



Graduate
School

Using ProQuest to find articles on eLearn Semester 2 - 2020

Marketing • Supply Chain • Business

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Find eLibrary under your module content options

The screenshot displays the eLearn interface. At the top, a dark blue banner contains the 'eLearn' logo, a menu icon, a search icon, and navigation links: 'Recent', 'Booklists: 2020 Semester 2', 'eLibrary', 'Referencing', and 'FAQ'. The 'eLibrary' link is highlighted with an orange box. Below the banner, the main content area is titled 'eLibrary' and includes a description: 'The eLibrary provides you with access to relevant online academic research and resources. Access is available to Proquest, open source research sources, journals to support your research activities.' Below this, a list of resources is shown, including 'Using ProQuest to find articles on eLearn', 'Proquest Portal Access', 'Proquest eBooks', 'Open Library Sources', and several 'IMM Journal of Strategic Marketing' publications from 2016 to 2019. On the left side, a vertical sidebar contains various icons, with the 'eLibrary' folder icon highlighted by an orange box. An orange callout box with white text points to these two locations, stating: 'On the left of your module options and the top banner in eLearn you will see eLibrary'.

Under eLibrary you will find various links

The image shows a screenshot of the eLibrary interface with several callouts. The main interface has a top navigation bar with 'eLearn', 'Recent', 'Booklists: 2020 Semester 2', 'eLibrary', 'Referencing', and 'FAQ'. Below this is a sidebar with folder icons and a main content area with a list of links. Five callout boxes on the right provide descriptions for specific links in the list:

- Using ProQuest to find articles on eLearn**: These instructions are under this link
- Proquest Portal Access**: Link to ProQuest for Academic Articles and other resources
- Proquest eBooks**: Link to eBooks on ProQuest that you can read online
- Open Library Sources**: Link to Open Library Sources with individual links to other websites
- IMM Journal of Strategic Marketing : 2016 Publications**: Links to IMM Magazine that can be read online

The callout boxes are color-coded: orange, green, blue, yellow, and dark blue. Arrows point from the callout boxes to the corresponding links in the eLibrary interface.

Visit ProQuest YouTube Training for video instructions

ProQuest  [Proquest Portal Access](#)

 **ProQuest Ebook Central™**  [Proquest eBooks](#)

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



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

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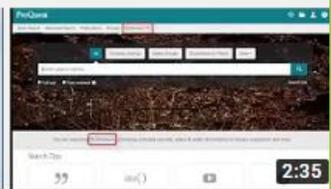
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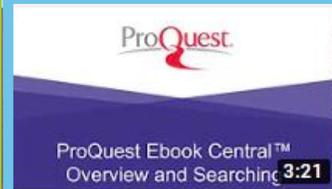
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ProQuest landing page search options

ProQuest



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ProQuest

[Basic Search](#) [Advanced Search](#) [Publications](#) [Browse](#) [Databases \(3\)](#)

All

Scholarly Journals

Books

Videos & Audio

Dissertations & Theses

Customer Satisfaction

Full text

Peer reviewed

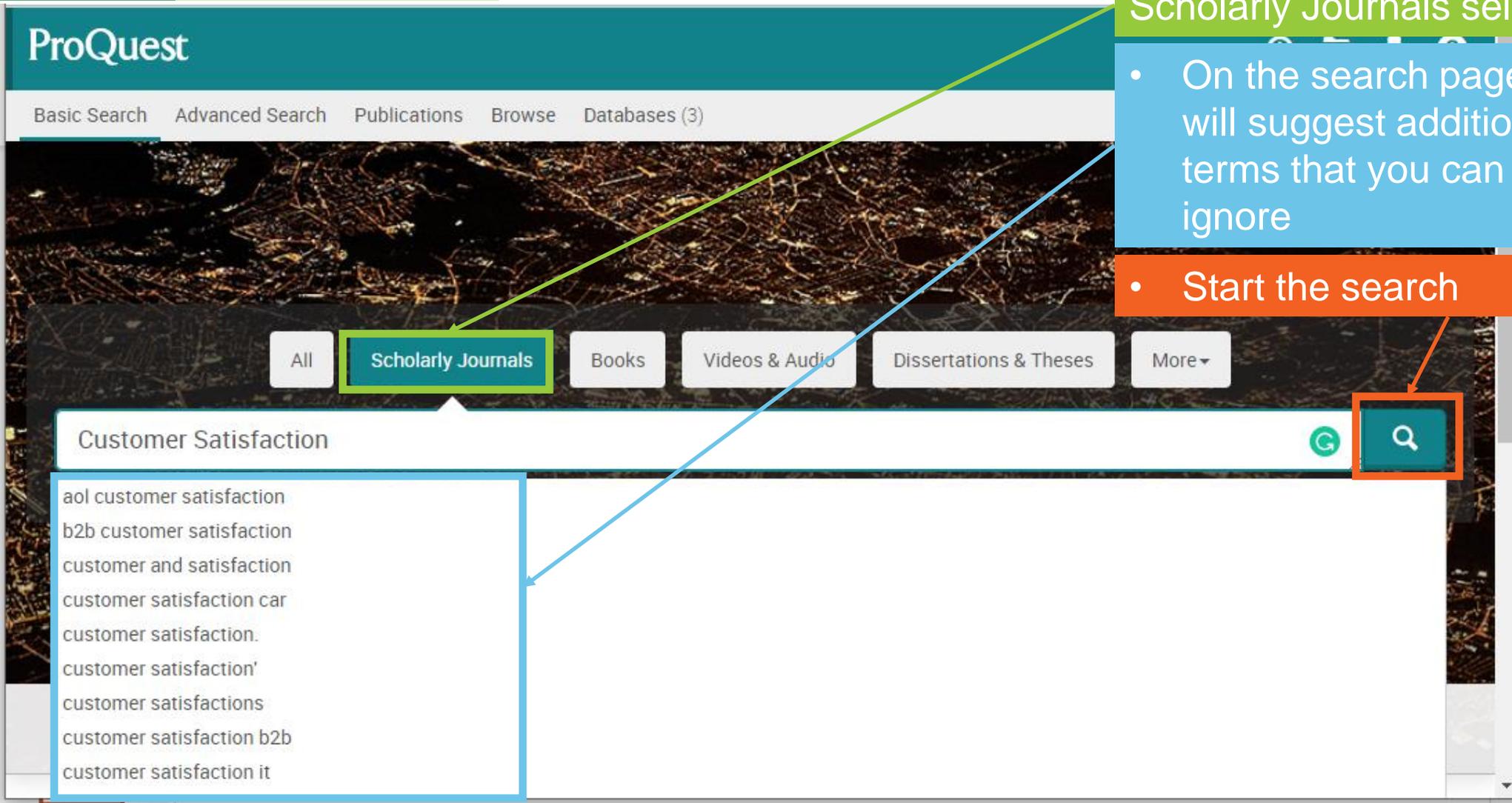
On the search page you can start customising your search:

- 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

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

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

The screenshot shows the ProQuest search interface. At the top, the search bar contains 'Customer Satisfaction' and shows '89,689 results'. The left sidebar contains several filter sections: 'Applied filters' with 'Scholarly Journals' selected; 'Sorted by' set to 'Relevance'; 'Limit to' with 'Full text' and 'Peer reviewed' checked; 'Source type' set to 'Scholarly Journals'; and 'Publication date' with 'Last 12 Months' selected. The main results area shows two articles. The first article is 'Impacts of the Attributes of Service Quality on Customer Satisfaction and the Interrelationship Among Service Quality, Customer Satisfaction and Customer Loyalty' by Abhisek Jana JOHAR, published in New Delhi in 2014. The second article is 'Does advertising exposure prior to customer satisfaction survey enhance customer satisfaction ratings?' by Lee, Eun Young; Park, Chan Su, published in Marketing Letters in New York in 2015. Colored boxes and arrows highlight these filter sections and the search bar.

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

Expand or refine search term on ProQuest



ProQuest

Basic Search Advanced Search Publications Browse Databases (3)

Customer Satisfaction AND Online Shopping

- 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

Turn off auto-complete

Satisfaction and Customer Loyalty
Abhisek Jana.JOHAR; New Delhi Vol. 9, Iss. 2, (2014): n/a.
... (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...
Abstract/Details Full text - PDF (165 KB) Cited by (1) References (32) Show Abstract

Expanding or refining the search term

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

ProQuest articles results and options to read / track / download

ProQuest



Proquest Portal Access

ountid=190861

Scholarly Journals x

Last 5 Years x

Sorted by

Relevance v

Limit to

Full text

Peer reviewed

Source type ^

Scholarly Journals x

Publication date ^

Last 12 Months

Last 5 Years x

Last 10 Years

Custom Date Range

Subject v



Does advertising exposure prior to customer satisfaction survey enhance 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...

Abstract/Details

Full text - PDF (158 KB)

Cited by (1)

References (20)



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...

Abstract/Details

Full text

Full text - PDF (499 KB)



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; Patrinton 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....

Abstract/Details

Full text

Full text - PDF (268 KB)

Cited by (5)

References (42)

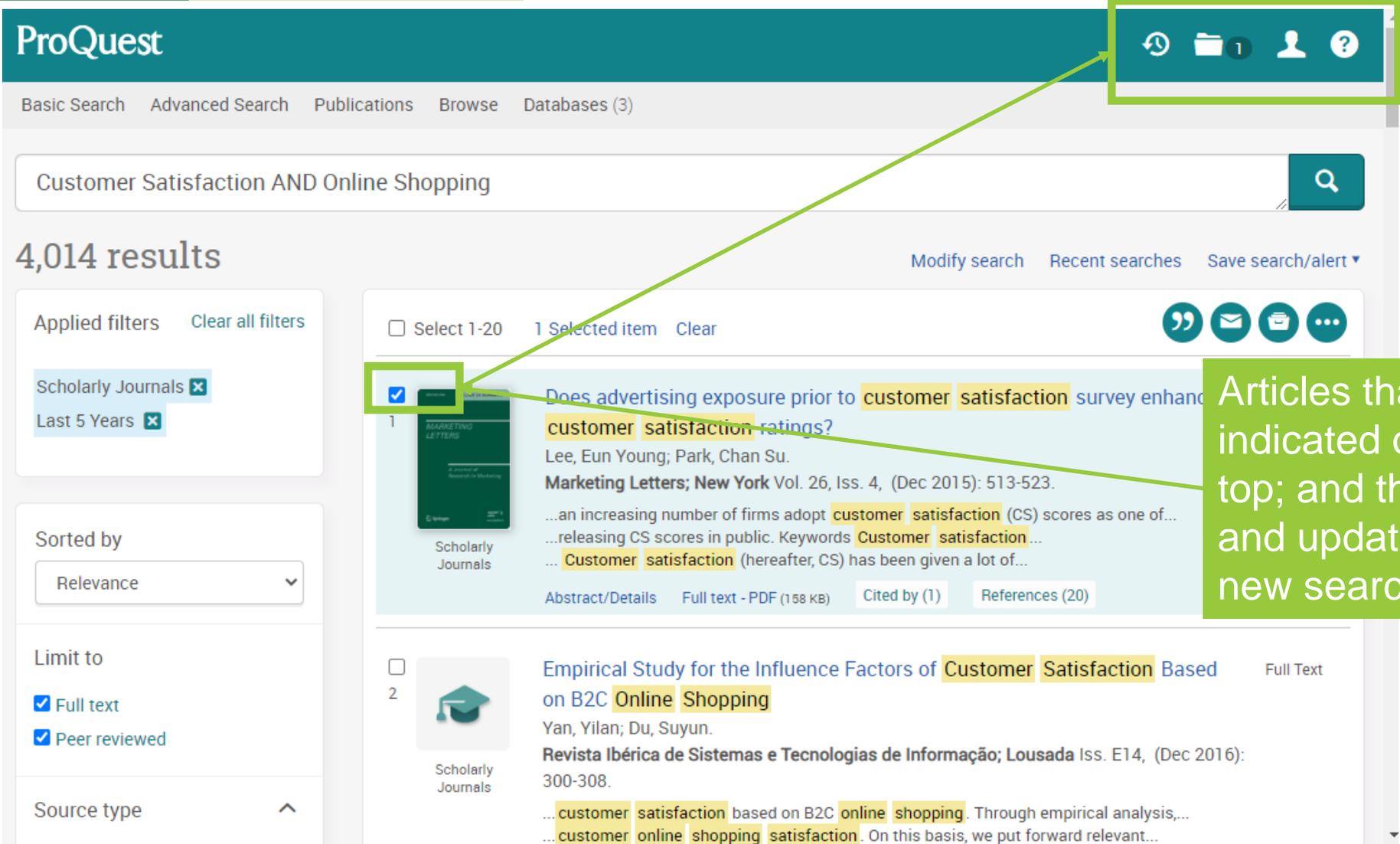
Show Abstract v

• 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

How to track and select articles that you are interested in



The screenshot shows the ProQuest search interface. At the top, the ProQuest logo and 'Proquest Portal Access' link are visible. Below the search bar, the search query 'Customer Satisfaction AND Online Shopping' is entered, resulting in 4,014 results. The left sidebar contains filters for 'Scholarly Journals' and 'Last 5 Years', and sorting options set to 'Relevance'. The main results area shows two articles. The first article, 'Does advertising exposure prior to customer satisfaction survey enhance customer satisfaction ratings?', is selected with a blue checkmark in a box. A green arrow points from this checkmark to a '1' in a folder icon in the top navigation bar. A second green arrow points from the checkmark to a green callout box on the right. The second article, 'Empirical Study for the Influence Factors of Customer Satisfaction Based on B2C Online Shopping', is not selected.

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

ProQuest eBook landing page search options



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

Authoritative ebooks at your fingertips.

Search ebooks

Advanced Search

Browse Subjects

IMM Graduate School

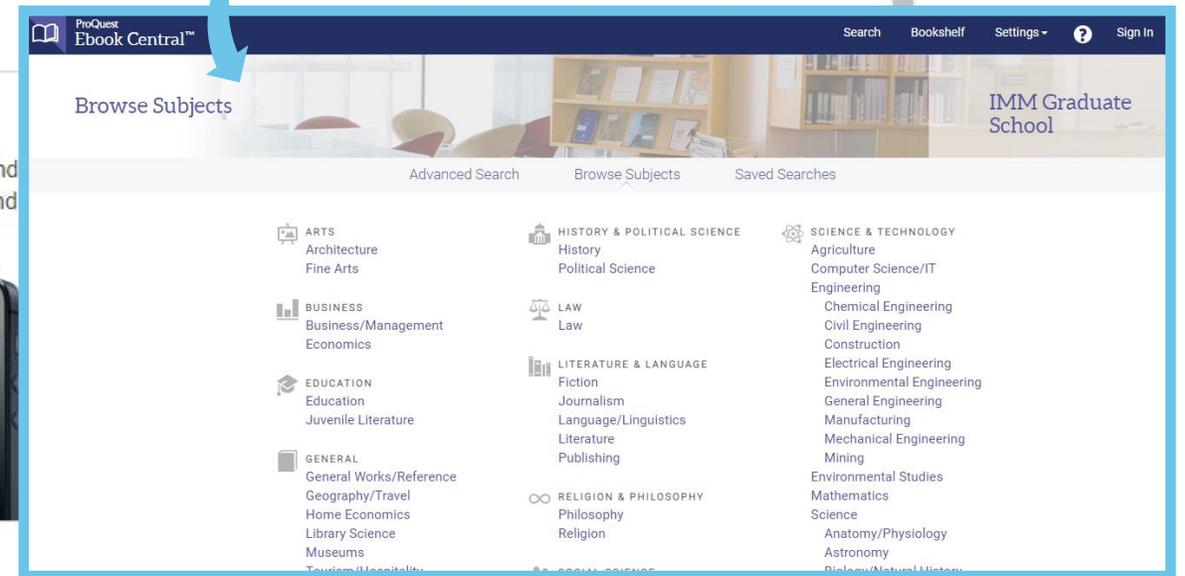
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Keyword, Author, ISBN, and more

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Search

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YEAR PUBLISHED

- 2019 5
- 2018 21
- 2017 87

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SUBJECT

- business & economics / general 893
- business & economics / management 477
- business & economics / marketing / general 349
- business & economics / economics / general 253

4950 book results for "market research"

Save this search Edit this search

Book Results

Chapter Results



Market Research Handbook

ESOMAR;de Bont, Cees John Wiley & Sons, Incorporated 2007

ISBN: 9780470517680, 9780470517932

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

Available



Developments in human observation methodologies

Lee, Nick;Broderick, Amanda J. Emerald Publishing Limited 2007

ISBN: 9781846634161, 9781846634178

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

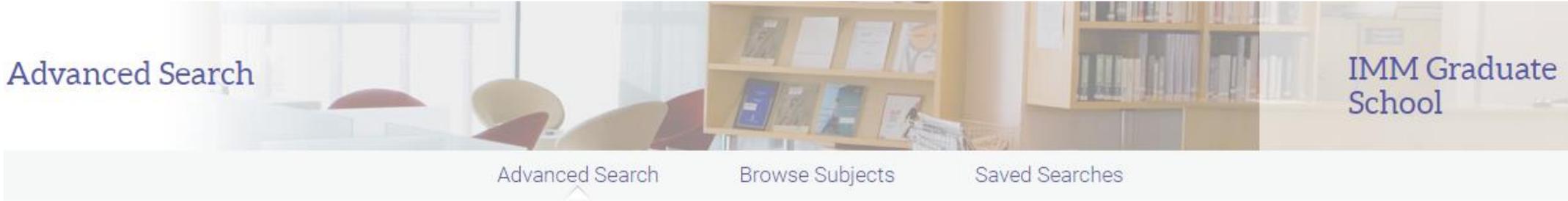
You can narrow down the search by:

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



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

Drop down list to select a category to search

Select either contains or matches

Insert relevant search term

Pub Year Range

Between and

Indicate years, like 2010 and 2015

Language

Select...

Add another language

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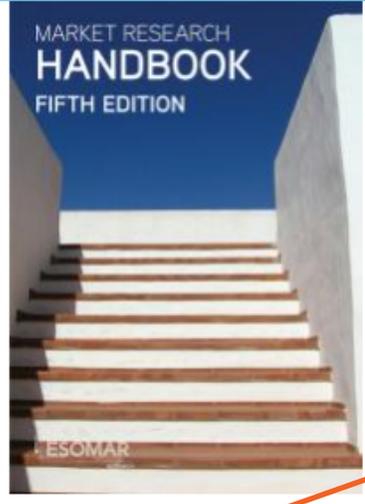
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Market Research Handbook

ESOMAR and Cees de Bont

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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

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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

Market Research Handbook
pp i-627; 655 pages

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ProQuest eBook reading page and tools



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Table of Contents

Annotations

Search inside book

The screenshot shows the ProQuest eBook reading interface. At the top, there is a navigation bar with 'Home', 'Search', 'Bookshelf', 'Settings', and 'Sign In'. Below this is a toolbar with icons for 'Full Download', 'Chapter Download', 'Copy', 'Print PDF', 'Highlight', 'Add note', and 'Add bookmark'. The main content area displays the title 'Market Research Handbook', '5th Edition', and 'ESOMAR WORLD RESEARCH PUBLICATION'. At the bottom, it lists the editors: 'Edited by Mario van Hamersveld' and 'Cees de Bont'. A sidebar on the left contains icons for 'Book Details', 'Table of Contents', 'Annotations', and 'Search inside book'. A sidebar on the right contains icons for 'Highlight', 'Add note', and 'Add bookmark'. Arrows point from the callout boxes to the corresponding icons in the interface.

Highlight

Add note

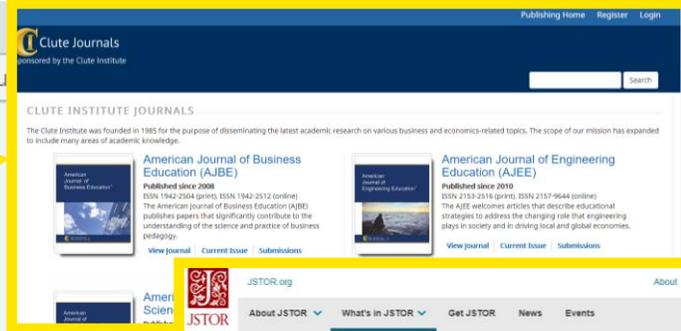
Add bookmark

Open Library Sources – Links with some website examples

Open Library Sources

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

- AMRT401H: Open Library Sources - Google Chrome
- learn2020-02.imm.ac.za/mod/page/view.php?id=599&inpopup
- Business and Management Journals
 - Clute Institute
 - Directory of Open Access Journals
 - ELSEVIER Open Access Journals
 - Google Scholar
 - Harvard Business Review
 - JSTOR
 - Jurn
 - Logistics Management
 - MIT Open Courseware
 - MIT Open Courseware: Sloan School of Management
 - Research Gate



IMM Journal of Strategic Marketing window opens

IMM Journal of Strategic Marketing :

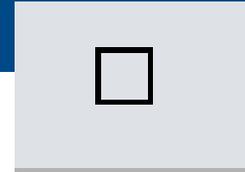
AMRT401H: IMM Journal of Strategic Marketing : 2016 Publications - Google Chrome
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Referencing FAQ

IMM Journal of Strategic Marketing : 2016 Publications

Issue 1
Issue 2
Issue 3
Issue 4
Issue 5

- 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



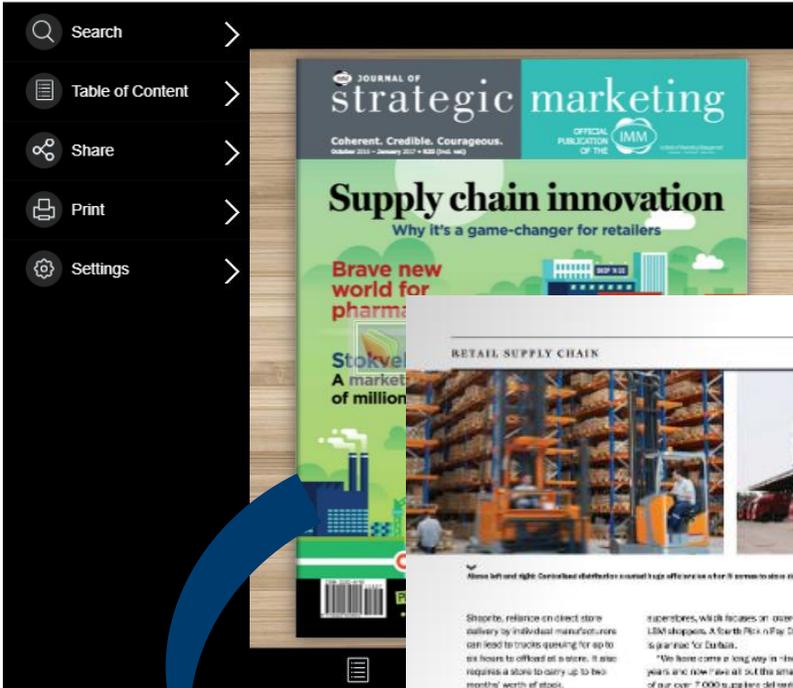
- Select specific publication issue link that you would like to read online

- Publication years 2016 onwards that you may select

- IMM 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

IMM Journal of Strategic Marketing reading pages window

IMM Journal of Strategic Marketing :



- 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