

# Emerald Publishing

EKUAL veri tabanları  
Emerald eJournals Premier ve  
Emerald Social Sciences eBooks

**Mine Tonta**

**Türkiye ve Orta Asya Temsilcisi**

**[mtonta@emerald.com](mailto: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

Access: [www.emerald.com/insight/](http://www.emerald.com/insight/)



The graphic features the Emerald Publishing logo at the top left. Below it, the text reads: "Connecting impactful social science content with the people that use it". In the center, there are four book covers: "eJournals" (with the subtitle "Organizing change, making it stick, and social science research"), "eBooks" (with the subtitle "Expanding research and providing better, faster solutions"), "eCases" (with the subtitle "Explore real-world challenges in a classroom environment"), and "Expert Briefing" (with the subtitle "Special analysis, research, and insight on the world today"). At the bottom, the website "emeraldpublishing.com" is displayed.

# 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



Over 50 years  
of inspiring  
changemakers with  
mission-led social  
science research

# 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



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950+ titles



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LEADERSHIP IN  
EDUCATION



PERSONAL  
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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



Emerald Insight  
Platform kullanımı

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## HIZLI VE DOĐRU 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

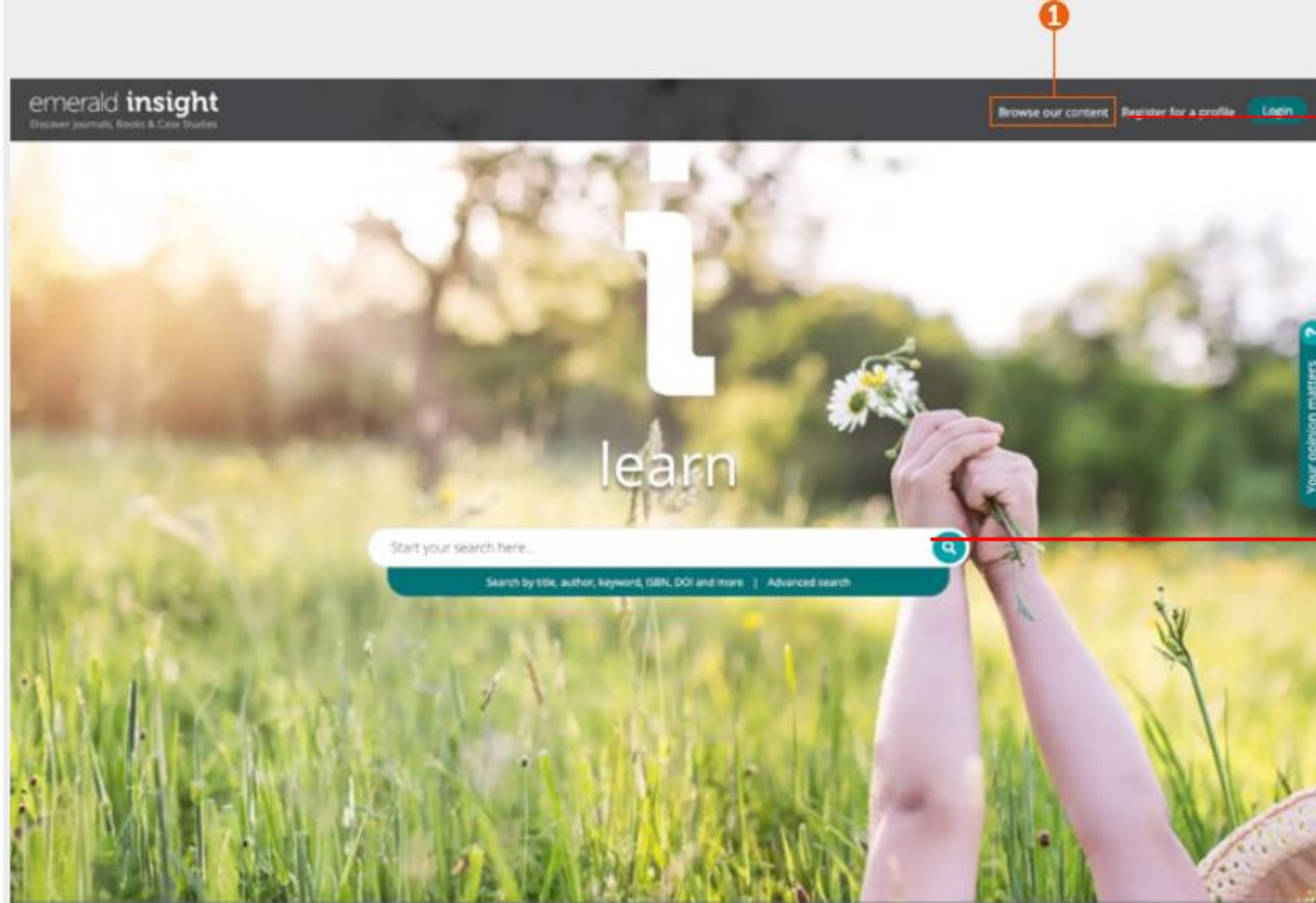
- Başlıca kimlik doğrulama yöntemlerini destekler; IP, Shibboleth, OpenAthens, Referring URL ve Ezproxy
- Temel keşif sistemlerinde indekslenmektedir; Primo, Summon, OCLC ve EBSCO
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- KBART ve MARC kayıtları indirmek için mevcuttur.

## 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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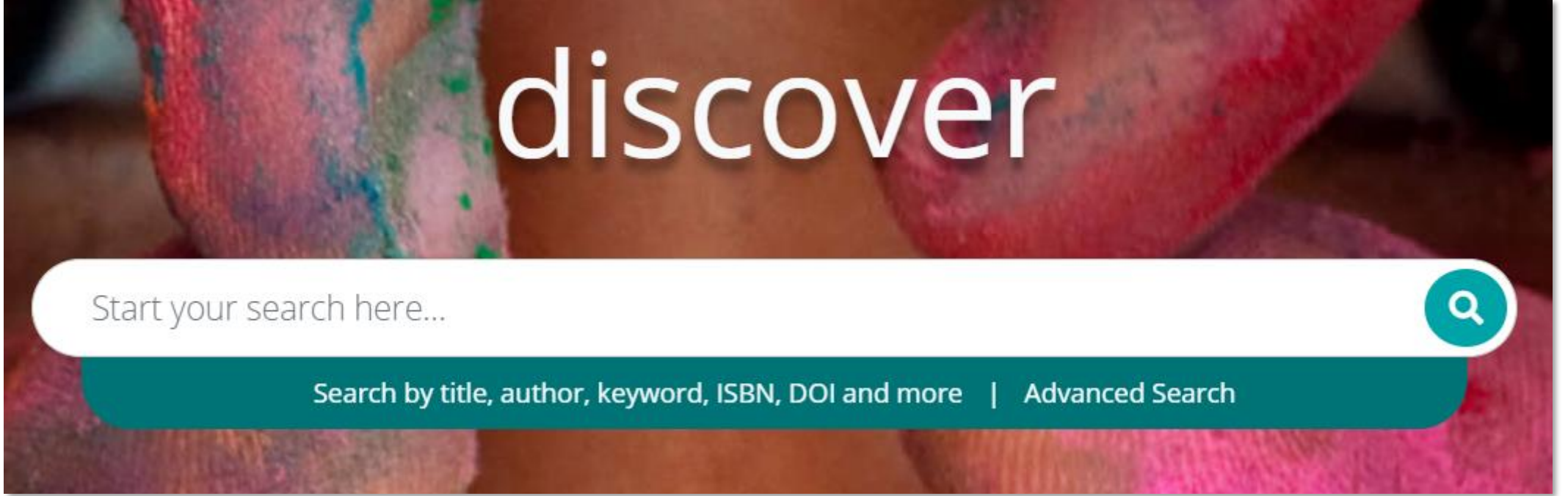
Start your search here...

Search by title, author, keyword, ISBN, DOI and more | Advanced search

Your opinion matters ?

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

PER PAGE 10 20 50

## 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 Lumm

## 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



Available

## 7. Erişim durumu



PDF (381 KB)



EPUB (357 KB)

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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.

[View summary and detail](#)



Available



PDF (228 KB)

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- 'Google-stili' gramer ile gelişmiş tarama algoritmaları tarama terimlerinizden **en ilgili sonuçları** getirir
- Tarama sonuçları **ilgililik oranına göre sıralanır**. Yayın türlerine göre ayrı ayrı tarama yapmak gerekmez. Kullanıcı isterse sonuçları türe göre filtreleyebilir.



# Sonuçları filtreleme

Arayın:

Search Results 1 - 10 of over 242000

PER PAGE 10 20 50

Keşfedin:

View summary and detail ▾

Keywords

Corporate reputation

Supply chain management

Stakeholder management

Responsible procurement

Responsible supply chain management

- 'View summary and detail' üzerine tıklayarak özeti genişletin
- Anahtar kelimelere tıklayarak bu kelimelerle yeni tarama başlatın

Filter:

Sorted by relevance

Access

Only content I have access to

Only open access

Year

Last week (429)

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)

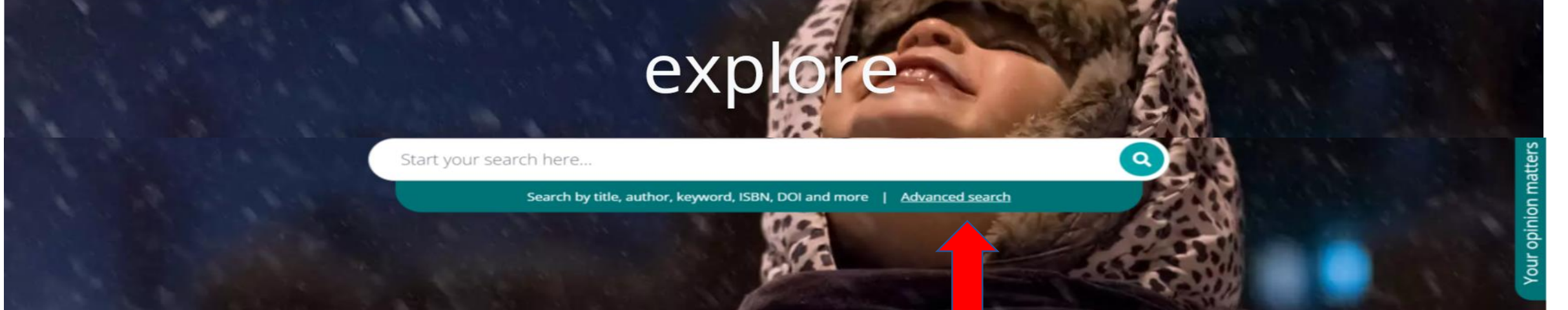
Earlycite article (2506)

Case study (1362)

Filtre seçenekleri

- **İlgililik** veya **en yeni/en eski**
- Erişim durumuna göre
- Yayın **yılı** (hafta, ay veya yıllara göre sınırlama)
- İçerik **türü** seçimi

# Gelişmiş tarama



Gelişmiş tarama seçeneği ile  
araştırmanızı derinleştirin



# Gelişmiş tarama formu

Advanced search

All Emerald content  Journal articles  Book part  Case studies  Earlycite

Expert Briefings

Enter your search terms here

All fields

Add row

Date range

From Year

To Year

All fields

Title

Abstract

Contributor

DOI

All fields

Searches all the searchable fields using one query. This allows you to easily find your search terms in any field.

Example: 2013, China Economics

Access type

All content

All content

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Clear

Search

# Gözden geçirme

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1 - 10 of over 1000

Per page 10 20 50



Book

inTOXICating FOLLOWERSHIP

Author: Wendy M. Edmonds

View book

Subject:

Refine by title

A B C D E F G H I J K L  
M N O P Q R S T U V W X  
Y Z 0-9

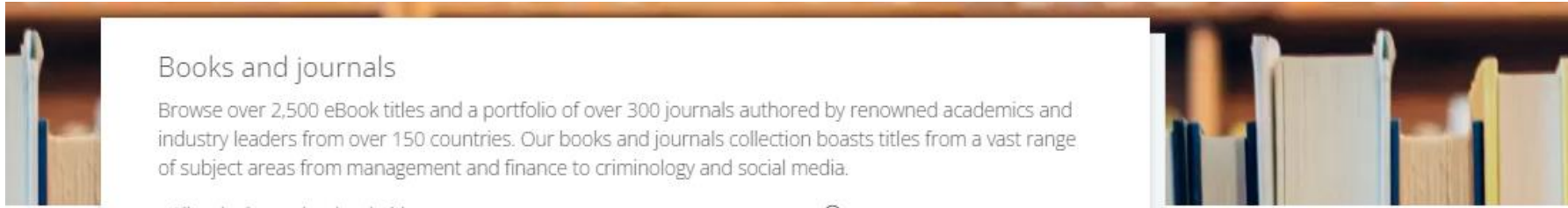
Refine by subject

Your opinion matters ?

- Sayfanın başındaki 'Browse our content' seçeneği ile içerik türü seçebilirsiniz
- Sonuçları başlık, konu, dergi ve kitap içerik türüne göre rafine edebilirsiniz



# Gözden geçirme



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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

View book

### Title

A B C D E F G H I J K L  
M N O P Q R S T U V W X  
Y Z 0-9

### Subject

Subjects

1 - Sub category

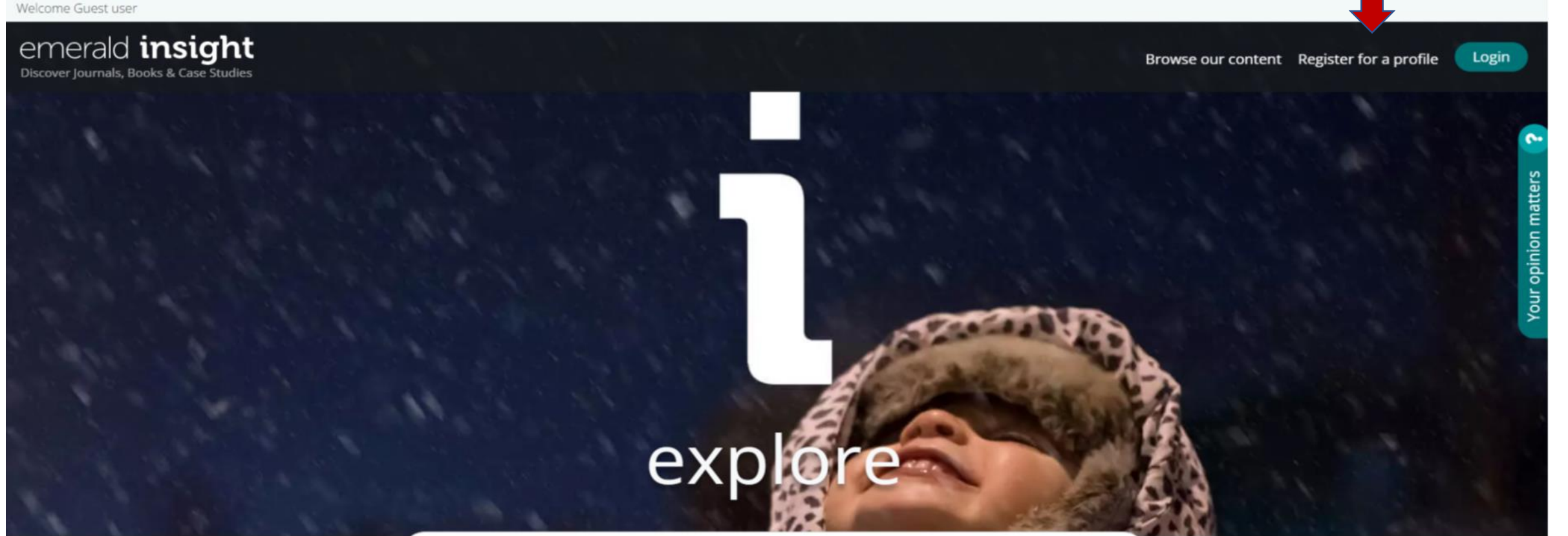
2 - Sub category

### Publication type

- Books
- Edited Collection
- Monograph
- Journals

Filtreleri kullanarak alfabetik, konu veya yayın türüne göre seçim yapın

# Kişisel hesap oluşturma



# Kişisel hesap oluşturma

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- Share your ideas, test and provide feedback on platform development

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- For guests: Please note that creation of a Profile doesn't enable instant and automatic access to all our content. We encourage you to browse our growing collection of Open

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(Optional):

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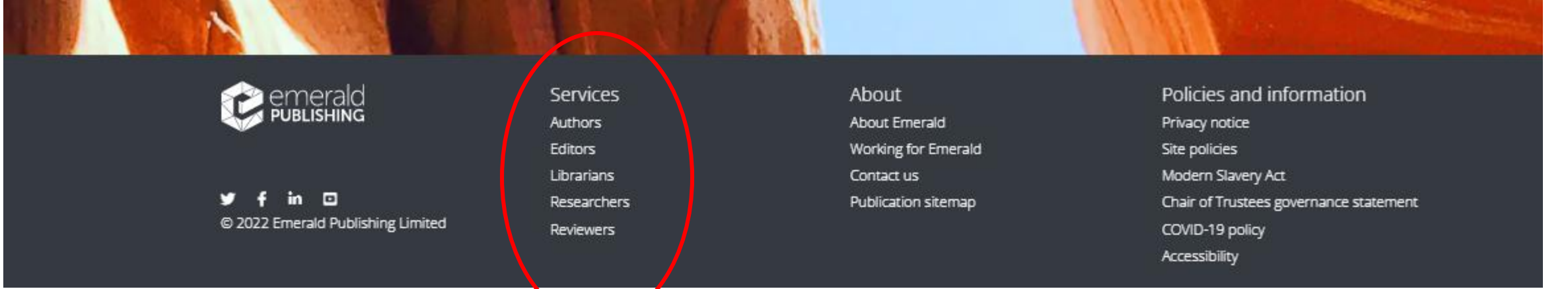
Yes, I'm happy for you to send me marketing communications to the personal email address I have provided

Register for a profile alanında kişisel hesap oluşturun, hesap oluşturduğunuz email adresini temsilcinize bildirin; [mtonta@emerald.com](mailto:mtonta@emerald.com)

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# Hizmetler Eđitimler

# Hizmetler



Yazarlar, editörler, kütüphaneciler, araştırmacılar ve hakemler için hizmetlerimize ücretsiz erişebilirsiniz



# Kütüphaneci hizmetleri - Librarians



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Yazar ve arařtırmacılar, uzmanlar tarafından hazırlanmıř kapsamlı ‘nasıl yapılır’ rehberleri ile yayınlarını hazırlayabilir

Dođru dergiyi bulma konusunda yardım alabilir

Calls for papers ile yayın çağrılarına erişebilir

Yazar politikaları, yayın etiđi gibi pek çok alandan ücretsiz yararlanabilirler.

# Eğitimler



Online eğitimlerimiz için sosyal medya hesaplarımızı takip edin

## Guide to Getting Published

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
- Dissemination and Promotion

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4:00 - 5:30 p.m. UAE Time



**Presenter:**  
Samir El- Hefnawy  
Vice President of Business  
Development in the MENA region  
Emerald Publishing

Daha fazla bilgi, yardım ve istekleriniz için:  
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