

Emerald Group Publishing

EM Journal collection Training

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Tel: 0960-024-827

www.emeraldinsight.com



Research you can use

Emerald Group Publishing – Publisher background



- Emerald Group Publishing Limited
- Founded in 1967 in Bradford, West Yorkshire, UK



Founded by academics, for academics



**Dr Keith Howard OBE*, Phd
(Bradford), LLD** (Hon)(Leeds),
MSc (Leeds), BSc (Hons) (Leeds)**

**Chairman – Emerald Global
Publishing Group**



**OBE: Order of the British Empire*

***LLD: Doctor of law (highest degree in law)*

Emerald Group Publishing



Founded in 1967, West Yorkshire, United Kingdom by academics *for* academics.

Over 310 employees

More than 300 journals and 230 book series

Over 21 million Emerald articles were downloaded in 2013 – more than 50,000 a day.

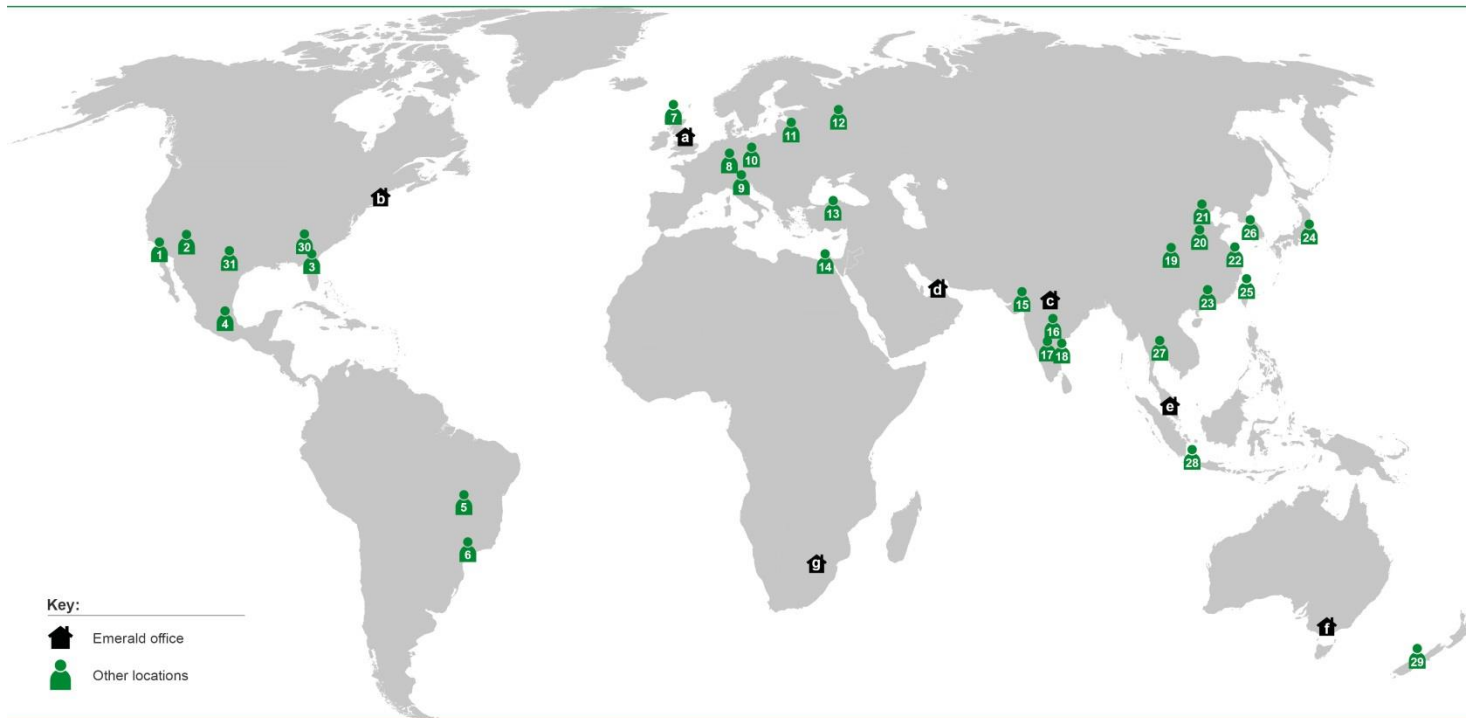
Global offices in Australia, China, Dubai, South Africa Japan, India, Malaysia, Brazil, Mexico, and USA.



Emerald Group Publishing – company background



Emerald offices, representatives and associates world-wide



Key:

- Emerald office
- Other locations

Offices:

- a Emerald Group Publishing Limited, Howard House (Bingley, UK)
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- d Emerald UAE (Dubai)
- e Emerald East Asia (Malaysia)
- f Emerald Group Publishing Australia Pty Limited (Melbourne)
- g Emerald GP (South Africa) Pty, Johannesburg

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- 1 San Diego, US
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- 5 Brasilia, Brazil
- 6 Sao Paulo, Brazil
- 7 Dalmally, Scotland
- 8 Stuttgart, Germany
- 9 Turin, Italy
- 10 Prague, Czech Republic
- 11 Vilnius, Lithuania
- 12 Moscow, Russia
- 13 Ankara, Turkey
- 14 Cairo, Egypt
- 15 Ahmedabad, India
- 16 Hyderabad, India
- 17 Bangalore, India
- 18 Chennai, India
- 19 Chengdu, China
- 20 Xi'an, China
- 21 Beijing, China
- 22 Shanghai, China
- 23 Guangzhou, China
- 24 Yokohama, Japan
- 25 Taipei, Taiwan
- 26 Incheon, South Korea
- 27 Bangkok, Thailand
- 28 Jakarta, Indonesia
- 29 Dunedin, New Zealand
- 30 Georgia, US
- 31 Texas, US

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A number of our journals have recently been indexed by Thomson Reuters (ISI):



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Administración



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International Journal
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Emerald Publication

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- **Journals:** Over **290** academic journals
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 - Social Science collection
- **Case Studeis:** over **450** teaching cases
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Advances in Librarianship

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The ability to address current and future issues from both practice and research perspectives at great depth makes this series uniquely positioned to disseminate new ideas in libraries and to advocate for their essential roles in communities. To ensure the most current and future utility, each volume will seek contributions in three areas:

- 1) the current best practices and innovative ideas
- 2) the future issues and ways in which they might be prepared for and addressed
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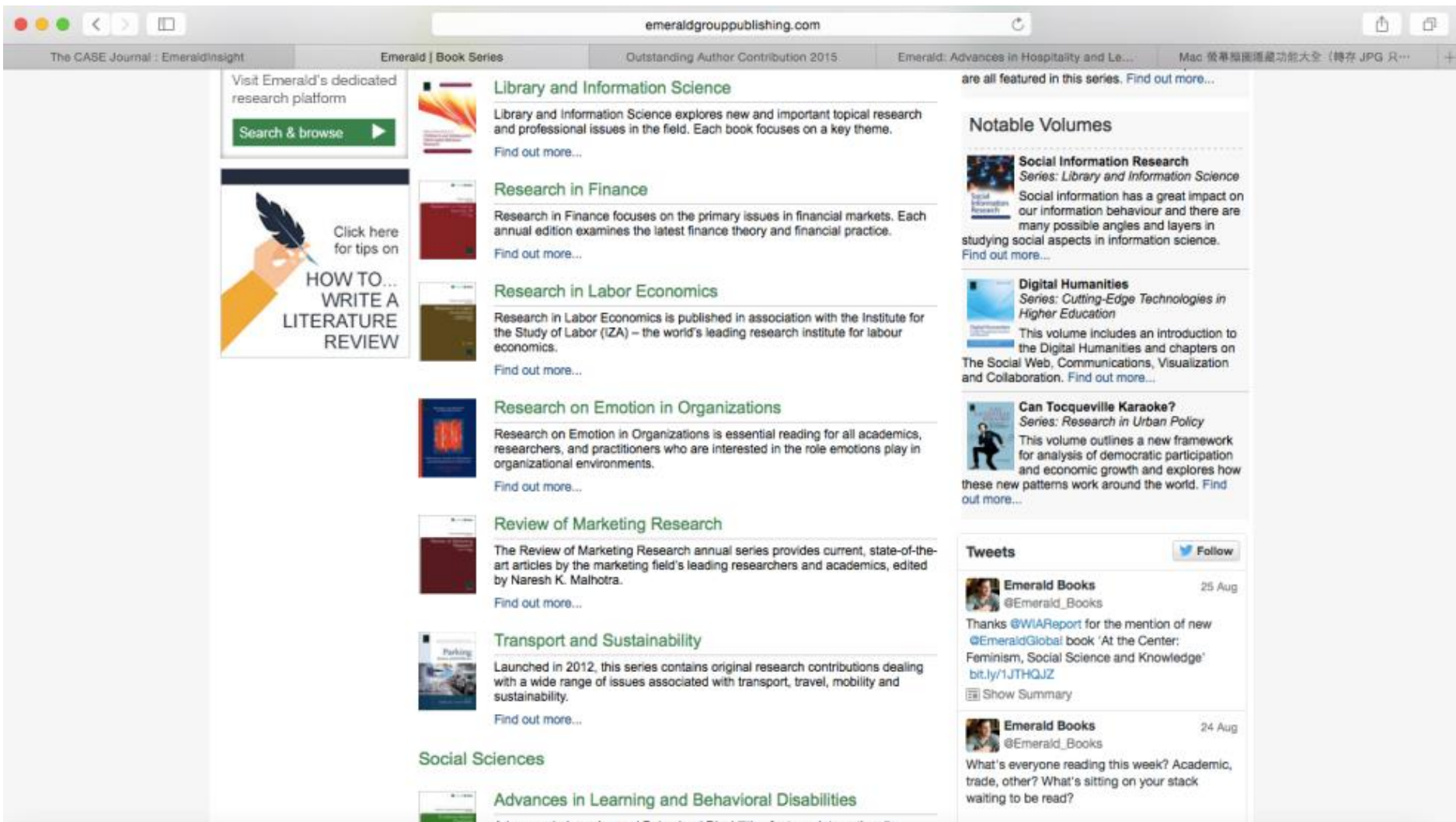
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ISSN: 1745-3542



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Case Studies



Case Studies

Emerald Group Publishing offers two collections of teaching case studies.

All case studies are business and management focused and come with teaching notes for faculty use. More information on Emerging Markets Case Studies and *The CASE Journal* can be found below.



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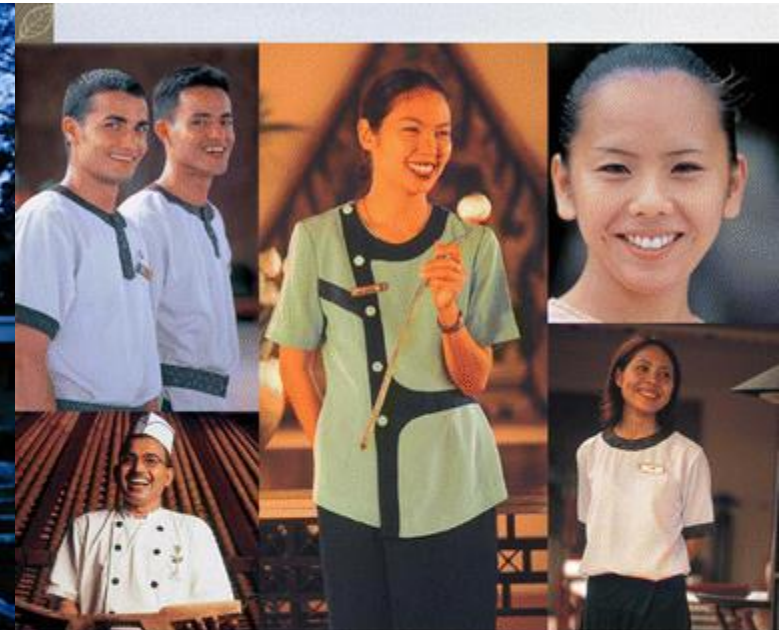
EMCS is an online collection of peer-reviewed teaching cases focusing on business decision making and management development through key emerging markets. Cases are written by case writers working in or closely with developing economies, offering local perspective with global appeal.



The CASE Journal The official journal of The CASE Association

TCJ is the official journal of The CASE Association and the leading, online, double-blind, peer-reviewed journal featuring factual teaching cases and case exercises spanning the full spectrum of business and management disciplines. The CASE Association is one of the most prominent case study organizations in the USA and has strong foundations within the case writing community.

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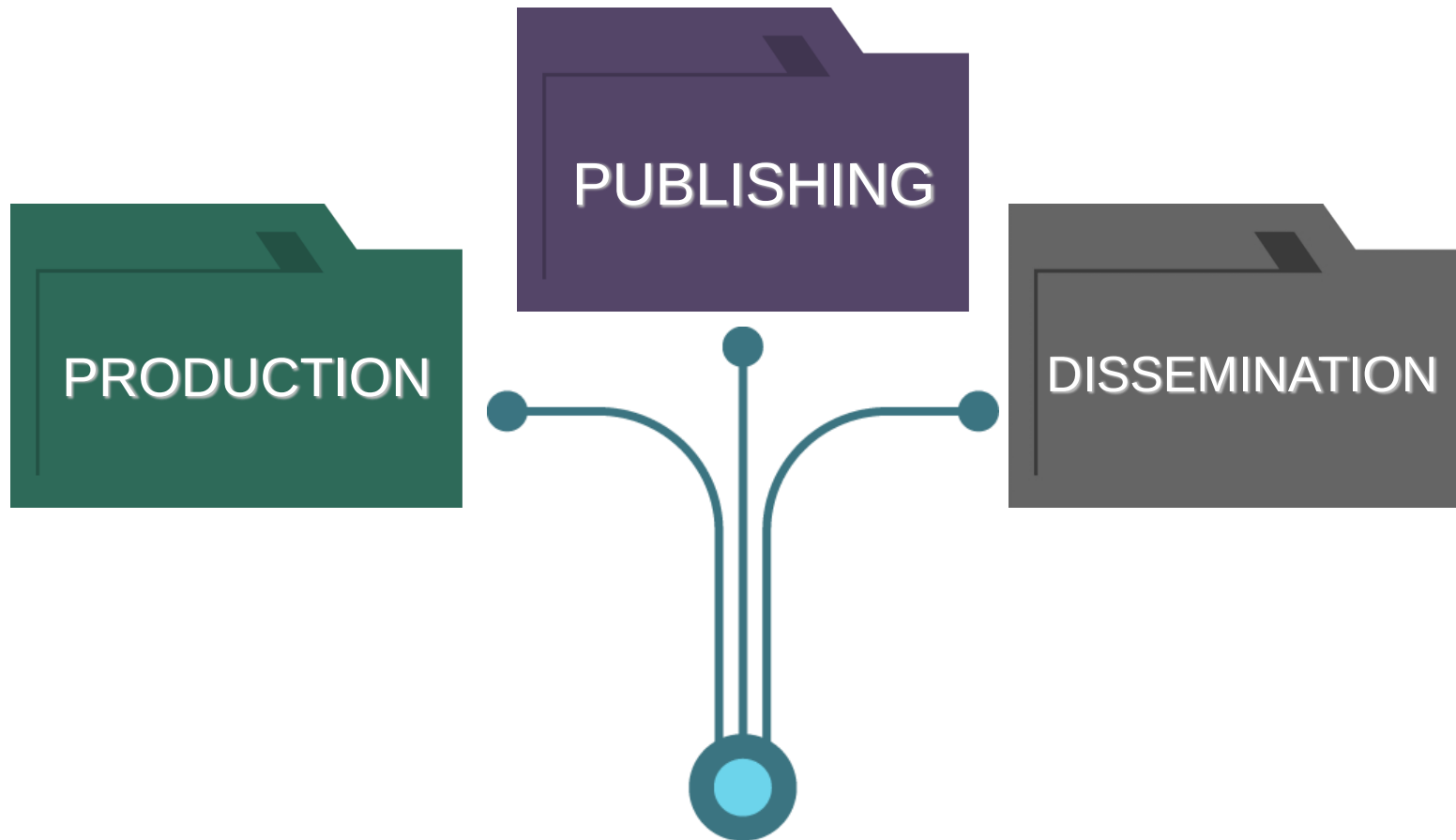
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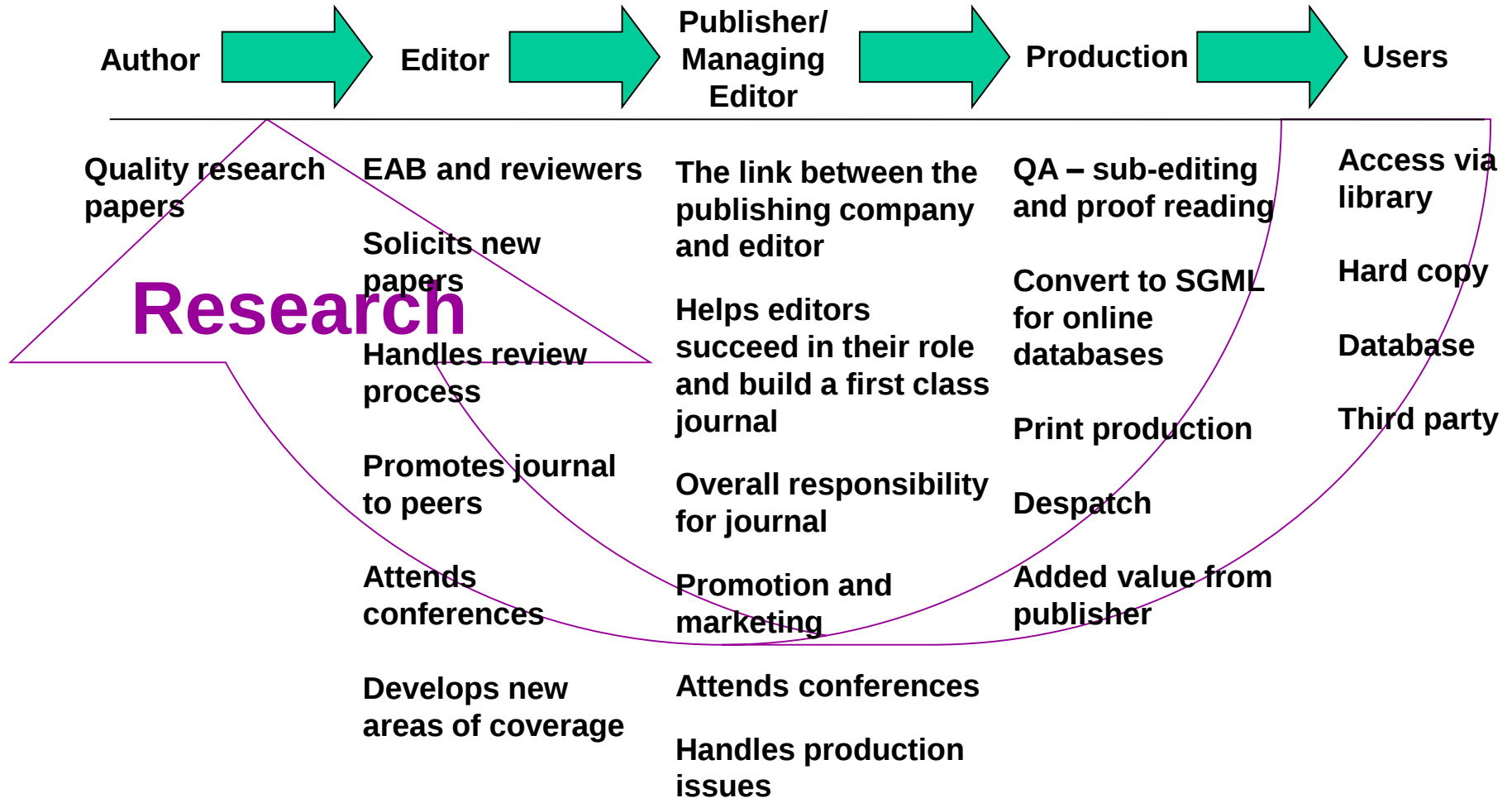
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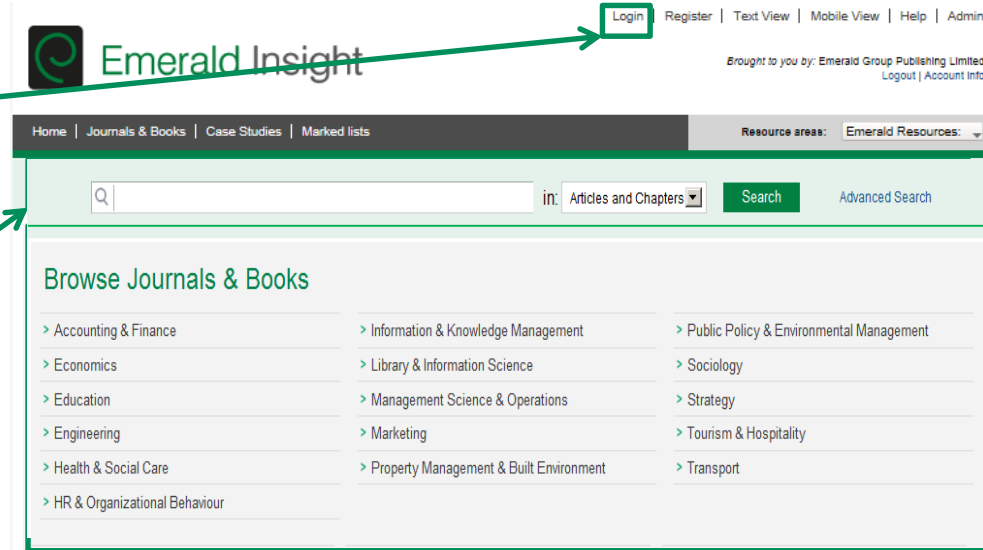
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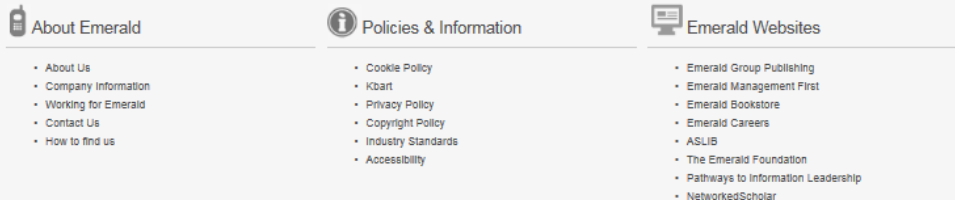
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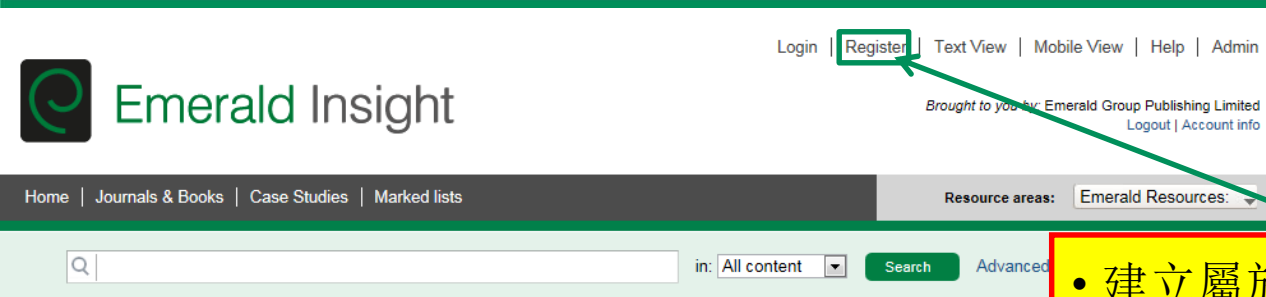


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Evidence of managerial opportunism in Australia

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Vulgate accountability: insights from the field of football

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The Indian television broadcasting industry 2012

Preliminary investigation of employee's dog presence on stress and organizational perceptions

Journals of the Week



View the schedule for the forthcoming journals of the week.



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Article Title	Publication	
☐ Causal relationships between table game players' perceptions of service quality, perceived winning, and game spending	International Journal of Contemporary Hospitality Management, Volume 25, Issue 6, pp. 922-944	10 Nov 2013
☒ The new customer-facing technology: mobile and the constantly-connected consumer	Journal of Hospitality and Tourism Technology, Volume 4, Issue 2, pp. 177-187	10 Nov 2013
☒ "Like" and "Check-in": how hotels utilize Facebook as an effective marketing tool	Journal of Hospitality and Tourism Technology, Volume 4, Issue 2, pp. 134-154	10 Nov 2013

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Order results by: ☐ Relevancy ☒ Newest First ☐ Oldest First

Results: 1-20 of 109

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- ☒ Causal relationships between table game players' perceptions of service quality, perceived winning, and game spending: Moderating effects of demographic factors
Type: Research paper
Sang Mi Jeon, Vincent P. Magnini, Insin Kim, Sunghyup Sean Hyun
International Journal of Contemporary Hospitality Management, Volume: 25 Issue: 6, 2013
▼ Preview | Abstract | HTML | PDF (273 KB) | References | Reprints and Permissions
- ☒ Internet as an information source and social distance: any relationship?
Type: Research paper
Semih S. Yilmaz, Asli D.A. Tasci
Journal of Hospitality and Tourism Technology, Volume: 4 Issue: 2, 2013
▼ Preview | Abstract | HTML | PDF (122 KB) | References | Reprints and Permissions
- ☒ The new customer-facing technology: mobile and the constantly-connected consumer
Type: Conceptual Paper
Martha Anne Coussement, Thomas J. Teague
Journal of Hospitality and Tourism Technology, Volume: 4 Issue: 2, 2013
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- ☒ "Like" and "Check-in": how hotels utilize Facebook as an effective
Type: Research paper
Kelly Virginia Phelan, Hsiang-Ting Chen, Matthew Haney

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- > Property management & built environment

- > Public policy & environmental management
- > Sociology
- > Strategy
- > Tourism & hospitality
- > Transport

Most popular articles

From the last 7 days:

How leaders influence employees' innovative behaviour

What the hare can teach the tortoise about make-buy strategies for radical innovations

McDonald's: "think global, act local" – the marketing mix

Customer loyalty and customer loyalty programs

Journals of the Week



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Articles and Chapters
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Articles/Chapters (144522)

Case Studies (353)

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Results: 1-20 of 144522

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1

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Marketable improvements

Type: Research paper

Ian Griffith

The TQM Magazine, Volume: 5 Issue: 2, 1993

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2

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The art of the entrepreneurial marketer

Type: Conceptual Paper

Ian Fillis

Journal of Research in Marketing and Entrepreneurship,

▼ Preview | Abstract | HTML | PDF (263 KB) | References | Reprints and Permissions

3

☐

Ethnography for Marketers

Type: Review

Philly Desai

Qualitative Market Research: An International Journal, Volume: 11 Issue: 4, 2008

Abstract | HTML | Reprints and Permissions

4

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The Accidental Library Marketer

Type: Review

Ann Folkman

Program, Volume: 45 Issue: 2, 2011

Abstract | HTML | Reprints and Permissions

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Keyword

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Consumer behaviour (3207)

Philly Desai
Qualitative Market Research: An International Journal, Volume: 11 Issue: 4, 2008
Abstract | HTML | Reprints and Permissions

The Accidental Library **Marketer**
Type: Review
Ann Folkman
Program, Volume: 45 Issue: 2, 2011
Abstract | HTML | Reprints and Permissions

The Bank Manager: **Marketer**, Salesma
Type: Research paper
P.W. Turnbull, C.D. Wootton
European Journal of Marketing, Volume: 14 Issue: 6, 1980
▼ Preview | Abstract | PDF (647 KB) | Reprints and Permissions

Good **marketers** know the score
Type: Viewpoint
Malcolm McDonald
Marketing Intelligence & Planning, Volume: 24 Issue: 2, 2006
▼ Preview | Abstract | HTML | PDF (46 KB) | Reprints and Permissions

The Accidental Library **Marketer**
Type: Review
Philip Mullen
Library Management, Volume: 32 Issue: 3, 2011
Abstract | HTML | Reprints and Permissions

The Relationship **Marketer**: Rethinking Strategic Relationship **Marketing**
Type: Review
Mark Glynn
Journal of Product & Brand Management, Volume: 20 Issue: 1, 2011
Abstract | HTML | Reprints and Permissions

MARKET ANALYSIS — THE HOLISTIC APPROACH TO **MARKETING**
Type: General review
John Whitehead

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Internet (2661)
Innovation (2613)
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Type

Research paper (48303)
General review (36536)
Secondary article (16551)
Case study (9121)
+More

Publication Date

Last Year (7496)
Last 6 Months (4512)
Last 3 Months (2503)
Last Month (1193)

Subject

Management science & operations (18601)
Marketing (16659)
HR & organizational behaviour (15956)
Engineering (15898)
+More

Publication

Aircraft Eng & Aerospace Tech (3295)
Pigment & Resin Technology (3051)
Journal of Management History (2723)

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Case Studies (3)

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- 1 ☐ Investigating determinants of youth's intentions of seeking microcredit in the post-conflict era
Type: Research paper
Charles Jebarajakirthy , Antonio C. Lobo , Chandana Hewege
Asia Pacific Journal of Marketing and Logistics, Volume: 26 Issue: 4, 2014
▼ Preview | Abstract | HTML | PDF (236 KB) | References | Reprints and Permissions

- 2 ☐ Consumers' willingness to pay for ethical attributes
Type: Research paper
Li-Wei Mai
Marketing Intelligence & Planning, Volume: 32 Issue: 6, 2014
▼ Preview | Abstract | HTML | PDF (203 KB) | References | Reprints and Permissions

- 3 ☐ Consumer trust in banking relationships in Europe
Type: Research paper
Raija Anneli Järvinen
International Journal of Bank Marketing, Volume: 32 Issue: 6, 2014
▼ Preview | Abstract | HTML | PDF (180 KB) | References | Reprints and Permissions

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- Anywhere: marketing (Articles/Chapters - 144522)
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marketing

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Keyword:

Consumer behaviour

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- ☐ Artificial neural networks: a tool for understanding green consumer behavior
Type: Research paper
Prajita Chowdhury , Mercy S. Samuel
Marketing Intelligence & Planning, Volume: 32 Issue: 5, 2014
▼ Preview | Abstract | HTML | PDF (260 KB) | References | Reprints and Permissions

- ☐ Impact of country of origin and word of mouth on brand equity
Type: Research paper
Sri Murtiasih , Sucherly Sucherly , Hotniar Siringoringo
Marketing Intelligence & Planning, Volume: 32 Issue: 5, 2014
▼ Preview | Abstract | HTML | PDF (204 KB) | References | Reprints and Permissions

- ☐ Are young adult Chinese status and fashion clothing brand conscious?
Type: Research paper
Aron O' Cass , Vida Siahtiri
Journal of Fashion Marketing and Management: An International Journal, Volume: 18 Issue: 3, 2014

Last Month (5)

Subject

Marketing (2155)
Marketing strategy/methods (1396)
Management science & operations (500)
Market research/consumer behaviour (411)
Public policy & environmental management (297)
Logistics (270)
Food & nutrition (260)
Distribution channels & markets (250)
Distribution management & systems (249)
Retailing (240)
Brand management/equity (191)
Product management (191)
Services marketing (156)
Strategy (123)
Information & knowledge management (118)
Tourism & hospitality (109)
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International Journal of Contemporary Hospitality Management, Volume: 25 Issue: 6, 2013
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- ☐ 2 Internet as an information source and social distance: any relationship?
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Semih S. Yilmaz, Asli D.A. Tasci
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- ☒ 3 The new customer-facing technology: mobile and the constantly-connected consumer
Type: Conceptual Paper
Martha Anne Coussement, Thomas J. Teague
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Type: Research paper
Kelly Virginia Phelan, Hsiang-Ting Chen, Matthew Haney

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- [Anywhere: marketing] AND [Keyword: Consumer behaviour] (Articles/Chapters - 3207)
- Anywhere: marketing (Articles/Chapters - 144522)
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Martha Anne Coussement and Thomas J. Teague
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Citation: Sang Mi Jeon, Vincent P. Magnini, Insin Kim, Sunghyup Sean Hyun, (2013) "Causal relationships between table game players' perceptions of service quality, perceived winning, and game spending: Moderating effects of demographic factors", International Journal of Contemporary Hospitality Management, Vol. 25 Iss: 6, pp.922 - 944

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Abstract:
Purpose
– The purpose of this paper is twofold: first, to examine the roles of five drivers of service quality (tangibles, reliability, responsiveness, assurance, and empathy) and perceived winning in the gaming behavior of table game players; and second, to test the moderating effects of table game players' demographic and situational factors (gender, education level, parenting status, and proximity to a casino).

Design/methodology/approach

– A review of the current literature in the above-mentioned areas revealed 13 theoretical hypotheses, from which the authors derived a structural model. The model was tested utilizing data collected from 383 US casino

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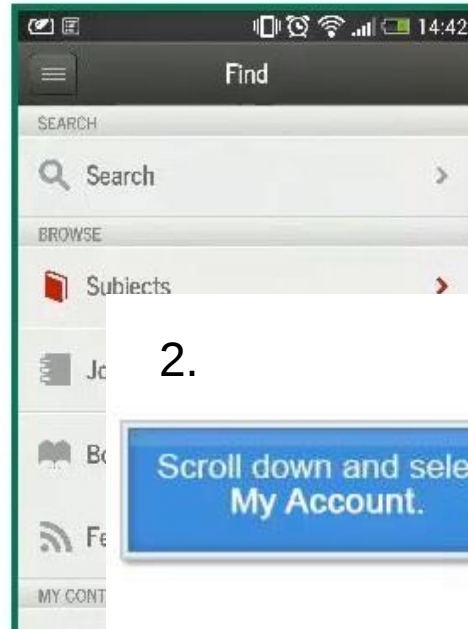


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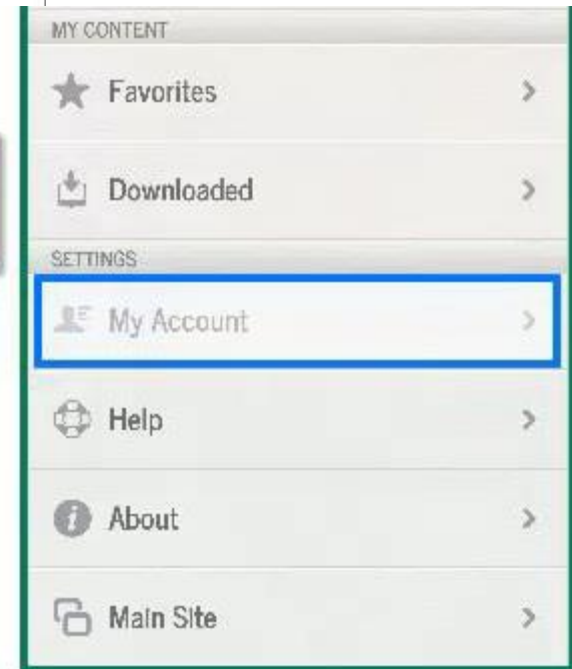
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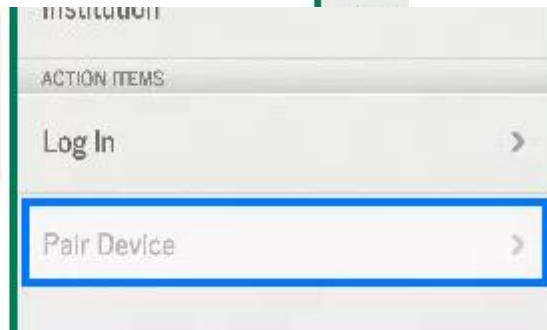
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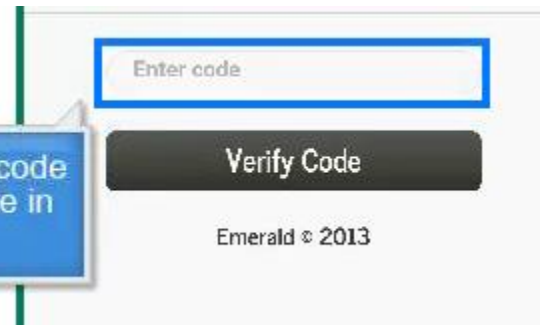
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How can Candy Crush help with academic course design?



The term "Gamification" describes the use of game design elements in non-game contexts. One of the contexts where this technique has been shown as beneficial is the classroom. The ability to engage students and motivate them to persist with an academic course is one of the biggest challenges faced by academics today.

The *International Journal of Information and Learning Technology Special Issue: Technology facilitated teaching and learning* features the article, "Deconstructing Candy Crush: what instructional design can learn from game design".

The authors of this research, mother and daughter, Evangeline Marios Varonis and Maria Evangeline Varonis from The University of Akron, USA, are both casual players of King Digital Entertainment's game Candy Crush Saga.

They were intrigued by how the game motivates users to continue, and what began as participant observation soon expanded to a "deconstruction" of the game's features.

This led to their study of how the strategies of Candy Crush could be embedded into course design to motivate students to persist and enhance learning outcomes.

The infographic below inspired by this research which summarizes the top five tips academics designing a course can learn from Candy Crush.

Complimentary access to the article, "Deconstructing Candy Crush: what instructional design can learn from game design", is available until the end of August 2015.

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