



Emerald

Content:

DIT Library subscribes to the following Emerald products, all of which are available through the Emerald link on the library website:

Emerald Journals: Provides access to articles from 217 journals.

Emerald Backfiles: Provides access to older articles, with some dating back to 1898.

Emerald Management Reviews: Reviews and assesses articles from the world's most prominent management journals. It provides access to reviews from the world's top 400 management publications.

Access

Access **Emerald** from the library's Business gateway at <http://www.dit.ie/library/subjects/businessandconomics/> or the Library Databases page at <http://www.dit.ie/library/databases/>.

Searching the Database

The links to Emerald from the library's website default to the **Advanced Search**. The Advanced Search helps you to build your search and allows you to conduct more refined searches.

The screenshot displays the Emerald Advanced Search interface. At the top, there is a navigation bar with links: Home, Text View, Contact Us, Site Map, Support, Register, and Administrators. The Emerald logo and tagline 'Research you can use' are on the left. A sidebar on the left contains a 'Login' section with 'Welcome: DUBLIN INSTITUTE OF TECHNOLOGY' and 'Account info Logout'. Below this is a 'Search for:' section with a search box and a 'Go' button. The main search area is titled 'Advanced search' and has tabs for 'All', 'Journals', 'Books', 'Bibliographic Databases', and 'Site Pages'. The 'Journals' tab is selected. The search form consists of three 'Search for:' boxes. The first box contains 'consumer behaviour' with a dropdown set to 'All fields' and a 'Match:' section with radio buttons for 'All', 'Any', and 'Phrase' (selected). The second box contains 'buyer behaviour' with a dropdown set to 'All fields' and a dropdown menu set to 'OR'. The third box contains 'supermarket*' with a dropdown set to 'All fields' and a 'Match:' section with radio buttons for 'All', 'Any', and 'Phrase' (selected). Below the search boxes is a 'Limit the search to:' section with dropdowns for 'Items published between: All and All' and 'Article type: All Types'. There are also checkboxes for 'Include in results: EarlyCite Articles' and 'Emerald Backfiles'. At the bottom, there is a 'Within:' section with radio buttons for 'All content' and 'My subscribed content' (selected), and a 'Search' button. On the right side, there is a 'DOI lookup' section with a 'DOI resolver:' input field and a 'Go' button, along with a 'crossref' logo.

The tabs at the top of the search page allow you to limit your search to a particular type of content (e.g., Journals). Please note DIT Library Services does not subscribe to the Books available through Emerald.

For example, if you wish to find articles about *consumer behaviour in supermarkets* you could construct your search as follows:

1. Click on the **Journals** tab so that you only retrieve journal articles.
2. Enter *consumer behaviour* in the first **Search for** box and click on the **Phrase** radio button below the box.
3. Select **OR** from the AND, OR, NOT dropdown box and enter *buyer behaviour* in the second **Search for** box (Use OR because you are searching for **either** consumer behaviour **or** buyer behaviour – you want to find articles that contain either phrase), and again click on the **Phrase** radio button.
4. Select **AND** from the second AND, OR, NOT dropdown box and enter *supermarket** in the third **Search for** box. This means your search will retrieve any articles that contain either consumer behaviour and supermarket(s) or buyer behaviour and supermarket(s).
5. Click on the **Search** button to run the search.

Finding Case Studies

Emerald contains a wide range of business and management case studies. You can find these by selecting **Teaching Zone** from the **Resources** menu on the left and then selecting **Case Studies Collection**.

The screenshot shows the Emerald website's advanced search interface. On the left, there is a navigation menu with a 'Resources' section. A red arrow points from the 'Teaching Zone' link in this menu to the search area. The search area includes a search bar, dropdown menus for search scope (All, Journals, Books, Bibliographic Databases, Site Pages), and options for matching (All, Any, Phrase) and limiting results (published between, include in results, within). The 'Teaching Zone' link is circled in red.

Viewing, Printing, and Saving Results

1. Unless you have limited your search to one specific type of content (e.g., Journals), search results are divided into different types of content, with the first five results for each type of content listed on the results page.
2. To see all of the results for a particular type of content, click on the **View all xx results** link:

The screenshot shows the Emerald search results page. A red circle highlights the 'Journals: View all 77 results' link. A red arrow points from this link to the 'Preview' button of the first article in the list. The article list includes titles, authors, and source information for five different articles.

3. To quickly view the Abstract (summary) of an article listed on the results page, click on the **Preview** button.
4. To view the full text of an article results list, click on either the **View HTML** link or the **View PDF** link, depending on your preferred format. The green tick mark indicates that DIT has access to the full article.
5. To print out an article displayed in HTML format, select the **Print View** icon at the top of the page:
6. To print an article displaying in PDF format, click on the printer icon displayed at the top of the Adobe Acrobat screen. Click on the save icon to save the article.
7. If you wish to set up alerts and to save searches you should register for an **Emerald Profile**.