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EM Journal collection Training

Lingfei Liu 劉齡斐

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Tel: 0960-024-827

Emerald Group Publishing – Publisher background

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

Emerald Publication

- **Journals: Over 280 academic journals**

- **Ebook Series: More than 1,000 volumes from over 130 Book Series.**
  - **Business, Management, Economics collection**
  - **Social Science collection**

- **Emerging Markets Case Studies**
  - **Launched in 2011**
  - **Over 200 cases**
- **Backfiles**
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Emerald Journals: 13 subjects

• Accounting, Finance & Economics	• Business, Management & Strategy	• HR, Learning & Organization Studies
• Information & Knowledge Management	• Marketing	• Operations, Logistics & Quality
• Property Management & Built Environment	• Public Policy & Environmental Management	• Tourism & Hospitality
• Education	• Library Studies	• Engineering
• Health & Social Care		

Journal listing

Accounting, Finance and Economics Collection	ISSN
Accounting Research Journal	1030-9616
Accounting, Auditing & Accountability Journal	0951-3574
Agricultural Finance Review	0002-1466
Asian Review of Accounting	1321-7348
China Agricultural Economic Review	1756-137X
China Finance Review International	2044-1398
Humanomics	0828-8666
Indian Growth and Development Review	1753-8254
International Journal of Accounting & Information Management	1834-7649
International Journal of Development Issues	1446-8956
International Journal of Islamic and Middle Eastern Finance and Management	1753-8394
International Journal of Managerial Finance	1743-9132
International Journal of Manpower	0143-7720
International Journal of Social Economics	0306-8293
Journal of Accounting & Organizational Change	1832-5912
Journal of Accounting in Emerging Economies	2042-1168
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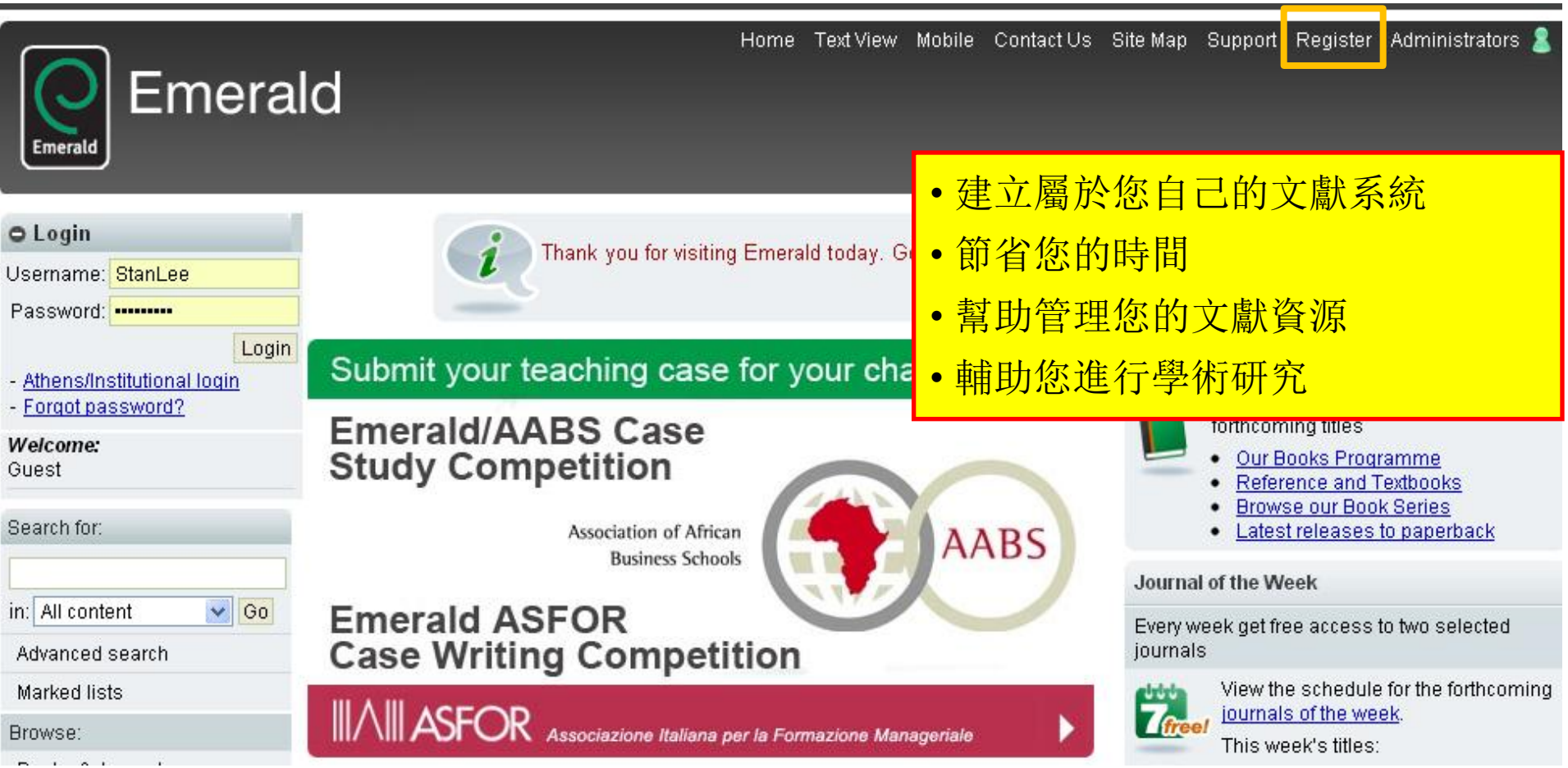

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Coping with unpredictable supply: the role of flexibility and adaptation

Bent Dreyer, Kjell Grønhaug (pp. 1268 - 1282)

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"Marketing and flexibility": debates past, present and future

Document Information:

Title: "Marketing and flexibility": debates past, present and future

Author(s): Ian Combe, (Marketing Group, Aston Business School, Aston University, Birmingham, UK)

Citation: Ian Combe, (2012) ""Marketing and flexibility": debates past, present and future", European Journal of Marketing, Vol. 46 Iss: 10, pp.1257 - 1267

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Abstract:

Purpose – The purpose of this paper is to outline the articles presented in the Special Issue on the topic of "Marketing and flexibility", and to discuss key issues associated with major debates relating to flexibility in order to position the articles within a wider context and highlight some key issues for further research.

Design/methodology/approach – Themes in prior research relating to "Marketing and flexibility" are documented and the growth of research interest into strategic flexibility is tabulated. The contributions of each article are briefly discussed.

Findings – There has been a steady growth of research interest into flexibility. To provide an example of this growth, the increase in the number of articles published on the topic of strategic flexibility in scholarly journals is highlighted over a 20-year period. Key issues in prior research such as alternative definitions and the different postulated relationships between market orientation and strategic flexibility are revealed, as are issues for future research.

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Ian Combe
Marketing Group, Aston Business School, Aston University, Birmingham, UK

Abstract

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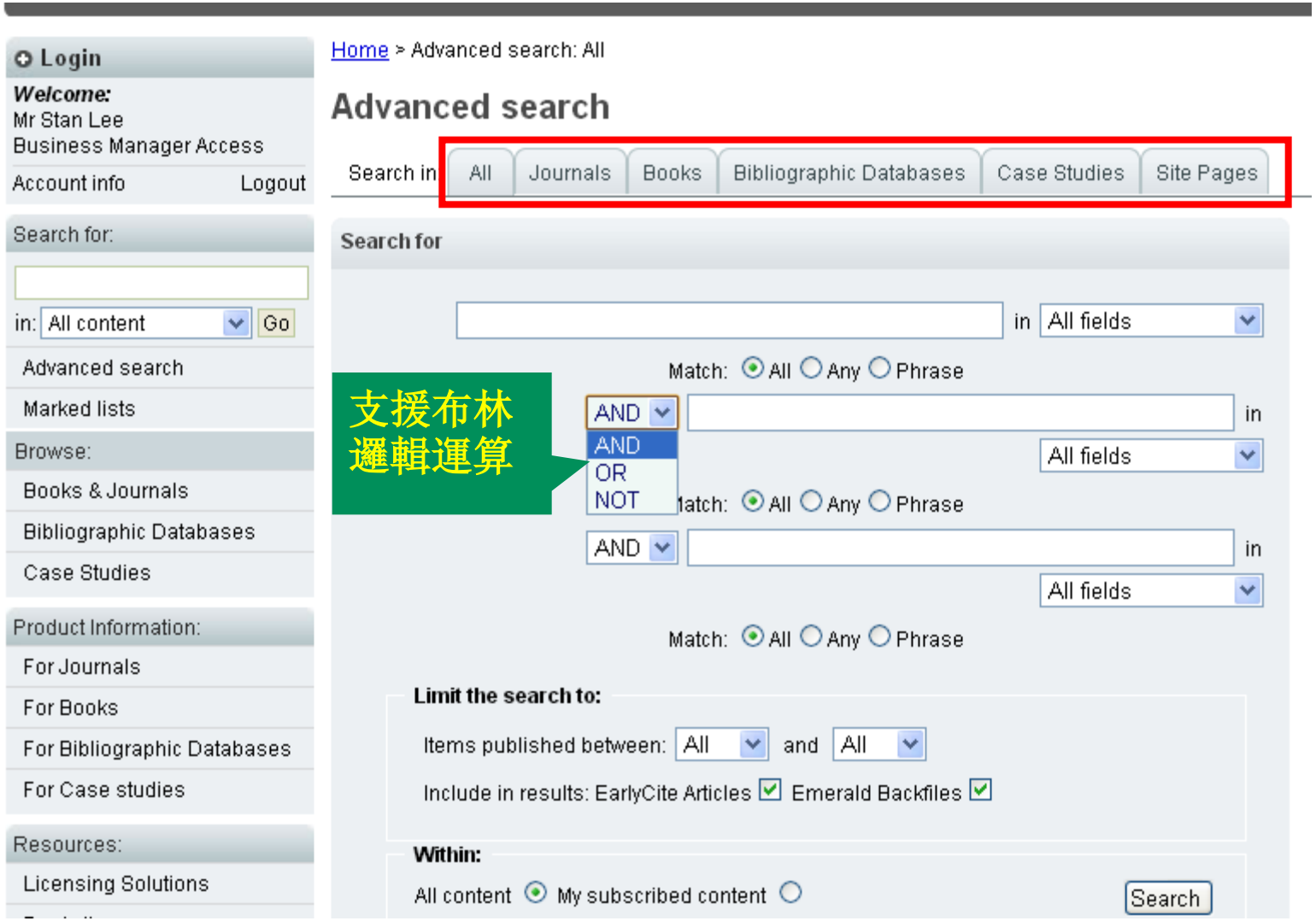

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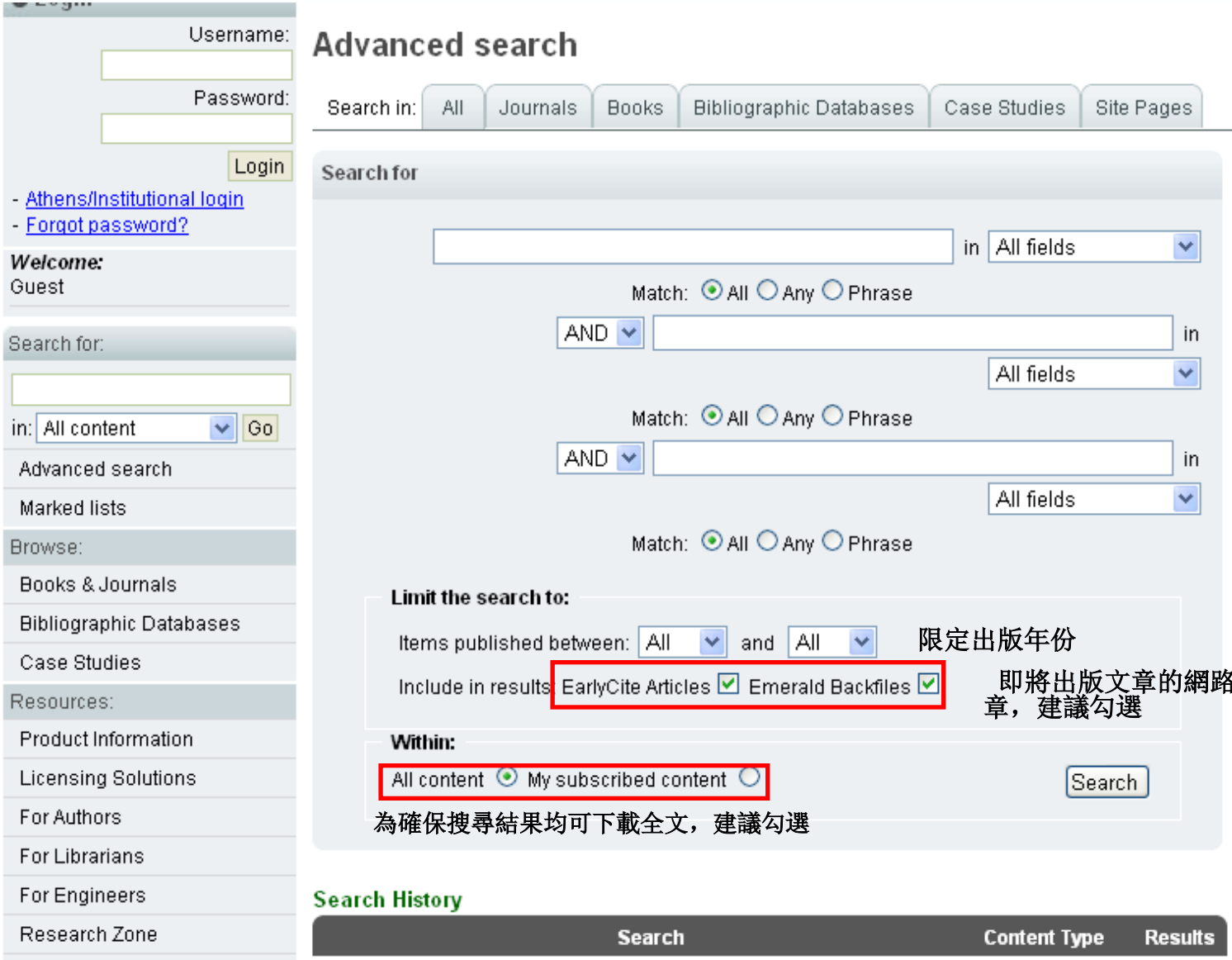

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Research Connections is an online meeting place providing the opportunity for researchers to contac like-minded professionals and showcase their work.

Conference Central

Conference Central – selected events from around the globe – a comprehensive collection of links to international conferences and events in management, library and information science, and engineering. Use it to find out which conferences Emerald staff, editors and advisers will be attending and pinpoint the right event for you.

Research Awards

Learn more about or apply for an Emerald research award

Emerald/EFMD Outstanding Doctoral Research Awards

Emerald and the European Foundation for Management Development (EFMD) – a global membership organization with more than 700 institutional members from academia, business and public services – celebrate excellence in research by sponsoring these prestigious international annual awards.

- 2012 Outstanding Doctoral Research Awards - **results are in!**
- Archive of previous winners

Emerald Engineering Outstanding Doctoral Research Awards

Emerald Engineering journals provide practical and theoretical solutions over a number of major engineering disciplines including additive manufacturing, robotics, computational modeling and mathematics, electronic assembly and packaging, aerospace, corrosion, and tribology. The majority of the journals are listed by Thomson Reuters (ISI). Emerald seeks to celebrate excellence in engineering research by sponsoring the 2012 Emerald Engineering Outstanding Doctoral Research Awards.

- 2012 Engineering Outstanding Doctoral Research Awards - **judging in progress!**
- Archive of previous winners

Research Fund Awards

Emerald has pledged to use a proportion of the fees received from copyright organizations to fund research relating to the dissemination of knowledge for social good, with a specific orientation towards benefit for the developing world.

- 2012 Emerald/IAM South Asia Management Research Fund Award -**deadline 1 February 2013!**
- 2012/2013 Emerald/CAPES Brazilian LIS Research Fund Award -**deadline 1 April 2013!**
- 2012/2013 Emerald/CAPES Brazilian Management Research Fund Award -**deadline 1 April 2013!**
- 2013 Emerald/CLADEA Latin American Management Research Fund Award -**deadline 1 August 2013!**
- 2012 Emerald/EFMD Mena Management Research Fund Award -**deadline 1 August 2013!**
- 2013 Emerald African Management Research Fund Award -**deadline 1 September 2013!**
- 2013 Emerald African Engineering Research Fund Award -**deadline 1 September 2013!**
- 2012 Emerald/IACMR Chinese Management Research Fund Award -**judging in progress!**
- 2011 Emerald/BMDA Borderless Management Research Fund Award -**results are in!**

Learning Zone-學習園地

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Management Thinking

Study Skills and Student Life

Literature Reviews Collection

Learning Zone

Resources for those studying MBAs, degrees, executive courses and business-related subjects

Emerald's Learning Zone includes a selection of useful resources to complement learners at all levels.

Study skills assist students in developing the skills they need to succeed in higher education. Management thinking and management skills are dedicated sections for working managers and those studying management. Our literature reviews collection provides a fully searchable and browsable, dynamic and ever-growing collection of reviews.

管理技巧

管理學大師
訪談錄

Management skills

Handy introductions for students or essential management skills for developing managers. Guides in this section include communication and time management plus many more.

學習技巧

Management Thinking

Short, distilled summaries of the latest Management Thinking articles plus interviews with those who shape business today. Use these resources to enhance your management knowledge.

Study skills and student life

Articles and guides designed specifically to help students develop the key skills they need to succeed in higher education. Learn about writing dissertations, note taking and much more.

Literature reviews collection

Valuable literature reviews gathered together in a quick and convenient place for researchers to find a starting point for their next piece of work or to identify gaps in the current literature.

**MP3格式的學
習资源**

Podcasts

Emerald podcasts are media files that can be played on a computer or portable media device. Our podcasts draw upon content from the Emerald Management Reviews database. Enjoy Emerald content on the move!

Emerald Reading ListAssist

Emerald Reading ListAssist is a complimentary new reading list service for Emerald subscribers, drawing together a diverse range of Emerald's cross-disciplinary journal and book content.

Study skills

Helping students develop the key skills they need to succeed in higher education.

Part- or full-time, distance learner or mature student, each method of study brings its own unique challenges and pressures. Stay sane and negotiate your way through the student maze of funding, work-life balance, special needs and career planning with our indispensable guides.

Giving a talk or presentation

Few things cause as much grief to students as being told that they have to give a talk or presentation. Yet forms of oral assessment are becoming increasingly common in higher education, for good reasons. Oral communication skills are among the skills most valued by future employers. Yet according to the UK body Association for Graduate Recruiters, 64 per cent of employers claimed that these are just the skills graduates lack.

Writing better essays

Two pieces on how to ensure your written work is presented as clearly and correctly as possible. This guide includes grammar and punctuation, and an appropriate writing style.

Getting organized

For many new students one of the most challenging aspects of the transition from school to a college or university environment is learning how to take responsibility for and manage their own time and studies. Days are less structured and more is expected of undergraduates in terms of working independently, to find and absorb the information they need. And, of course, there are far more distractions than there were back at home...

Effective note taking

Being able to take clear comprehensive notes, which allow you to understand and learn the presented material for your course assignments or exams, is a vital skill for students at college or university. It can also be a major challenge is you are coming up from school without having had to make your own notes on what was happening in class. The following are simple ideas for creating useful and effective notes from which you can learn more easily.

Teaching Zone- 教學園地

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Teaching Zone

Resources for teaching faculty and students in business and management

Emerald's Teaching Zone is designed to provide support and ideas for faculty involved in teaching business and management.

Teaching insights offer helpful and usable information to anyone in a teaching role who feels they would benefit from a little extra insight into the performance of that role. Case studies are ideal to use as examples of business issues and are updated regularly. Also included are in-depth reviews of management books and interviews which form an interesting and lively snapshot of the people who shape the business and academic fields. Emerald also supports the Global Foundation for Management Education (GFME). For more information, visit the GFME website.

Teaching Zone resources are available to Emerald subscribers. Simply select the "login" bar above the left-hand menu at the top of the page and use your current name and password to access.

Teaching insights

Teaching insights into writing and running courses, schemes of work for existing courses, and tips on conducting lectures and tutorials.

Case studies collection

Suitable for learning and teaching, an assortment of case studies that are ideal to use as illustrations of business an

名人訪談錄

Issues in education

What's new in education? What are the current hot topics and who is adopting them? Visit our Issues in education section to keep up to date with the latest developr

書評

Interviews collection

Interviews with leading figures – lively conversations with people who shape the business and academic fields.

推薦文章列表

Book reviews collection

Reliable, in-depth book reviews in the management field. Written by academics for students, teachers and researchers.

Emerald Reading ListAssist

Emerald Reading ListAssist is a complimentary new reading list service for Emerald subscribers, drawing together a diverse range of Emerald's cross-disciplinary journal and book content.

Management & Leadership interviews

Read the thoughts of the experts

Emerald publishes the largest range of management journals in the world and so it is no surprise that we frequently rub shoulders with some of the top thinkers in business.

We are aware that effective action requires a balance of theory, practical advice and tips from those who have made a difference. With this in mind we bring you our guru interviews – the latest word in management from the experts in their field.

Please note: job titles and positions for interviewees are correct at time of publication.

The four domains of people's lives: an interview with Stewart Friedman

While people in the business community hear a lot about the importance of work/life balance, it's often unclear exactly what that phrase means or how one achieves it. Stewart Friedman, founding director of Wharton's Leadership Program and the Work/Life Integration Project, thinks he has an answer. Friedman describes the four domains of people's lives - work, home, community and self - and what individuals can do to integrate these domains and improve their leadership skills.

Fully Charged: an interview with Heike Bruch and Bernd Vogel

Heike Bruch is Professor and Director at the Institute for Leadership and Human Resources Management at the University of St Gallen, Switzerland. Bernd Vogel is Assistant Professor of Leadership and Organizational Behaviour at the University of Reading.

Being the boss - an interview with Linda A. Hill and Kent Lineback

Linda A. Hill is the Wallace Brett Donham Professor of Business Administration at Harvard Business School. Kent Lineback spent many years as a manager and an executive in business and government. They are the co-authors of *Being the Boss: The 3 Imperatives for Becoming a Great Leader* (HBR Press, 2011).

Necessary Endings - Dr. Henry Cloud

Dr. Henry Cloud is a clinical psychologist and leadership consultant with a unique ability to connect with audiences. Drawing upon his broad range of experiences in private practice, leadership consulting, and media, he simplifies life's issues and gives easy to understand, practical advice. Its Dr. Cloud's humour, compassion, and "in the moment" confrontation that make his approach to psychology, business and spirituality such a success. Dr. Cloud has written or co-written over 20 books, including *Necessary Endings*, published by HarperBusiness.

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Featured video: Dr. Henry Azzam

Dr. Henry Azzam joined Deutsche Bank in May 2007 as Chief Executive Officer for Middle East and North Africa Region (MENA).

Before that Dr. Azzam was Chief Executive Officer of Amwal Invest, an investment bank he founded in 2005. In addition he held the position of chairman of Dubai International Financial Exchange (DIFX).

Video Channels

Video interviews and presentations

Choose a channel below to access interviews with management experts and contributors to Emerald books and journals.

Talking Management

The Talking Management Series features insightful interviews with leading business figures and management writers.

Talking Management...

Editor/Author Interviews

Watch interviews and hear the thoughts of key Emerald contributors to books and journals in this channel.

Editor/Author Interviews...

Emerald in 2011

This channel features short videos and seminars introducing the key benefits of Emerald products and

The Mobile Sparkle

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www.emeraldinsight.com/mobile_options

Emerald EmergingMarketsCaseStudies

Local insight with global relevance

Teaching cases spotlighting the
world's emerging economies

Emerald Emerging Markets Case Studies (EEMCS) is an online collection of peer-reviewed case studies focusing on business decision making and management development throughout key global emerging markets.

Cases are written by case writers working in or closely with developing economies, offering local perspectives with global appeal.

EEMCS was developed in 2011 in response to increasing demand from business educators and practitioners for quality-controlled teaching cases focusing on global emerging markets. The collection receives regular content updates throughout the year and all cases benefit from a supportive peer-review process to ensure the highest quality content.

Practical application

Teaching cases are used in classroom situations to stimulate learning and add practical knowledge. To support this, every case is accompanied with complimentary teaching notes compiled by the author.

Emerald Emerging Markets Case Studies:

- Offer practical insight to "real world" situations
- Aim to solve a business problem
- Spotlights strategic markets
- Create dialogue with students
- Encourage critical thinking.

Product information

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Resources for Authors

Includes the winning case from the 2011 CEEMAN case competition and 2011 African Association of Business Schools case competition.

Editor-in-Chief Dr Jyoti Bachani on preparing teaching cases for publication

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Questions

Entrepreneurial opportunity recognition: an empirical study of R&D personnel

Author(s): Yu-Lin Wang, Andrea D. Ellinger, Yen-Chun Jim Wu

Source: Management Decision Volume: 51 Issue: 2 2013

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