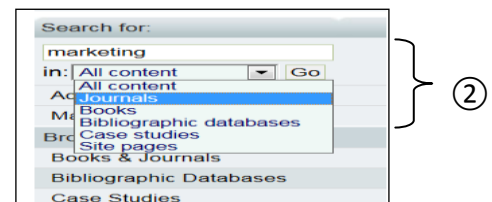
Search

For simple Search, user can:

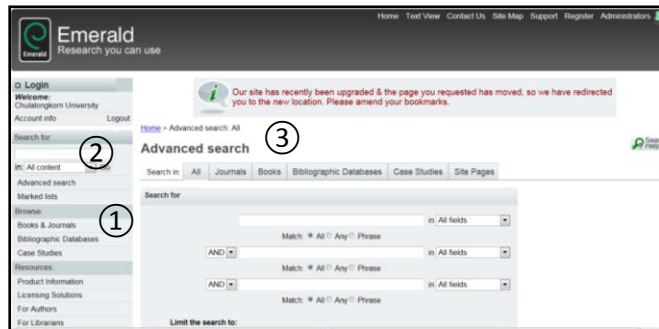
① Type any word or phrase into the "Search for" box and click GO, or



② Select content type to limit search results, for example, select "journals" to search for "marketing" and click GO,



③ Modify search by using "Search in results" option, for example, with phrase "brand loyalty", the results will be displayed as figure on the next page.



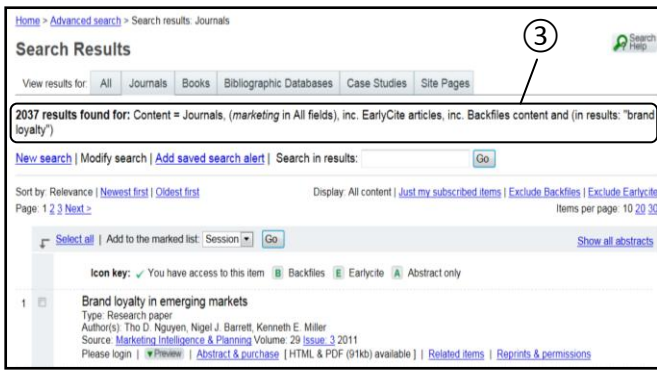
From this screen user can ① browse, ② search, or use ③ advanced search.

Browse



Browse option allows user to select

- ① browse by Content: Books & Journals, Bibliographic Databases, or Case Studies,
- ② browse by alphabetical list of Titles, or
- ③ browse by Subject



① Simple view results for all types of content or select any of those.

② Modify “search in results” are available.

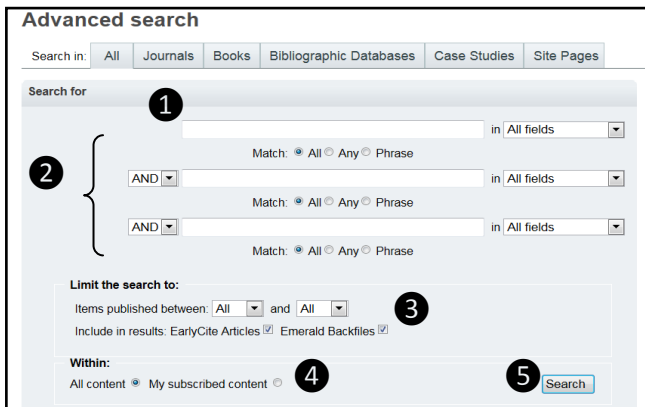
③ Preview, full text view options via HTML and PDF, related items, and abstract can be selected.

From this, it allows user to open, save and print full text file with Adobe Reader.

Advanced Search

Advanced search enables user to use complicated searching with more levels of search operators and other options as well.

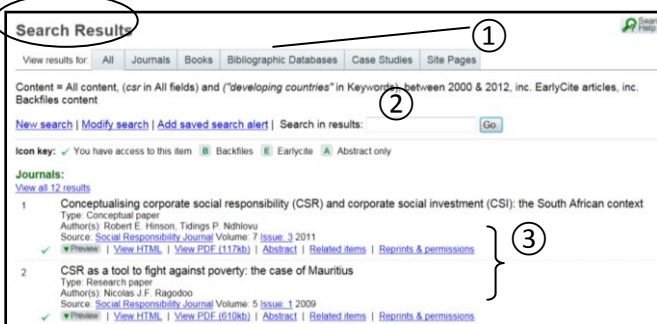
Steps of Advanced search



- ① Key in word or phrase required,
- ② Use search operator to narrow or broader results,
- ③ Limit publication dates, and
- ④ Select contents type, and then click Search ⑤.

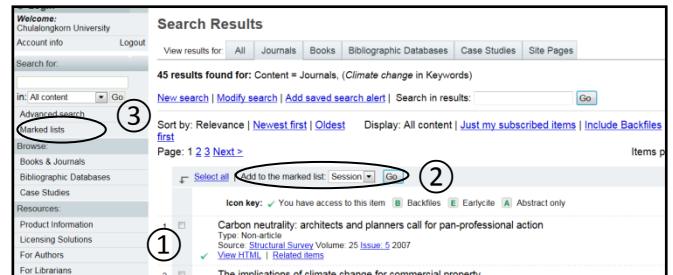
Search Results

There are many different ways to view and manage search results:



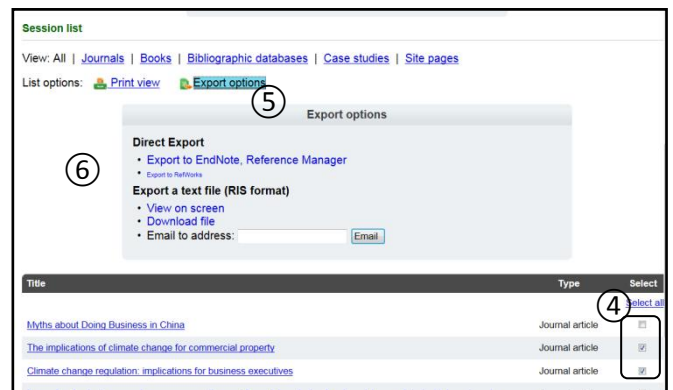
Export Search Results

From previous figure, limit search results with type of contents, the following figure will be displayed.



Emerald allows user to export search results by:

- ① Select required titles
- ② Add to the marked list session
- ③ Click Marked list, the following figure is displayed:



From the marked list, ④ select titles, ⑤ select then Export options, and ⑥ click “Direct Export” to EndNote. Next, click “open”, the selected items will be automatically added into the EndNote library.

Close Emerald: Click **Log out** to exit Emerald.

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