Using ProQuest to find articles on eLearn
Semester 2 - 2020

Find eLibrary under your module content options

IMM eLearn ≡ 〔 〕 Recent ▾ Booklists: 2020 Semester 2 **eLibrary** Referencing FAQ
eLibrary

eLibrary

The eLibrary provides you with access to relevant online academic research and resources. Access is available to Proquest, open source research sour journals to support your research activities.

1 F

Using ProQuest to find articles on eLearn

Proquest Portal Access

Proquest eBooks

Open Library Sources

IMM Journal of Strategic Marketing : 2016 Publications

IMM Journal of Strategic Marketing : 2017 Publications

eLibrary — Strategic Marketing : 2018 Publications

eLibrary   IMM Journal of Strategic Marketing : 2019 Publications

On the left of your module options and the top banner in eLearn you will see eLibrary

Under eLibrary you will find various links

These instructions are under this link

Link to ProQuest for Academic Articles and other resources

Link to eBooks on ProQuest that you can read online

Link to Open Library Sources with individual links to other websites

Links to IMM Magazine that can be read online

Visit ProQuest YouTube Training for video instructions

ProQuest — Proquest Portal Access

ProQuest Ebook Central™ — Proquest eBooks

https://www.youtube.com/user/proquesttraining/videos

YouTube ZA

- Home
- Trending
- Subscriptions

- Library
- History
- Watch later
- Liked videos

SUBSCRIPTIONS
- Popular on YouTube
- Music
- Sports
- Gaming

MORE FROM YOUTUBE

ProQuest LibGuides

ProQuest Training

HOME   VIDEOS

SUBSCRIBE

Basic ProQuest Search:
https://youtu.be/CvRnB3dLNnQ

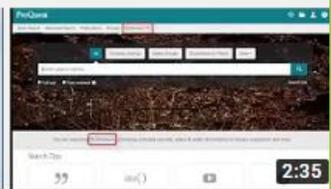Ebook search:
https://youtu.be/CjOtrDtWeMs

Uploads   PLAY ALL

NEW FOR 2019 – EXPANDED
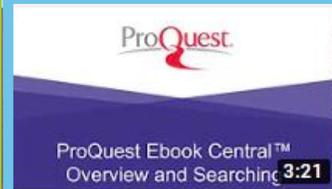INTEGRATIONS FOR EBOOK...
5.1K views • 1 year ago

Plataforma de ProQuest:
Tesauro
350 views • 1 year ago

Basic Search - البحث البسيط
357 views • 1 year ago

BASIC SEARCH
17K views • 1 year ago
CC

Ebook Central Overview and
Searching
41K views • 1 year ago

IMM Graduate School

ProQuest landing page search options

ProQuest

Proquest Portal Access

ProQuest

Basic Search   Advanced Search   Publications   Browse   Databases (3)

| All | Scholarly Journals | Books | Videos & Audio | Dissertations & These |

Customer Satisfaction

☐ Full text   ☐ Peer reviewed ⓘ

You are searching 3 databases containing scholarly journals, books, videos & audio, dissertations & theses, newspapers and more.

On the search page you can start customising your search:
- Start with a fairly general search term relevant to your topic (in this example – Customer Satisfaction)

- Click on both the full text and the peer reviewed buttons below search bar

Graduate School

ProQuest suggestions for additional search terms
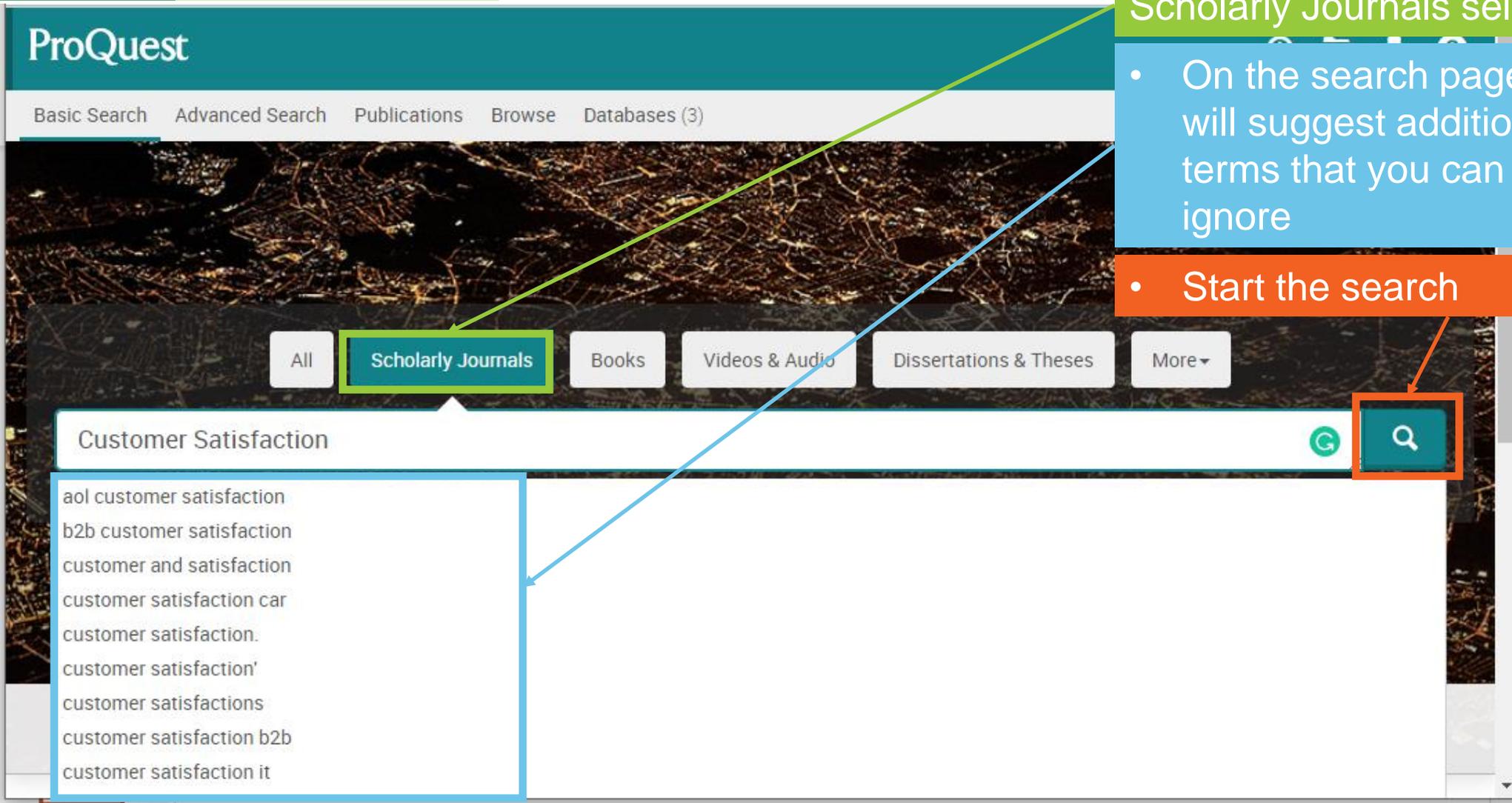
Scholarly Journals selected

- On the search page ProQuest will suggest additional search terms that you can consider or ignore

- Start the search

ProQuest initial search results

ProQuest

Proquest Portal Access

Basic Search   Advanced Search   Publications   Browse   Databases (3)

Customer Satisfaction   🔍

89,689 results

Modify search   Recent searches   Save search/alert ▾

Applied filters   Clear all filters

Scholarly Journals ☒

☐ Select 1-20

Your search matched a subject term. For a more precise result use:
MAINSUBJECT.EXACT("customer satisfaction")

Sorted by
Relevance ⌄

Limit to
☑ Full text
☑ Peer reviewed

Source type   ^

🎓 Scholarly Journals   ☒

Publication date   ^

Last 12 Months
Last 5 Years
Last 10 Years
Custom Date Range

1   🎓
Scholarly
Journals

Impacts of the Attributes of Service Quality on Customer Satisfaction and the Interrelationship Among Service Quality, Customer Satisfaction and Customer Loyalty   Full Text
Abhisek Jana. **JOHAR; New Delhi** vol. 9, Iss. 2, (2014): n/a.
...(1989), the customer satisfaction model explains that when the customers compare...
...Several studies suggest that customer satisfaction is a key determinant of...
...SATISFACTION AND THE INTERRELATIONSHIP AMONG SERVICE QUALITY, CUSTOMER...

Abstract/Details   Full text - PDF (165 KB)   Cited by (1)   References (32)   Show Abstract

2
MARKETING
LETTERS

Scholarly
Journals

Does advertising exposure prior to customer satisfaction survey enhance customer satisfaction ratings?   Full Text
Lee, Eun Young; Park, Chan Su.
Marketing Letters; New York Vol. 26, Iss. 4, (Dec 2015): 513-523.
...an increasing number of firms adopt customer satisfaction (CS) scores as one of...
...releasing CS scores in public. Keywords Customer satisfaction...
... Customer satisfaction (hereafter, CS) has been given a lot of...

Abstract/Details   Full text - PDF (158 KB)   Cited by (1)   References (20)   Show Abstract ⌄

You may find that the first run provides too many sources (in this case 89,689)

- **Scholarly journals**

You can narrow down the search by:
- Adding detail to the search term
- Sorting the results by relevance
- Specifying that the sources must be less than 5 years old

- **Specifying that the sources must be less than 5 years old**

IMM Graduate School

Expand or refine search term on ProQuest

ProQuest   Proquest Portal Access

ProQuest

Basic Search   Advanced Search   Publications   Browse   Databases (3)

Customer Satisfaction AND Online Shopping

Expanding or refining the search term

customer satisfaction with online shopping
customer satisfaction online shopping
customer satisfaction and online shopping
online shopping customer satisfaction
online shopping and customer satisfaction
development of an integrated model of customer satisfaction with online shopping
online shopping satisfaction
satisfaction online shopping
Perceptions of service quality and customer satisfaction of Thai online shopping services
customer satisfaction and online

You also have the option of turning off the auto-complete function

Turn off auto-complete

Satisfaction and Customer Loyalty

Abhisek Jana.**JOHAR; New Delhi** Vol. 9, Iss. 2, (2014): n/a.

Scholarly Journals

...(1980), the customer satisfaction model explains that when the customers compare...
...Several studies suggest that customer satisfaction is a key determinant of...
...SATISFACTION AND THE INTERRELATIONSHIP AMONG SERVICE QUALITY, CUSTOMER ...

Limit to

☑ Full text
☑ Peer reviewed

Abstract/Details   Full text - PDF (165 KB)   Cited by (1)   References (32)   Show Abstract ⌄

Source type ⌃

IMM Graduate School

ProQuest articles results and options to read / track / download

ProQuest — Proquest Portal Access

ountid=190861

Scholarly Journals ✕
Last 5 Years ✕

Sorted by
Relevance ▾

Limit to
☑ Full text
☑ Peer reviewed

Source type ⌃
🎓 Scholarly Journals ✕

Publication date ⌃
Last 12 Months
Last 5 Years ✕
Last 10 Years
Custom Date Range

Subject ⌄

☐ 1 — Does advertising exposure prior to **customer satisfaction** survey enhance **customer satisfaction** ratings?
Full Text
Lee, Eun Young; Park, Chan Su.
Marketing Letters; New York Vol. 26, Iss. 4, (Dec 2015): 513-523.
...an increasing number of firms adopt **customer satisfaction** (CS) scores as one of...
...releasing CS scores in public. Keywords **Customer satisfaction**...
... **Customer satisfaction** (hereafter CS) has been given a lot of...
Scholarly Journals
Abstract/Details   Full text - PDF (158 KB)   Cited by (1)   References (20)

☐ 2 — Empirical Study for the Influence Factors of **Customer Satisfaction** on B2C **Online Shopping**
Yan, Yilan; Du, Suyun.
Revista Ibérica de Sistemas e Tecnologias de Informação; Lousada Iss. E14, (D
300-308.
... **customer satisfaction** based on B2C **online shopping**. Through empirical analysis
... **customer online shopping satisfaction**. On this basis, we put forward relevant...
... Keywords: B2C **online shopping**, **Customer satisfaction**, Service value, Factor...
Scholarly Journals
Abstract/Details   Full text   Full text - PDF (499 KB)

☐ 3 — Post-purchase shipping and **customer** service experiences in **online shopping** and their impact on **customer satisfaction**
Cao, Yingxia; Ajjan, Haya; Hong, Paul.
Asia Pacific Journal of Marketing and Logistics; Patrington Vol. 30, Iss. 2, (2018): 400-416.
... **online shopping**, **customer satisfaction** in **online shopping** across regions. The...
... **online shopping** environment and their impact on **customer satisfaction** and...
...a **customer** perspective, **online shopping** is the core part of e-commerce....
Scholarly Journals
Abstract/Details   Full tex   Full text - PDF (268 KB)   Cited by (5)   References (42)   Show Abstract ⌄
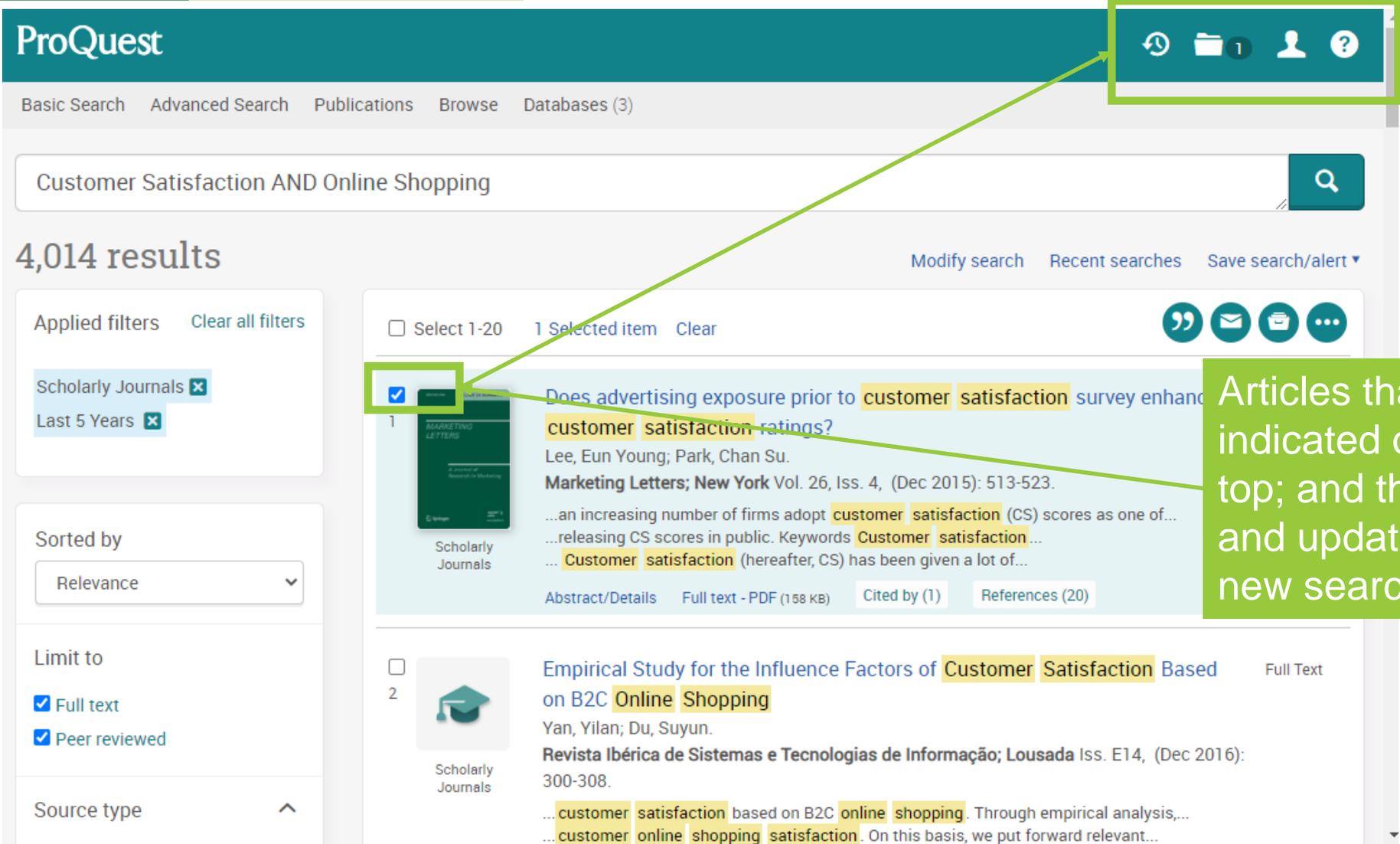

- Read the abstract of the articles that interest you

- Email the links to yourself by ticking the block next to the article, to help you keep track of the articles you have already checked / read

- You can access the article as a PDF file for downloading

IMM Graduate School

How to track and select articles that you are interested in

ProQuest

Proquest Portal Access

ProQuest

Basic Search   Advanced Search   Publications   Browse   Databases (3)

Customer Satisfaction AND Online Shopping

4,014 results

Modify search   Recent searches   Save search/alert ▾

Applied filters   Clear all filters

☐ Select 1-20   1 Selected item   Clear

Scholarly Journals ☒
Last 5 Years ☒

Sorted by

Relevance

☑ 1

Does advertising exposure prior to customer satisfaction survey enhanc
customer satisfaction ratings?
Lee, Eun Young; Park, Chan Su.
Marketing Letters; New York Vol. 26, Iss. 4, (Dec 2015): 513-523.
...an increasing number of firms adopt customer satisfaction (CS) scores as one of...
...releasing CS scores in public. Keywords Customer satisfaction...
... Customer satisfaction (hereafter, CS) has been given a lot of...

Scholarly
Journals

Abstract/Details   Full text - PDF (158 KB)   Cited by (1)   References (20)

Articles that you have ticked will be indicated on the search bar at the top; and the list will be maintained and updated even when you start a new search

Limit to

☑ Full text
☑ Peer reviewed

☐ 2

Empirical Study for the Influence Factors of Customer Satisfaction Based
on B2C Online Shopping   Full Text
Yan, Yilan; Du, Suyun.
Revista Ibérica de Sistemas e Tecnologias de Informação; Lousada Iss. E14, (Dec 2016):
300-308.

Scholarly
Journals

Source type   ⌃

... customer satisfaction based on B2C online shopping. Through empirical analysis,...
... customer online shopping satisfaction. On this basis, we put forward relevant...

IMM Graduate School

ProQuest eBook landing page search options

- On the search page you can start customising your search
- Advanced Search
- Search for eBooks by browsing subjects

ProQuest eBook initial results

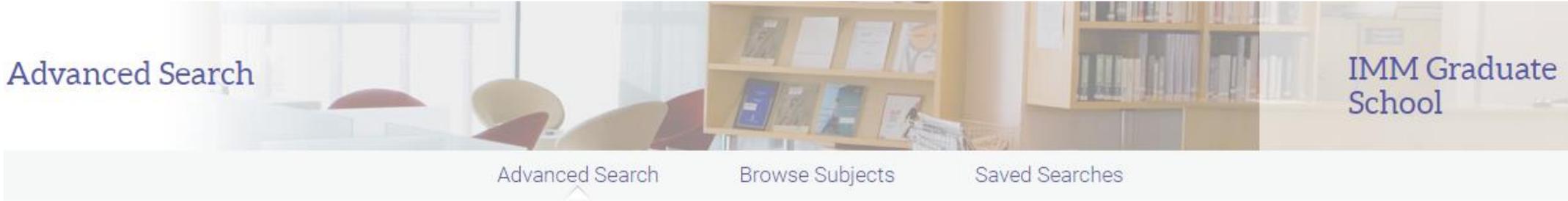You may find that the first run provides too many sources (in this case for "Market research" is 4950)

You can narrow down the search by:
1. Year published (look at how many books next to each year)

2. Sorting the results by subject (look at number of results under each subject option)

ProQuest eBook advanced search selection options

ProQuest Ebook Central™ | Proquest eBooks

Advanced Search

IMM Graduate School

Advanced Search   Browse Subjects   Saved Searches

Find an item whose

Keyword & Full Text
Keyword & Full Text
Title
Series Title
Author
Publisher
ISBN
BISAC Code
BISAC Subject Heading
LC Subject Heading
LC Call Number
Dewey Decimal Number
Ebook Central Subject

contains

contains

Clear   Search

Pub Year Range

Between [   ] and [   ]

Indicate years, like 2010 and 2015

Insert year range for publishing year search

Language

Select...

Add another language

Select Language choice

Download Format
☐ PDF
☐ EPUB

Select download format

Drop down list to select a category to search

Select either contains or matches

Insert relevant search term

IMM Graduate School

Content options available on selected eBook

ProQuest Ebook Central™ Proquest eBooks

MARKET RESEARCH HANDBOOK
FIFTH EDITION
ESOMAR

Read Online

Download Book

Add to Bookshelf

Share Link to Book

Cite Book
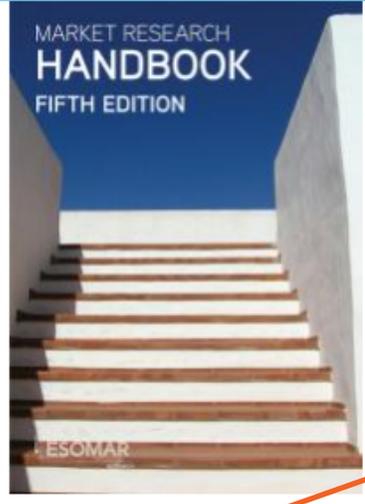
Market Research Handbook

ESOMAR and Cees de Bont

Availability

Your institution has unlimited access to this book.

Read Online

Download Book
Get all pages, require free third-party software, Check out this book for up to 120 days

Download PDF Chapter
Get up to 132 pages, use any PDF software, does not expire.

33 pages remaining for copy (of 33)

132 pages remaining for PDF print/chapter download
(of 132)

Description

The fifth edition of what was formerly know as The ESOMAR Handbook of Market and Opinion Research has been completely revised to reflect the latest approaches in the rapidly changing world of professional market research. The new Handbook stands out from earlier editions by explaining the latest research

Show more

Table of Contents

Intro
pp Intro-Intro; 2 pages

Download PDF

Read Online

Market Research Handbook
pp i-627; 655 pages

Download PDF
What can I

Read Online

Book Details

TITLE
Market Research Handbook

EDITION
5

AUTHOR
ESOMAR

EDITOR
Cees de Bont

PUBLISHER
John Wiley & Sons, Incorporated

PRINT PUB DATE
2007-10-22

EBOOK PUB DATE
N/A

Show more

Download options if available

Read online available

Download if some chapters are blocked

IMM Graduate School

ProQuest eBook reading page and tools
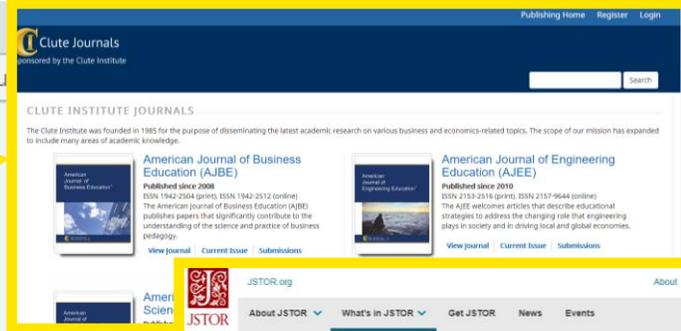
Open Library Sources – Links with some website examples

Open Library Sources

- Click on links to access various Open Library Source individual websites

IMM Journal of Strategic Marketing window opens
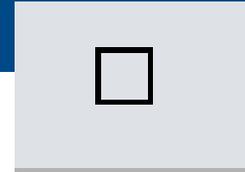
IMM Journal of Strategic Marketing :

AMRT401H: IMM Journal of Strategic Marketing : 2016 Publications - Google Chrome

learn2020-02.imm.ac.za/mod/page/view.php?id=600&inpopup=1

Referencing   FAQ

IMM Journal of Strategic Marketing : 2016 Publications

Issue 1

Issue 2

Issue 3

Issue 4

Issue 5

cations

cations

- IMM Journal of Strategic Marketing : 2016 Publications

- IMM Journal of Strategic Marketing : 2017 Publications

- IMM Journal of Strategic Marketing : 2018 Publications

- IMM Journal of Strategic Marketing : 2019 Publications

- Open IMM Journal of Strategic Marketing: 2016 Publications starts as a smaller screen on the left hand side of the screen
- You can enlarge the screen to full screen size, to work more comfortably by selecting the "Maximize" icon
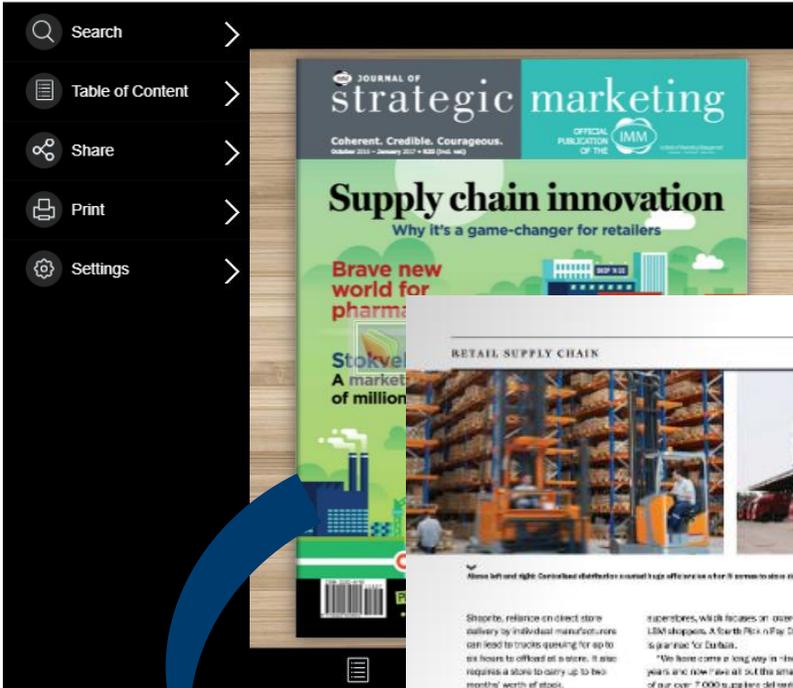
- Select specific publication issue link that you would like to read online

- Publication years 2016 onwards that you may select

IMM Graduate School

IMM Journal of Strategic Marketing reading pages window

IMM Journal of Strategic Marketing :

Search

Table of Content

Share

Print

Settings

Journal of
STRATEGIC
MARKETING
MARKETING THE FUTURE

ISSUE 1 2019

No new notifications (Focus assist on)

- Bottom of screen there are various options
- One can zoom in on reading page

The more that you READ,
the more THINGS you will KNOW.
The more that you LEARN,
the more PLACES you'll GO.

- Dr. Seuss

IMM Graduate School