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- How - Online & Mobile



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- 由一群教授學者於**1967**年創立於英國 (Bradford, West Yorkshire, UK) 累積近五十多年的出版經驗
- 以**商業管理學科**及**圖書資訊學科**方面之學術性刊物為核心，現更延伸發展**社會學、工程學**與**公共政策領域**研究



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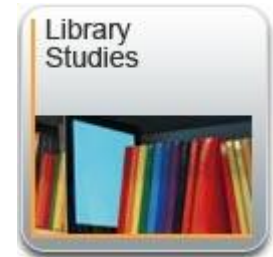
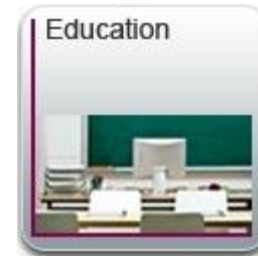


- **Journals 期刊**
 - 超過 300種學術期刊
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 - 商業,管理,經濟,社會科學collection
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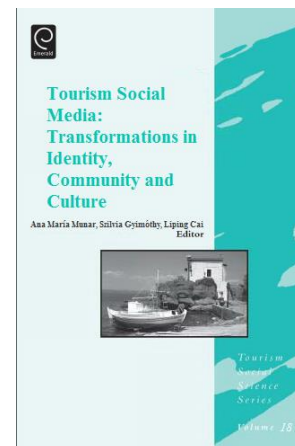
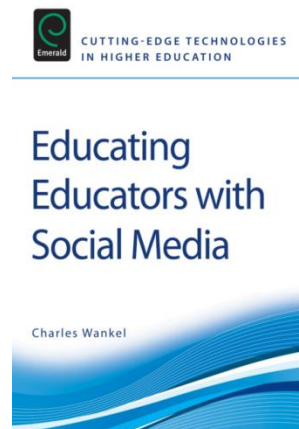
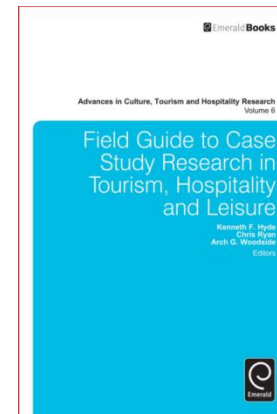
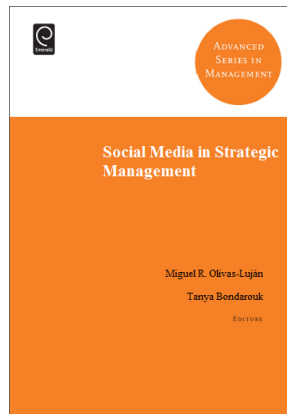
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會計、財金與經濟	Accounting, Auditing & Accountability Journal*; Managerial Finance, Managerial Auditing; International Journal of Manpower*	39	£5,950
商學、企業與策略管理	Journal of Service Management*; Cross Culture Management*; European Business Review, Journal of Business Strategy	53	£7,640
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工程學	Rapid Prototyping*; Industrial Robot*; Sensor Review*;	23	£4,532
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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

The CASE Association is one of the most prominent case study organisations in the USA and has strong foundations within the case writing community. 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 Banyan Tree: branding the intangible



- **Case overview** – Banyan Tree Hotels and Resorts had become a leading player in the luxury resorts and spa market in Asia. As part of its growth strategy, Banyan Tree had launched new brands and brand extensions that included resorts, spas, retail outlets, and even museum shops. Now, the company had to contemplate how to manage its brand portfolio and expand its business while preserving the distinctive identity and strong brand image of Banyan Tree, its flagship brand.

Teaching Notes for: The Banyan Tree: branding the intangible

DOI (P)

Jochen Wirtz

Overview

BTHRs had become a leading player in the luxury resorts and spa market in Asia. As part of its growth strategy, Banyan Tree had launched new brands and brand extensions that included resorts, spas, retail outlets, and even museum shops. Now, the company had to contemplate how to manage its brand portfolio and expand its business while preserving the distinctive identity and strong brand image of Banyan Tree, its flagship brand.

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- How leaders influence employees' innovative behaviour
- What the hare can teach the tortoise about make-buy strategies for radical innovations
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- Customer loyalty and customer loyalty programs

Journals of the Week



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Case Studies (353)

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1 **Marketable** improvements
Type: Research paper
Ian Griffith
The TQM Magazine, Volume: 5 Issue: 2, 1993
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2 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

3 Ethnography for **Marketers**
Type: Review
Philly Desai
Qualitative Market Research: An International Journal, Volume: 11 Issue: 4, 2008
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4 The Accidental Library **Marketer**
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Ann Folkman
Program, Volume: 45 Issue: 2, 2011
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Consumer behaviour (3207)

Articles/Chapters (3207)

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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
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2 Consumers' willingness to pay for ethical attributes
Type: Research paper
Li-Wei Mai
Marketing Intelligence & Planning, Volume: 32 Issue: 6, 2014
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3 Consumer trust in banking relationships in Europe
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Raija Anneli Järvinen
International Journal of Bank Marketing, Volume: 32 Issue: 6, 2014
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Marketing

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- The dark side of successful knowledge management initiatives
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Alton, Y. K., Chua
Journal of Knowledge Management, Volume: 13 Issue: 4, 2009
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- Knowledge criteria for organization design
Type: Conceptual Paper
Kavramanesh, J. K., Suresh
Journal of Knowledge Management, Volume: 13 Issue: 4, 2009
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- Wikis as a knowledge management tool
Type: General review
Tay, Fel-Lyn Grace
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Journal of Knowledge Management

The dark side of successful knowledge management initiatives
Alton Y.K. Chua

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- Add RSS feeds from top business sites (or add your own)

If you have registered before, please login, otherwise complete the form below.

* Indicates required fields.

Email:*	<input type="text"/>
Retype email:*	<input type="text"/>
Password:*	<input type="text"/>
Retype password:*	<input type="text"/>
Title:	<input type="text" value="Select Title"/>
First name:*	<input type="text"/>
Last name:*	<input type="text"/>

註冊時填寫基本資訊

- * 星號必填
- * 帳號：E-MAIL
- * 密碼：8碼



登入

登入個人帳密

登入帳號密碼，
點選進入
“個人管理帳戶”

Search bar with a magnifying glass icon and a dropdown menu set to "Articles and Chapters".

Browse Journals & Books

- > Accounting & finance
- > Economics
- > Education
- > Engineering
- > Health & social care
- > HR & organizational behaviour
- > Information & knowledge management
- > Library & information science
- > Management science & operations
- > Marketing
- > Property management & built environment
- > Public policy & environmental management
- > Sociology
- > Strategy
- > Tourism & hospitality
- > Transport

Most popular articles

From the last 7 days:

- Evidence of managerial opportunism in Australia
- Executive hubris: the case of a bank CEO
- Vulgate accountability: insights from the field of football
- Almost invisible – providing subtle support in community settings
- 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.



登入個人帳密

Search bar with dropdown menu set to 'All content' and a 'Search' button.

My Account

- Personal Details
- Access entitlements
- Redeem Voucher
- Alerts
- Marked Lists
- Saved Searches
- Site editing

Home > My Account

My Account

Details

Update your personal details here.

Details ▶

Access

Access your subscription information here.

Access ▶

Redeem voucher

Redeem your voucher code here.

Redeem voucher ▶

Alerts

Manage your email alerts here.

Alerts ▶

Marked list

View your marked list articles and publications here.

Marked list ▶

Searches

Access your saved searches here.

Searches ▶

我的帳戶

- 個人資料
- 訪問權限
- 啟動訪問金鑰(存取憑證)
- 新訊通知
- 註記清單
- 搜尋紀錄

收藏夾

我的記錄

功能1：儲存檢索記錄



Welcome: Ms Ou Ann | [Log out](#) | [Help](#) | [Cart](#) | [Mobile Pairing](#) | [Admin](#)

brought to you by Chinese Petroleum Corporation



[Home](#) | [Journals & Books](#) | [Case Studies](#) | [Author Services](#)

Resource areas: [Emerald Resource](#) ▼

in: [Articles and Chapters](#)

Search

[Advanced Search](#)

Search Results

Articles/Chapters (158696)

Case Studies (599)

Order results by: Relevance Newest First Oldest First

Results: 1-20 of 158696

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next >](#)

Items per page

Icon key: ■ You have access ■ Partial access ■ Backfile ■ Earlycite ■ Abstract only

Select all For selected items:

1 ■ MARKET ANALYSIS — THE HOLISTIC APPROACH TO MARKETING

Search History **Saved Searches**

Save this search

Send me alerts

Save

Saved Searches (click to edit)

- Never
- Never
- Daily
- Weekly**
- Monthly

設定Alerts
定期獲得
相關主題
最新出版文章通知

功能1：儲存檢索記錄



My Account

Personal Details

Access entitlements

Activate Access Token

Alerts

Marked List

Saved Searches

Home > My Account > Saved Searches

Saved Searches

If you have saved any searches, they are shown below.

To Create a new saved search:

- Select the [Create a new search link](#)
- Enter your search criteria and run the search.
- On the search results page, save the search using the "save Search" box in the right column.

All Institutional Administrators are now required to log in from within an IP range, registered within the Emerald system, as associated with your institution. You will not be able to access your account from outside of your institution's registered IP range. This is a necessary security measure.

Please contact support@emeraldinsight.com for further information.

Select all | [Delete](#)

[Create a new search](#)

Search Name	Saved on	Last run on▼	Alert Frequency	
<input type="checkbox"/> market	Apr 7, 16	Apr 7, 16	N	Run Search

功能2：匯出引文



My Account

Home > My Account > Marked List

Personal Details

Marked List

註記清單

Access entitlements

The items below have been added to your marked list. You can use this to keep track of items you will need to locate again.

Redeem Voucher

Publication Favorites

Article Marked List

Alerts

Marked List

Select all

- Select an action
- Select an action
- Email to a friend
- Download Citation
- Track Citation
- Delete

Article Title

Publication

<input type="checkbox"/>	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
<input checked="" type="checkbox"/>	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
<input checked="" type="checkbox"/>	"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

功能2：匯出引文

Download citation(s)

匯出至書目管理工具：EndNote, RefWorks...

If you have the appropriate software installed, you can download article citation data to the citation manager of your choice. Simply select your manager and click on download.

For more information or tips please see 'Downloading to a citation manager' in the Help menu.

Format

- RIS (ProCite, Reference Manager)
- EndNote
- BibTex
- Medlars
- RefWorks
- RefWorks (China)

Direct import

Tips on citation download

[Download article citation data](#)

Download article citation data for:

The new customer-facing technology: mobile and the constantly-connected consumer
Martha Anne Coussement and Thomas J. Teague
Journal of Hospitality and Tourism Technology 2013 4:2, 177-187

"Like" and "Check-in": how hotels utilize Facebook as an effective marketing tool
Kelly Virginia Phelan, Hsiang-Ting Chen, and Matthew Haney
Journal of Hospitality and Tourism Technology 2013 4:2, 134-154

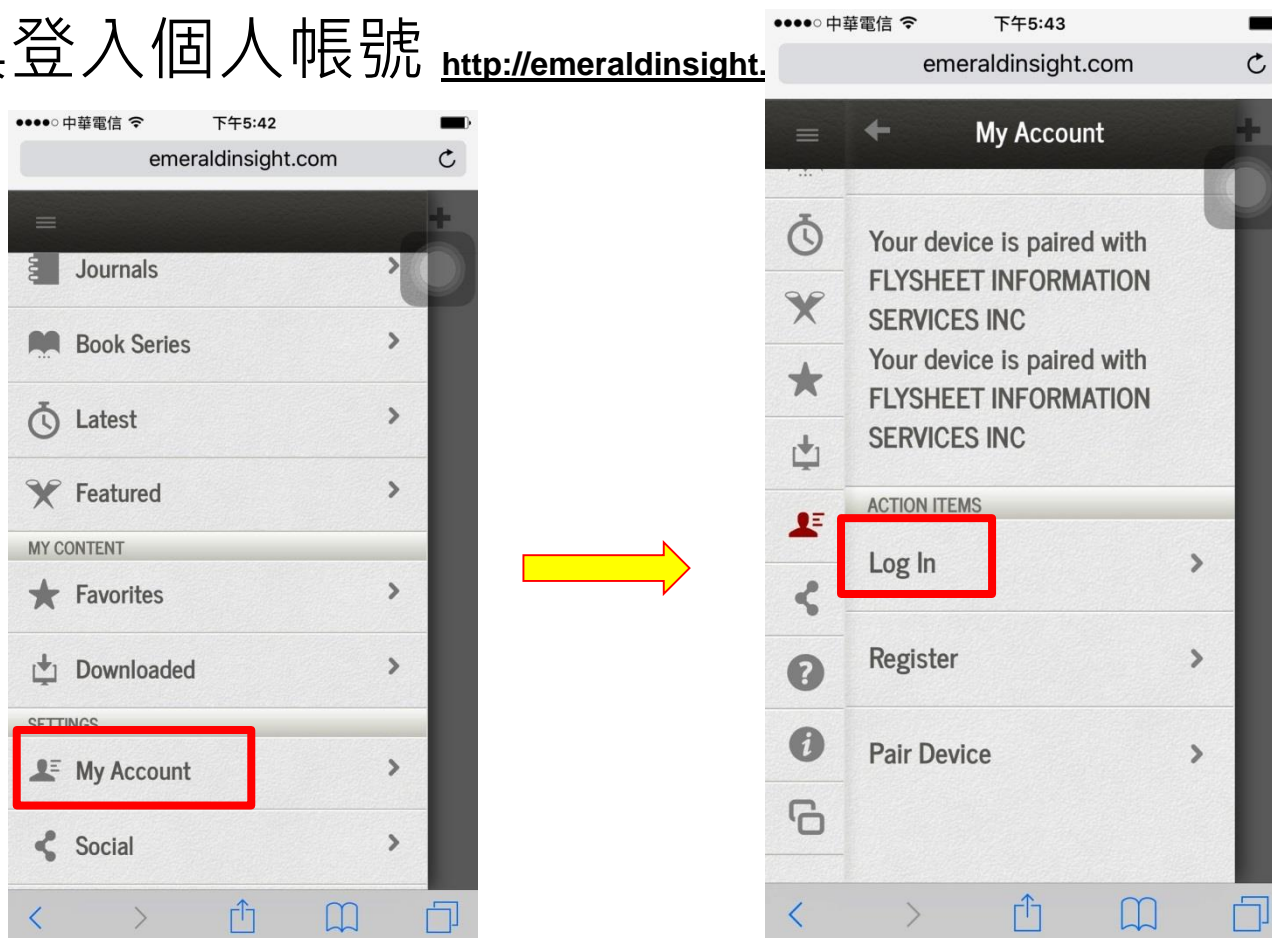
配對

自動 & 手動

自動配對



- 單位IP範圍內
- 載具連結Wifi (非3G)
- 載具登入個人帳號 <http://emeraldinsight.com>



手動配對



- 單位IP範圍內
- 電腦登入個人帳號
- Mobile Pairing申請Pairing Code (五分鐘內完成配對)
- 載具登入個人帳號 <http://emeraldinsight.com>
- 載具鍵入個人帳號鍵入Pairing Code (可用180天)

The screenshot shows the Emerald Insight website interface. The top navigation bar includes the Emerald logo, the text 'Emerald Insight', and user information: 'Welcome: javana@emeraldinsight.com | Log out | Cart | Mobile Pairing | Admin'. The 'Mobile Pairing' link is highlighted with a blue box and a hand cursor icon. A yellow callout box points to this link with the text: '學校IP範圍內，登入帳號 點選右上角 Mobile Pairing'. Below the navigation bar, there are menu items for 'Home', 'Journals & Books', 'Case Studies', and 'Author Services'. A search bar is visible with the text 'in: All con'. The main content area is titled 'Browse Journals & Books' and lists various academic disciplines such as Accounting & finance, Economics, Education, Engineering, Health & social care, HR & organizational behaviour, Information & knowledge management, Library & information science, Management science & operations, Marketing, Property management & built environment, Public policy & environmental management, Sociology, Strategy, Tourism & hospitality, and Transport.



in: All content

Search

Advanced Search

Home > Mobile Device Pairing

Pair Mobile device

Enter the following pairing code into the mobile app:

- Your mobile device will be now be linked with your email address.
- It will also be linked with your institution's subscription for a period of 180 days; after which you will ne

即可取得一組
Pairing code

Pairing Code

5 0 W G K T



About Emerald



Policies & Information



Resource Areas

Emerald Group Publishing has become the world's leading scholarly publisher of journals and books in business and management

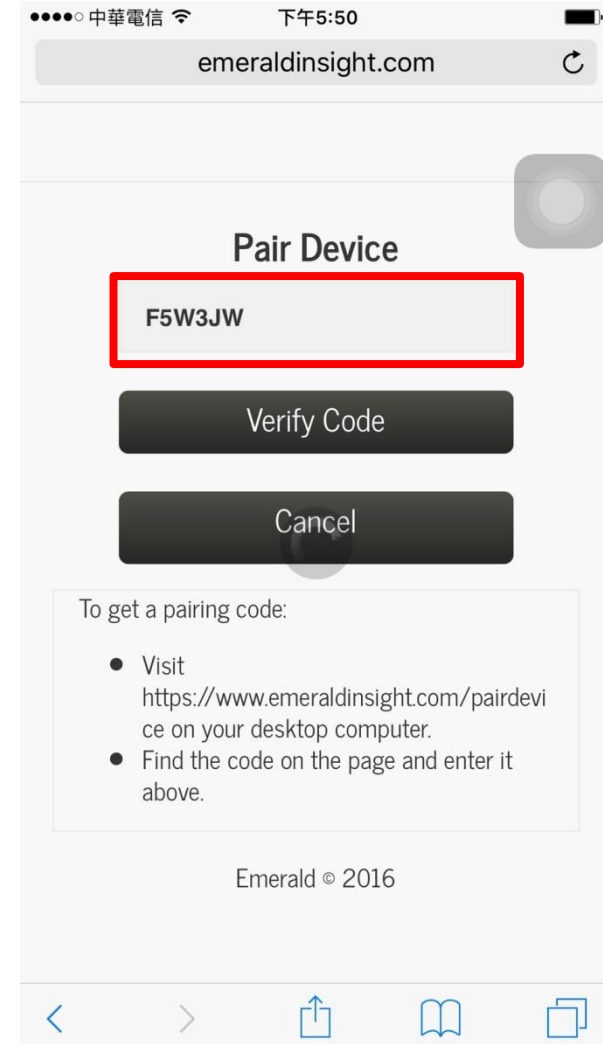
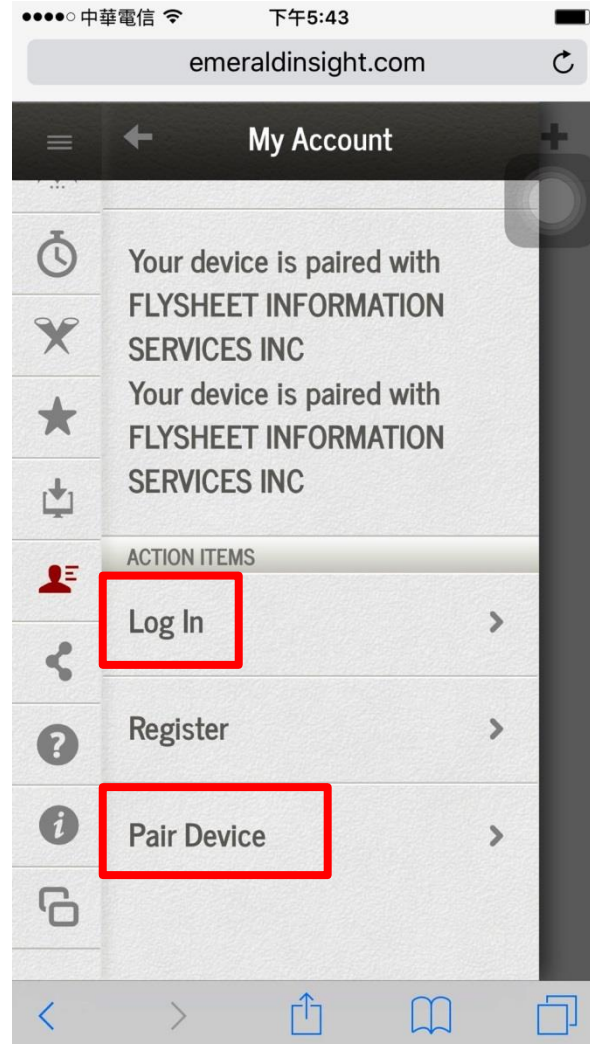
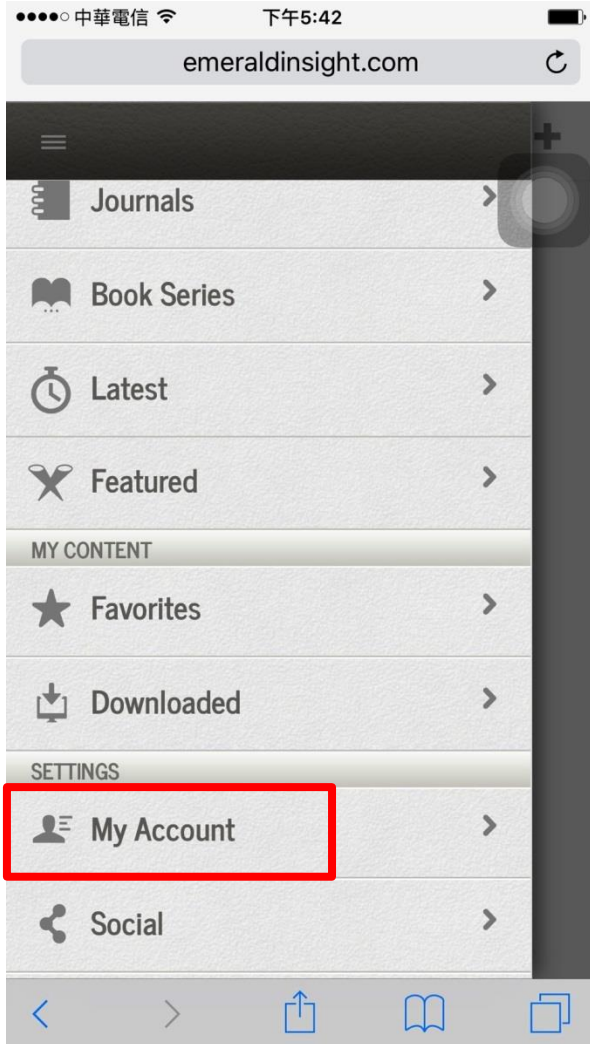
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- Copyright policy
- Industry standards
- Accessibility
- Editorial policy
- Originality guidelines

- For Authors
- For Librarians
- For Engineers
- Research Zone
- Learning Zone
- Teaching Zone
- Multimedia Zone

載具登入

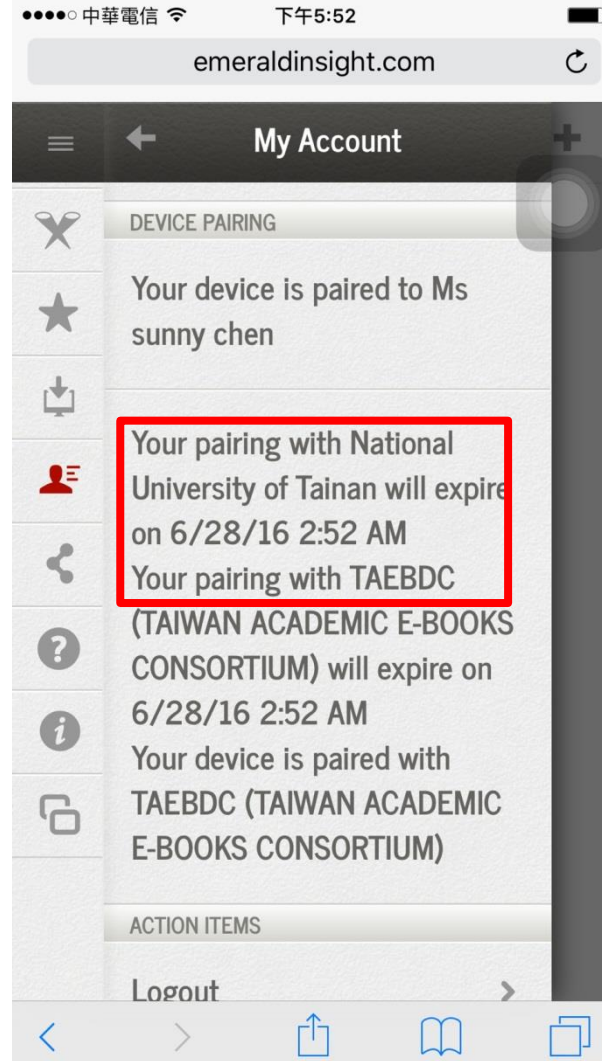
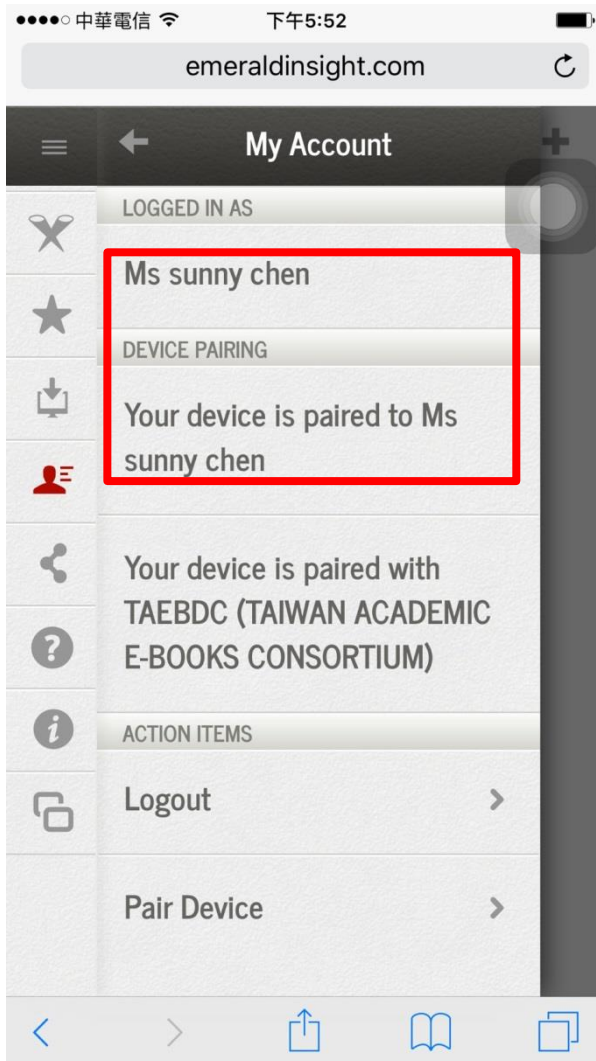
<http://emeraldinsight.com>



配對期限



1. 個人帳戶



2. 配對成功,
可於館外使用180天,
到期後可重新配對

Questions



謝謝聆聽&指教

文崗資訊

(02)2658-9252

apexi@apexi.com.tw

