

Emerald Publishing

EKUAL veri tabanları
Emerald eJournals Premier ve
Emerald Social Sciences eBooks

Mine Tonta
Türkiye ve Orta Asya Temsilcisi
mtonta@emerald.com



İçerik

- Tanıtım
- **ULAKBİM EKUAL üzerinden erişime açık kaynaklar**
 1. eJournals Premier dergi koleksiyonu
 2. Social Sciences (Eğitim ve Sosyoloji) ekitapları
- Emerald Insight platformu, kullanım ve özellikler
- Admin hesabı oluşturma
- Emerald hizmet ve eğitimleri
- İletişim

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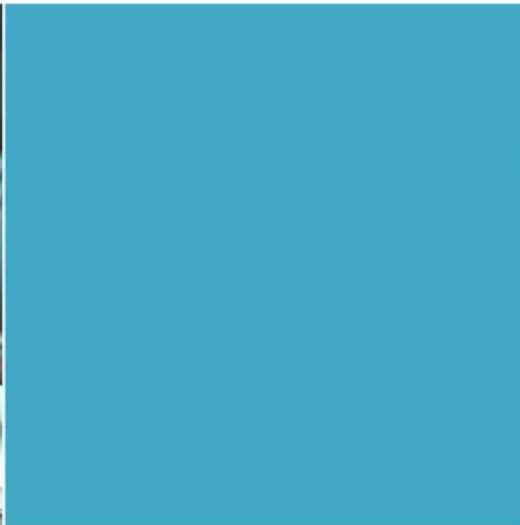


Emerald - Tanıtım

- Emerald Group Publishing Limited 1967’de İngiltere’de kurulmuş uluslararası bir yayınevidir
- 309 elektronik dergi, 2600’den fazla kitap ve 2.500 Vaka çalışması sunar
- Konu alanları; yönetim, işletme, ekonomi, eğitim, mühendislik, bilgi bilim ve ilgili konular
- EKUAL üzerinden bütün dergiler (Premier Koleksiyonu) ve Sosyal Bilimler kitapları üniversitelerin erişimine açıktır
- Yaklaşık 140 ülkeden 58.000’den fazla yazar içeriğe katkıda bulunur.



eJournals



Dergi ana konu başlıkları



Accounting,
Finance &
Economics



Business,
Management
& Strategy



Education



Engineering



Health &
Social Care



HR, Learning
& Organization
Studies



Information
& Knowledge
Management



Library &
Information
Sciences



Marketing



Operations,
Logistics
& Quality



Property
Management &
Built Environment



Public Policy &
Environmental
Management



Tourism &
Hospitality
Management

Dergi alt konu başlıkları



ACCOUNTING, FINANCE & ECONOMICS

- Carbon accounting and trading
- Corporate governance and social responsibility
- Agricultural finance and rural development
- Financial regulation



LIBRARY & INFORMATION SCIENCES

- Academic librarianship
- Educational technologies
- Information needs, seeking and use
- Classification and indexing information



BUSINESS, MANAGEMENT & STRATEGY

- Management for performance
- Strategic orientation
- Cultural studies/globalization
- Innovation and entrepreneurial strategies



MARKETING

- Artificial intelligence
- Co-creation and value
- Word-of-mouth
- Vulnerable consumers and exclusion



EDUCATION

- Educational administration and leadership
- Vocational education and training
- Higher education
- Sustainability in higher education



OPERATIONS, LOGISTICS & QUALITY

- Green supply chain
- Service management
- Industry 4.0
- Big Data applications

Dergi alt konu başlıkları



PROPERTY MANAGEMENT & BUILT ENVIRONMENT

- Building information modelling (BIM)
- Construction management
- Property investment & valuation
- Property management



PUBLIC POLICY & ENVIRONMENTAL MANAGEMENT

- Climate change
- Disaster risk management
- E-government
- Public administration and management



TOURISM & HOSPITALITY

- Tourism reviews on social media
- Tourist consumer behaviour
- Dark tourism
- Hospitality management



ENGINEERING

- Automation
- Biosensors
- Sustainability of energy resources
- Artificial intelligence



HEALTH & SOCIAL CARE

- Implications of caring for an ageing population
- Substance abuse and misuse – drugs and alcohol
- Public mental health
- Autism



HR, LEARNING & ORGANIZATION STUDIES

- Implications of Brexit
- Performance management
- Work/life balance
- Employee engagement tactics



INFORMATION & KNOWLEDGE MANAGEMENT

- 5G regulation
- Online adoption and purchase behaviours
- Human-computer interaction
- Big Data

Social Sciences ekitapları



Eğitim ve Sosyoloji konularında kapsamlı bir koleksiyon. Eğitim yönetimi, kapsayıcı eğitim, eğitimde teknoloji kullanımı, kriminoloji, sosyal medya ve kültürel çeşitlilik gibi alt konular.



DISCRIMINATION
IN EDUCATION



LEADERSHIP IN
EDUCATION



PERSONAL
DEVELOPMENT



MULTI-CULTURAL
EDUCATION



GENDER
STUDIES



MENTAL
HEALTH



SOCIAL
MEDIA



SOCIOLOGY OF
THE FAMILY



CRIMINOLOGY



FEMINISM



SOCIAL THEORY

Social Sciences ekitapları



- 1999'dan itibaren yeni yayımlanan kitaplar da dahil bütün koleksiyona sınırsız erişim
- İsteyen kütüphanelere toplu MARC kayıtları sağlanır



Sociology



Education

A background image showing a crowd of people at night, many holding up lit sparklers, creating a festive and celebratory atmosphere. The scene is dimly lit, with the primary light source being the sparks from the fireworks.

Emerald Insight Platform kullanımı

emerald.com/insight

HIZLI VE DOĞRU SONUÇLAR

- Hızlı ve gelişmiş tarama seçenekleri
- Sonuçlar ilgililik oranına göre sıralı
- MarkLogic güçlü tarama teknolojisi
- Öngörülü navigasyon ve kolay arayüz
- Yayın türüne göre gözden geçirme
- Kurumsal erişim durumuna göre sonuçları seçme.

KEŞFEDİLEBİLİR VE ERİŞİLEBİLİR

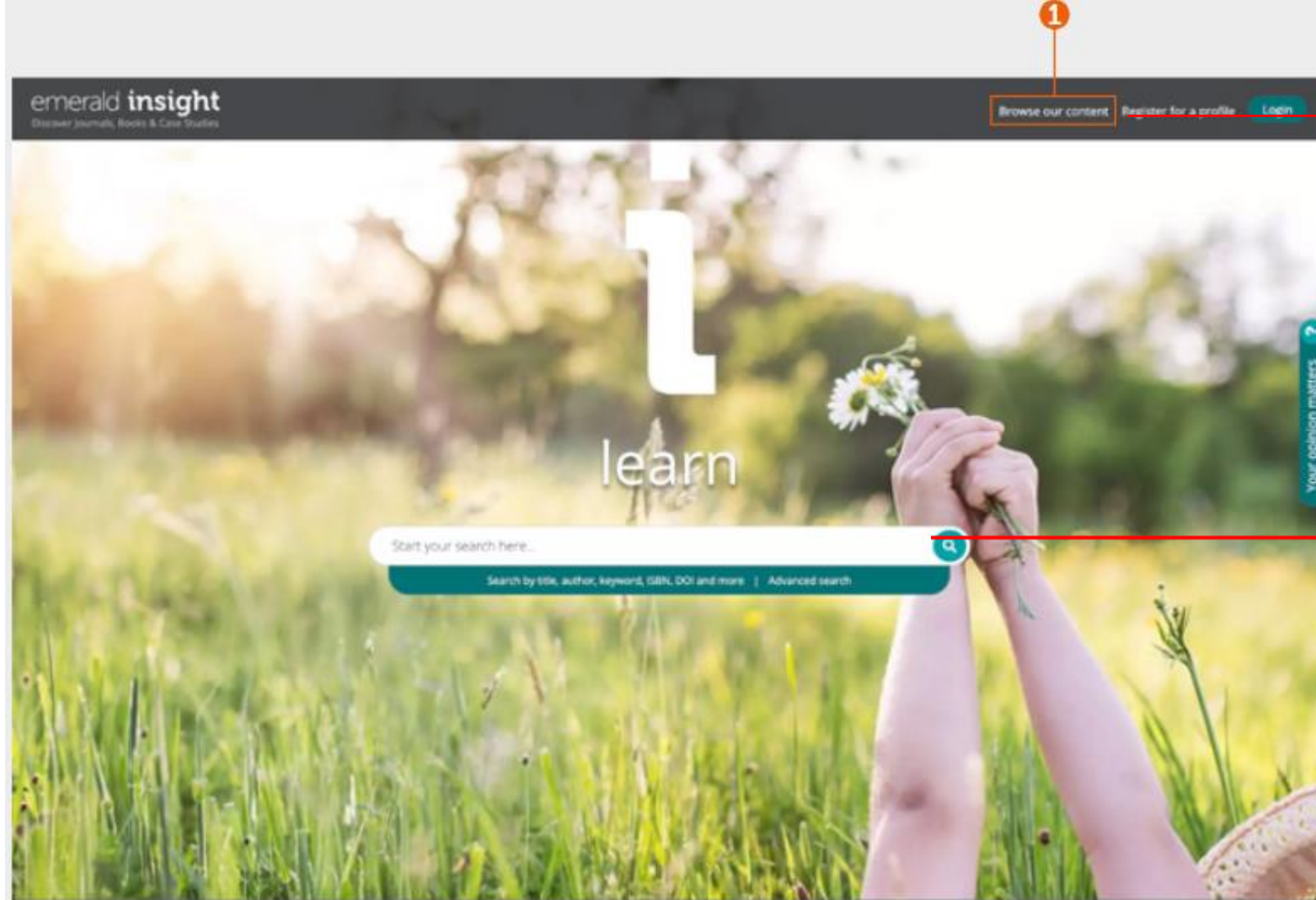
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- KBART ve MARC kayıtları indirmek için mevcuttur.

KULLANICILAR İÇİN ESNEK ERİŞİM

- İndirme sınırı veya ambargo yoktur
- Kişisel hesaplar kullanıcılara 'tarama kaydetme' ve 'İçindekiler Sayfaları' uyarıları gibi özellikler sunar
- HTML, PDF ve ePub türleri
- Masa üstü veya mobil araçlardan erişim
- Çok kullanıcı, kurumsal erişim.



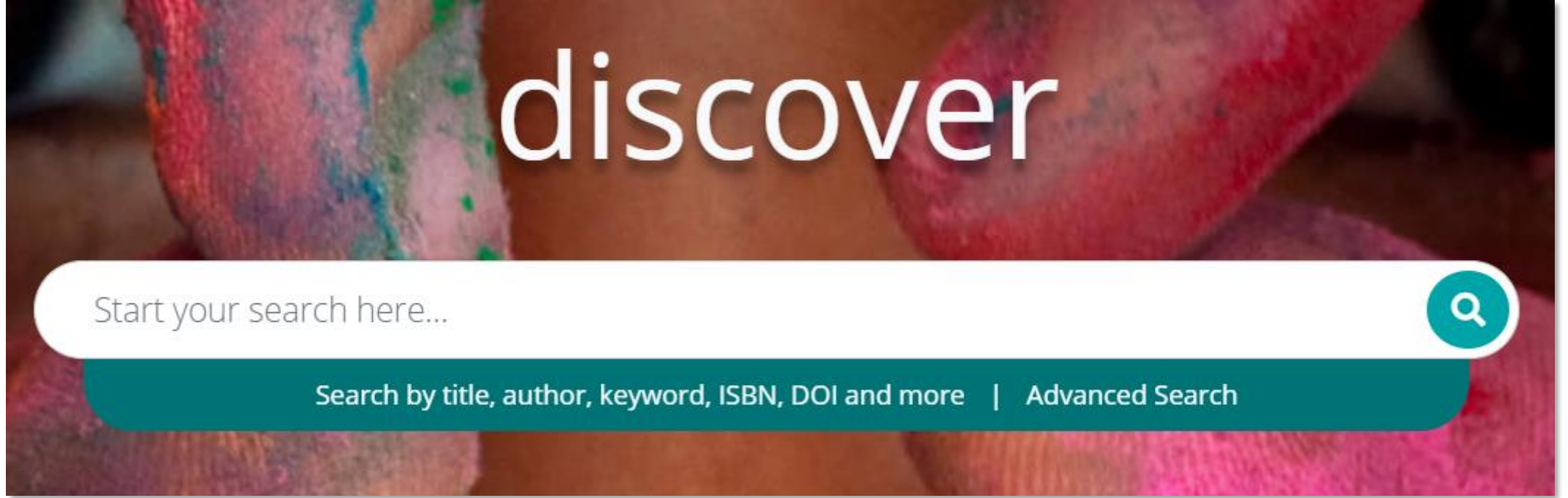
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Gözden geçirme

Hızlı tarama
kutusu

Hızlı tarama



Anahtar kelime, başlık, yazar adı, DOI ve daha fazlası
ile tarama



Tarama sonuçları

1. Sonuçlar

Search Results 1 - 10 of over 4000

2. Yayın türü

Book part

3. Yayın yılı

Publication date: 17 December 2008

Starving for change: The **hunger** strike and nonviolent action, 1906–2004

4. Hızlı erişim

Stephen J. Scanlan, Laurie Cooper Stoll and Kimberly Lum

5. Yazarlar

Hunger strikes have a long history in efforts to achieve social change but scholars have made few comparative, empirical, or theoretical contributions to understanding...

[View summary and detail](#)

6. Özet

PER PAGE 10 20 50



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EPUB (357 KB)



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7. Erişim durumu

Article

Publication date: 12 February 2018

A two-period pricing model with **hunger** marketing strategy

Lili Yu and Juzhi Zhang

This paper aims to investigate the effect of **hunger** marketing strategy on supply chain pricing and coordinate the supply chain through a two-period pricing model.

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Sonuçları filtreleme

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Keşfedin:

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Keywords

Corporate reputation

Supply chain management

Stakeholder management

Responsible procurement

Responsible supply chain management

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Last month (1447)

Last 3 months (4166)

Last 6 months (7482)

Last 12 months (12647)

All dates (136734)

From Year To Year Go

Content type

Article (116466)

Book part (16400)

Earlycite article (2506)

Case study (1362)

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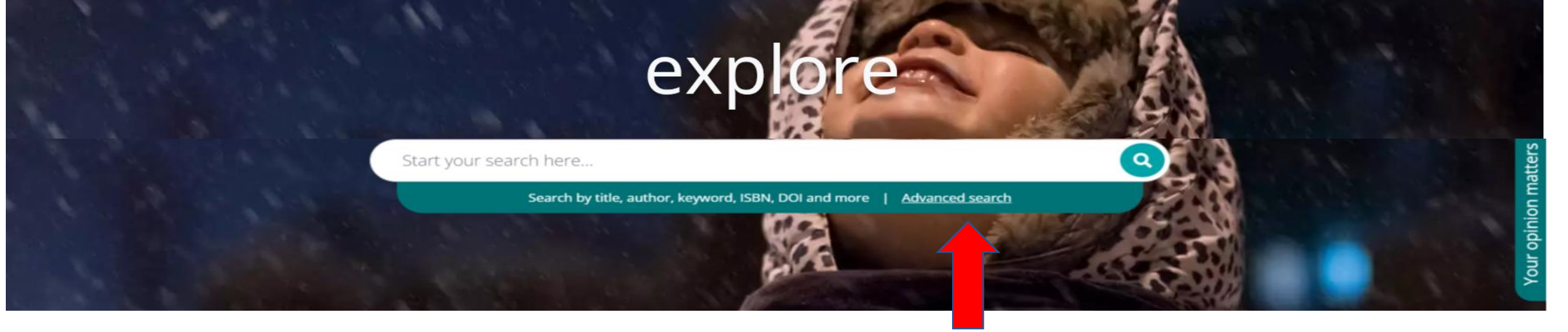
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• Erişim durumuna göre

• Yayın **yılı** (hafta, ay veya yıllara göre sınırlama)

• İçerik **türü** seçimi

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Gözden geçirme

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Books and journals

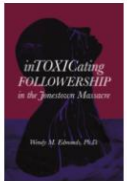
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1 - 10 of over 1000

Per page **10** 20 50



Book

inTOXICating FOLLOWERSHIP

Author: Wendy M. Edmonds

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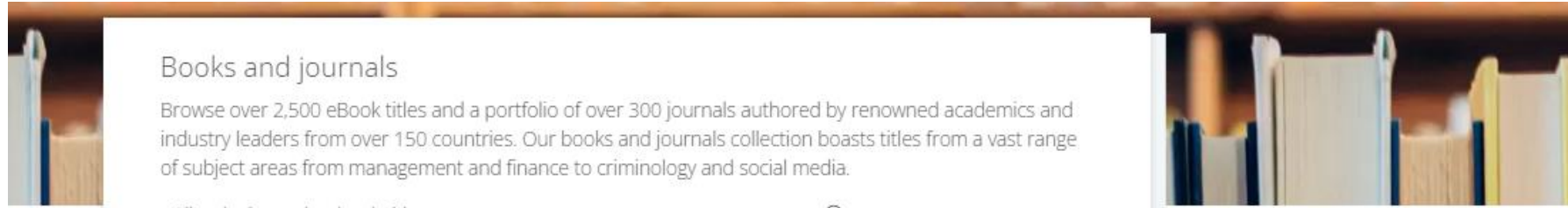
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Book serial



Research in Competence-Based Management, Volume 7

A Focused Issue on Building New Competences in Dynamic Environments

Editors: Ron Sanchez, AimÉ Heene

Subject: Management science & operations > Management science/operations research > Decision sciences

View book

Book



inTOXICating FOLLOWERSHIP

Author: Wendy M. Edmonds

Subject: Health & social care > Mental health > Social inclusion

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Title

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Subject

Subjects

1 - Sub category

2 - Sub category

Publication type

☐ Books

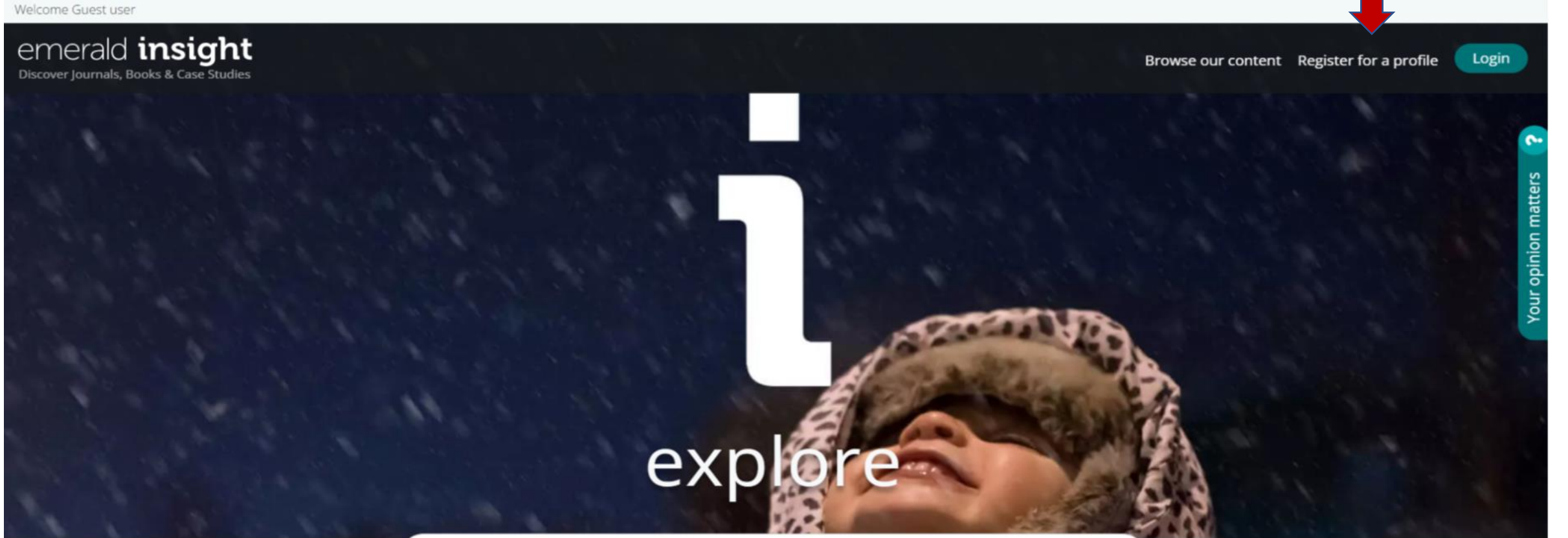
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☐ Monograph

☐ Journals

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yayın türüne göre
seçim yapın

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Kişisel hesap oluşturma

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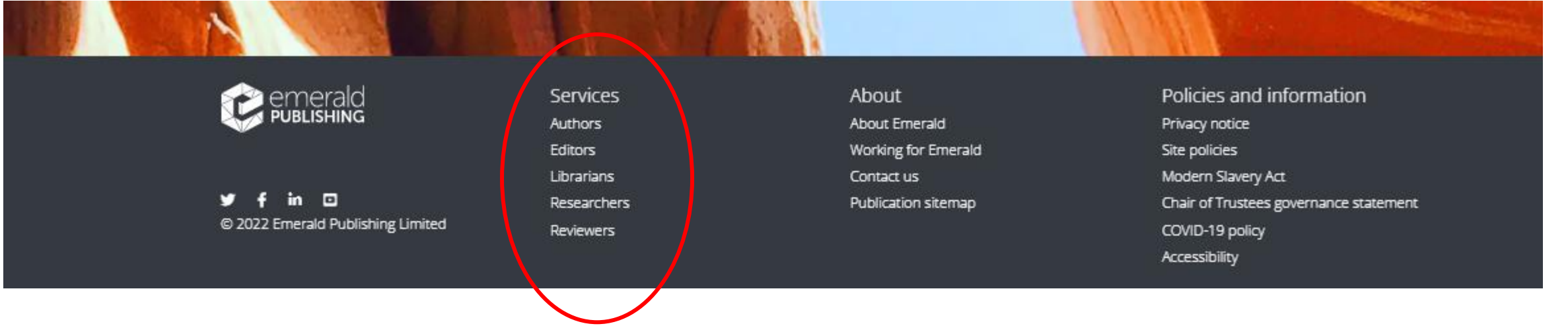
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Hizmetler Eğitimler

Hizmetler



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How to publish your paper globally with Emerald?



Mahynour Okda
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- Selecting the right journal
- Structuring your paper
- The publishing process and surviving peer review
- Publication ethics
- Getting discovered
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Presenter:
Samir El- Hefnawy
Vice President of Business
Development in the MENA region
Emerald Publishing

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