

Library Guides

How to find articles and books?

Contents

- [Search by journal titles](#)
- [Search by article titles / keywords \(One Stop Search\)](#)
- [Search information in electronic databases](#)
- [Search by research records / citation map](#)
- [Search by book titles / subject terms](#)

LingLi YAO
Librarian

Search by journal titles

1. Go to the [library home page](#) and enter the journal title in Quick Search bar:

■ Quick Search

Books

Journals

Textbooks

One Stop Search

Search for journals

Title begins with ▼

Journal of communication

Search

Advanced Search

Title begins with

Title equals

Title contains all words

ISSN / ISBN equals

Search by journal titles

2. Select publication title and visit its home page:

4 records retrieved for the search: Title begins with "Journal of communication"



Journal of communication (0021-9916)

from 1997 to present in [Wiley Online Library-SSH Package](#)



Journal of communication inquiry (0196-8599)

from 01/03/1974 to 31/10/1998 in [SAGE Humanities and Social Science Backfile Package 2008](#)

Search by journal titles

3. Browser contents by volume & issue, by article title or by key words:

Home > Communication & Media Studies > Communication Studies > Journal of Communication

JOURNAL TOOLS

- Get New Content Alerts
- Get RSS feed
- Save to My Profile
- Get Sample Copy
- Recommend to Your Librarian

JOURNAL MENU

- Journal Home
- FIND ISSUES** All issues
 - Current Issue
 - All Issues
- GET ACCESS
 - Subscribe / Renew
- FOR CONTRIBUTORS
 - Author Guidelines
 - Submit an Article
- ABOUT THIS JOURNAL
 - Society Information
 - News
 - Overview
 - Editorial Board
 - Permissions
 - Advertise
 - Contact

JOURNAL OF COMMUNICATION

© 2015 International Communication Association

Edited By: Silvio Waisbord
Impact Factor: 2.076
ISI Journal Citation Reports © Ranking: 2013: 3/74 (Communication)
Online ISSN: 1460-2466
Associated Title(s): Communication Theory, Communication, Culture & Critique, Human Communication Research, Journal of Computer-Mediated Communication

Recently Published Issues | See all

- Current Issue: April 2015**
Volume 65, Issue 2
- February 2015**
Volume 65, Issue 1
- December 2014**
Volume 64, Issue 6
- October 2014**
Volume 64, Issue 5
- August 2014**
Volume 64, Issue 4

Recent published issues and articles

Call for papers Special Issue: "Getting the Discipline in Communication with Itself"

 **Call for papers**

Authors are invited to submit extended abstracts on their ideas for this Special Issue, due for publication in 2016.

Read the Call for Submissions information [here](#)

SEARCH

In this journal

Advanced > Saved Searches >

Published on behalf of the International Communication Association



international communication association

Search by article titles / keywords (One Stop Search)

1. Visit the [library home page](#) and type the title or keywords in Quick Search bar:

■ Quick Search

[Books](#) [Journals](#) [Textbooks](#) [One Stop Search](#)

Find articles, books, primary sources, media and more in one search.

[A-Z databases](#) [Databases by Category](#)

Search by article titles / keywords (One Stop Search)

2. Refine your search or visit recommended databases:

Search Results: Your search for **information science** returned 25,416,308 results

Refine your search
☐ Items with full text online
☐ Limit to articles from scholarly publications, including peer-review
☐ Limit to articles from peer-reviewed publications
☐ Exclude Newspaper Articles
☐ Items in the library catalog
☐ Add results beyond your library's collection

Content Type
☒ Any
☐ Journal Article (7,514,811)
☐ Trade Publication Article (7,473,330)
☐ Newspaper Article (6,279,108)
☐ Newsletter (3,459,061)
☐ Magazine Article (2,174,560)
☐ Book / eBook (24,092)
[more...](#)

Subject Terms
☒ Any
☐ research (2,257,692)
☐ universities and colleges (1,466,755)
☐ reports (1,150,151)
☐ studies (1,142,569)
☐ article (988,015)
☐ inventors (970,708)
[more...](#)

Publication Date
Any

▼ ▼ to ▼ ▼
[Update](#) [Clear](#)

Language
☒ Any
☐ English (23,204,748)
☐ Chinese (442,024)

Recommendation: We found one or more specialized collections that might help you.

- [ABI/INFORM Complete](#) - In-depth coverage of business issues, management techniques, competitive information, and a variety of other topics
- [Factiva](#)

Information science

by Saracevic, Tefko
Journal of the American Society for Information Science, ISSN 0002-8231, 1999, Volume 50, Issue 12, pp. 1051 - 1063
 Journal Article: Full Text Online**Social science information: Information sur les sciences sociales**

by International Social Science Council
ISSN 0539-0184, 1962
 eJournal: Full Text Online**Information science**

by Saracevic, Tefko
Journal of the American Society for Information Science, ISSN 0002-8231, 10/1999, Volume 50, Issue 12, p. 1051
A personal analysis of **information science** as a field of scientific inquiry and professional practice that has evolved over the past half-century is presented... [Library science, Studies](#)
 Journal Article: Full Text Online**Introduction to Information Science**

Records Management Journal, ISSN 0956-5698, 11/2013, Volume 23, Issue 3, pp. 241 - 242
...There is no doubting the credentials of David Bawden and Lyn Robinson to write this new Introduction to **Information Science** set in a UK context supplemented... [Information & knowledge management, Information management & governance](#)
 Journal Article: Full Text Online**Introduction to Information Science**

Journal of Documentation, ISSN 0022-0418, 05/2013, Volume 69, Issue 3, pp. 474 - 476
...There is nothing so practical as a good theory (Kurt Lewin). This book, Introduction to **Information Science**, written by David Bawden, Professor of **Information...**
 Journal Article: Full Text Online

E-databases

Refine

Search information in electronic databases

1. Visit the [library home page](#) and select “[Resources](#)” from the left or from the Quick Search bar:

The screenshot displays the library's homepage with two main sections. On the left is a vertical navigation menu titled 'Library Home' containing links: 'Resources' (highlighted with a red box and a right-pointing chevron), 'Databases' (highlighted with a red box), 'Online Catalog', 'Videos', 'Faculty Resources Collection', 'Services', 'Guides', 'Events', 'About the Library', 'FAQ', and 'Contact Us'. On the right is the 'Quick Search' section, which includes tabs for 'Books', 'Journals', 'Textbooks', and 'One Stop Search' (highlighted with a red box and a red arrow). Below the tabs is a search input field and a 'Go' button. At the bottom of the Quick Search section, there are two links: 'A-Z databases' and 'Databases by Category' (both highlighted with a red box and a blue arrow pointing left).

Search information in electronic databases

2. Click “[By Category](#)” and select “[Journal Articles and Dissertations](#)”

The screenshot shows a database search interface. A red oval highlights the "Journal Articles and Dissertations" link in a list of categories. A blue arrow points from this link to the right. Below the list, a red oval highlights the "By category" button in a navigation bar. A blue arrow points from this button to the right. Below the navigation bar, the "Journal Articles and Dissertations" section is expanded, showing a table of database titles and quick access links.

- [Journal Articles and Dissertations](#)
- [Industry/Market Analysis](#)
- [Macroeconomic Information & Data](#)
- [Company Research](#)
- [E-books](#)
- [Other Databases](#)

By alphabetica order **By category**

■ **Journal Articles and Dissertations**

Title	Quick Access
>> ABI/INFORM Complete-Proquest	
>> ASP,BSC-EBSCO	
>> Asian Business and Reference-Proquest	
>> Bloomberg Business Week	
>> Cambridge Journals Digital Archive (CJDA)	
>> China National Knowledge Infrastructure (CNKI)	
>> EMBA Project Papers Online	

Search by research record / citation map

Please access [SSCI \(Web of Science\)](#) from our library website and see the citation network of journal articles.

- [Search by article titles](#)
- [Search by keywords](#)
- [See citation records](#)
- [Use citation map](#)
- [Find related records](#)
- [Create citation report](#)
- [Analyse results](#)

Example 1: Search by article titles

1. Search the article title in SSCI and click into the article page

The screenshot displays the SSCI search interface. At the top, there is a navigation bar with 'Search' (highlighted in orange), 'All Databases' (with a dropdown arrow), and 'My Tools' (with a dropdown arrow). Below this, a 'Welcome to the new W' message is partially visible. The main search area is titled 'Basic Search' (with a dropdown arrow). It contains a search input field with the text 'brand loyalty programs are they shame', a 'Title' dropdown menu, and a 'Search' button. A red arrow points to the 'Title' dropdown with the text 'Select "Title"'. Below the search input, there are links for '+ Add Another Field' and 'Reset Form'. To the left, under the 'TIMESPAN' section, there are radio buttons for 'All years' (selected) and 'From 1980 to 2015'. Below this is a 'MORE SETTINGS' link. To the right of the search area, there are checkboxes for 'Select Page', 'Save to EndNote online' (with a dropdown arrow), and 'Add to Marked List'. A blue arrow points from the 'Add to Marked List' button to the article title. Below these options, a search result is listed: '1. Brand loyalty programs: Are they shams?'. The title is highlighted in yellow. Below the title, the author 'By: Shugan, SM' and publication details 'MARKETING SCIENCE Volume: 24 Issue: 2 Pages: 185-193 Published: SPR 2005' are shown. At the bottom of the result, there are buttons for 'Link to Full Text' (with a '360' icon) and 'View Abstract'. To the right of the result, there is a 'Create Citation Report' link and the text 'Times Cited: 60 (from All Databases)'.

Example 1: Search by article titles

2. See related research records on the right side of the webpage

Brand loyalty programs: Are they shams?

By: Shugan, SM (Shugan, SM)

MARKETING SCIENCE
Volume: 24 Issue: 2 Pages: 185-193
DOI: 10.1287/mksc.1050.0124
Published: SPR 2005
[View Journal Information](#)

Abstract

Brand loyalty and the more modern topics of computing customer lifetime value and structuring loyalty programs remain the focal point for a remarkable number of research articles. At first, this research appears consistent with firm practices. However, close scrutiny reveals disaffirming evidence. Many current so-called loyalty programs appear unrelated to the cultivation of customer brand loyalty and the creation of customer assets. True investments are up-front expenditures that produce much greater future returns. In contrast, many so-called loyalty programs are shams because they produce liabilities (e.g., promises of future rewards or deferred rebates) rather than assets. These programs produce short-term revenue from customers while producing substantial future obligations to those customers. Rather than showing trust by committing to the customer, the firm asks the customer to trust the firm—that is, trust that future rewards are indeed forthcoming. The entire idea is antithetical to the concept of a customer asset. Many modern loyalty programs resemble old-fashioned trading stamps or deferred rebates that promise future benefits for current patronage. A true loyalty program invests in the customer (e.g., provides free up-front training, allows familiarization or customization) with the expectation of greater future revenue. Alternative motives for extant programs are discussed.

Keywords

Author Keywords: so-called loyalty programs; reward programs; customer assets; customer liabilities; deferred rebates; customer loyalty

KeyWords Plus: REWARD PROGRAMS; ONLINE; PROMOTIONS; COMPETITION; MANAGEMENT; STRATEGY; CHOICE; MODEL; COST

Author Information

Reprint Address: Shugan, SM (reprint author)

Research Records

Citation Network

59 Times Cited
53 Cited References
[View Related Records](#)
[View Citation Map](#)
[Create Citation Alert](#)
(data from Web of Science™ Core Collection)

All Times Cited Counts
60 in All Databases
59 in Web of Science Core Collection
0 in BIOSIS Citation Index
0 in Chinese Science Citation Database
0 in Data Citation Index
1 in SciELO Citation Index

Most Recent Citation
Kang, Jun. Customer-company identification and the effectiveness of loyalty programs. JOURNAL OF BUSINESS RESEARCH, FEB 2015.
[View All](#)

Example 2. Search by keywords

1. Type keywords in the search bar and search

Basic Search

trading stamps

+ Add Another Field

Select "Topic"

Topic

Topic
Title
Author
Author Identifiers
Editor

Search

Example 2. Search by keywords

2. Refine your search and sort search results by times cited

The screenshot shows a search results interface. On the left, a sidebar contains sections for 'Results: 60', 'Refine Results', 'Databases', 'Research Domains', 'Research Areas', 'Document Types', 'Authors', 'Authors - Korean', and 'Group/Corporate Authors'. A red box highlights the 'Refine Results' section. In the main area, a 'Sort by' dropdown menu is open, showing options like 'Publication Date -- newest to oldest', 'Times Cited -- highest to lowest', and 'Times Cited -- lowest to highest'. A blue arrow points to the 'Times Cited -- highest to lowest' option with the text 'Sort by Times cited'. Another blue arrow points to the 'Refine Results' section with the text 'Refine your search'. The search results list includes titles, authors, and 'Times Cited' counts. A 'Page 1 of 6' indicator is at the top right.

Results: 60
(from All Databases)

You searched for: TOPIC: (trading stamps) ...[More](#)

Refine Results

Search within results for...

Databases

Research Domains

- ☐ SOCIAL SCIENCES
- ☐ SCIENCE TECHNOLOGY
- ☐ ARTS HUMANITIES

[Refine](#)

Research Areas

- ☐ BUSINESS ECONOMICS
- ☐ HISTORY
- ☐ SOCIAL SCIENCES OTHER TOPICS
- ☐ INTERNATIONAL RELATIONS
- ☐ PSYCHOLOGY

[more options / values...](#)

[Refine](#)

Document Types

Authors

Authors - Korean

Group/Corporate Authors

Sort by: Publication Date -- newest to oldest

- Publication Date -- newest to oldest
- Publication Date -- oldest to newest
- Recently Added
- Times Cited -- highest to lowest**
- Times Cited -- lowest to highest
- Relevance
- First Author -- A to Z
- First Author -- Z to A
- First Author -- by Korean Name

[Add to Marked List](#)

Page 1 of 6

[Create Citation Report](#)

Times Cited: 0
(from All Databases)

1. **The influence of age-awareness versus general HRM practices on the retirement decision of older workers**
By: Hennekam, Sophie; Herrbach, Olivier
PERSONNEL REVIEW Volume: 44 Issue: 1 Pages: 3-21 Published: 2015
[Link to Full Text](#) [View Abstract](#)

2. **Consumer preferences and willingness to pay for beef food safety assurance labels in the city of Ghana**
By: Agyemang, Henry
FOOD CONTROL Volume: 40 Pages: 152-155 Published: DEC 2014
[Link to Full Text](#) [View Abstract](#)

3. **Corporate Governance and the Timing of Earnings Announcements**
By: Michaely, Roni; Rubin, Amir; Vadrashko, Alexander
REVIEW OF FINANCE Volume: 18 Issue: 6 Pages: 2003-2044 Published: OCT 2014
[Link to Full Text](#) [View Abstract](#)

4. **Intraday periodicity adjustments of transaction duration and their effects on high-frequency volatility estimation**
By: Tse, Yiu-Kuen; Dong, Yingjie
JOURNAL OF EMPIRICAL FINANCE Volume: 28 Pages: 352-361 Published: SEP 2014
[Link to Full Text](#) [View Abstract](#)

5. **Liquidity Measurement Problems in Fast, Competitive Markets: Expensive and Cheap Solutions**
By: Holden, Craig W.; Jacobsen, Stacey
JOURNAL OF FINANCE Volume: 69 Issue: 4 Pages: 1747-1785 Published: AUG 2014
[Link to Full Text](#) [View Abstract](#)

6. **Systems thinking, the Swiss Cheese Model and accident analysis: A comparative systemic**
Times Cited: 0
(from All Databases)

Example 2. Search by keywords

3. Click title to see its information page

The screenshot shows a search results interface. On the left, a sidebar contains 'Results: 60 (from All Databases)', 'You searched for: TOPIC: (trading stamps) ...More', 'Refine Results', a search box, 'Databases', and 'Research Domains' with 'SOCIAL SCIENCES' selected. The main area displays a list of results sorted by 'Times Cited -- highest to lowest', which is circled in red. The first result, 'Brand loyalty programs: Are they shams?' by Shugan, SM, is also circled in red. It includes a '360 Link to Full Text' button and a 'View Abstract' button. The second result is 'BEHAVIORAL-ASPECTS OF THE DESIGN AND MARKETING OF FINANCIAL PRODUCTS' by SHEFRIN, H; STATMAN, M. The third result is 'Food stamps, the Thrifty Food Plan, and meal preparation: The importance of the time dimension for US Nutrition Policy'. On the right, there are buttons for 'Select Page', 'Save to EndNote online', 'Add to Marked List', and 'Create Citation Report', along with citation counts for each result.

Results: 60
(from All Databases)

You searched for: TOPIC: (trading stamps) ...More

Refine Results

Search within results for...

Databases

Research Domains

☐ SOCIAL SCIENCES

Sort by: Times Cited -- highest to lowest

Sort by Times Cited -- highest to lowest

Page 1 of 6

Select Page

Save to EndNote online

Add to Marked List

Create Citation Report

Times Cited: 60
(from All Databases)

Times Cited: 37
(from All Databases)

Times Cited: 32
(from All Databases)

1. **Brand loyalty programs: Are they shams?**
By: Shugan, SM
MARKETING SCIENCE Volume: 24 Issue: 2 Pages: 185-193 Published: SPR 2005
[360 Link to Full Text](#) [View Abstract](#)

2. **BEHAVIORAL-ASPECTS OF THE DESIGN AND MARKETING OF FINANCIAL PRODUCTS**
By: SHEFRIN, H; STATMAN, M
FINANCIAL MANAGEMENT Volume: 22 Issue: 2 Pages: 123-134 Published: SUM 1993
[360 Link to Full Text](#) [View Abstract](#)

3. **Food stamps, the Thrifty Food Plan, and meal preparation: The importance of the time dimension for US Nutrition Policy**

Example 2. Search by keywords

4. See related research records on the right side of the webpage

Brand loyalty programs: Are they shams?

By: Shugan, SM (Shugan, SM)

MARKETING SCIENCE
Volume: 24 Issue: 2 Pages: 185-193
DOI: 10.1287/mksc.1050.0124
Published: SPR 2005
[View Journal Information](#)

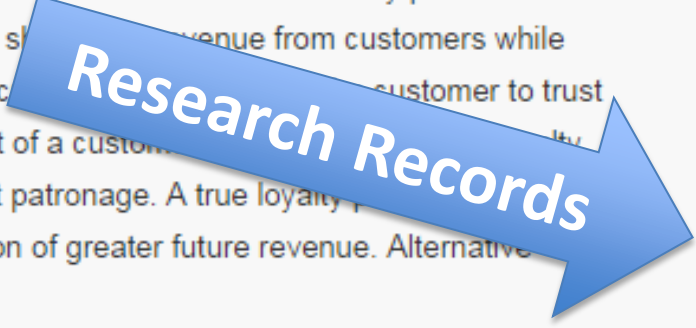

Abstract

Brand loyalty and the more modern topics of computing customer lifetime value and structuring loyalty programs remain the focal point for a remarkable number of research articles. At first, this research appears consistent with firm practices. However, close scrutiny reveals disaffirming evidence. Many current so-called loyalty programs appear unrelated to the cultivation of customer brand loyalty and the creation of customer assets. True investments are up-front expenditures that produce much greater future returns. In contrast, many so-called loyalty programs are shams because they produce liabilities (e.g., promises of future rewards or deferred rebates) rather than assets. These programs produce substantial future obligations to those customers. Rather than showing trust by committing to the customer to trust the firm—that is, trust that future rewards are indeed forthcoming. The entire idea is antithetical to the concept of a customer loyalty program. Loyalty programs resemble old-fashioned trading stamps or deferred rebates that promise future benefits for current patronage. A true loyalty program provides the customer (e.g., provides free up-front training, allows familiarization or customization) with the expectation of greater future revenue. Alternative motives for extant programs are discussed.



Keywords

Author Keywords: so-called loyalty programs; reward programs; customer assets; customer liabilities; deferred rebates; customer lifetime value
KeyWords Plus: REWARD PROGRAMS; ONLINE; PROMOTIONS; COMPETITION; MANAGEMENT; STRATEGY; CHOICE; MODEL; COST

Author Information



Citation Network

59 Times Cited
53 Cited References
[View Related Records](#)
 [View Citation Map](#)
 [Create Citation Alert](#)
(data from Web of Science™ Core Collection)

All Times Cited Counts

60 in All Databases
59 in Web of Science Core Collection
0 in BIOSIS Citation Index
0 in Chinese Science Citation Database
0 in Data Citation Index
1 in SciELO Citation Index

Most Recent Citation

Kang, Jun. Customer-company identification and the effectiveness of loyalty programs. JOURNAL OF BUSINESS RESEARCH, FEB 2015.
[View All](#)

See citation records

Citation Network

Cited References

59 Times Cited

53 Cited References

View Related Records

Citation Map

View Citation Map

Create Citation Alert

(data from Web of Science™ Core Collection)

Times Cited

Related Records

All Times Cited Counts

60 in All Databases
59 in Web of Science Core Collection
0 in BIOSIS Citation Index
0 in Chinese Science Citation Database
0 in Data Citation Index
1 in SciELO Citation Index

Most Recent Citation

Kang, Jun. Customer-company identification and the effectiveness of loyalty programs. JOURNAL OF BUSINESS RESEARCH, FEB 2015.

[View All](#)

See citation records

- Select “Times Cited” to find records that have cited this work

The screenshot shows a Web of Science search results page. On the left, there's a sidebar with 'Citing Articles: 56' and 'Times Cited Counts'. The main area displays a list of articles, each with a 'Link to Full Text' and 'View Abstract' button. A large blue arrow points from the text 'Analyze results and Create citation map' to the 'Analyze Results' button in the top right corner of the results list.

Citing Articles: 56
(from Web of Science Core Collection)

For: Brand loyalty programs: Are they shams? ...[More](#)

Times Cited Counts
60 in All Databases
59 in Web of Science Core Collection
0 in BIOSIS Citation Index
0 in Chinese Science Citation Database
0 data sets in Data Citation Index
0 publication in Data Citation Index
1 in SciELO Citation Index
[View Additional Times Cited Counts](#)

Refine Results

Search within results for...

Web of Science Categories

- ☐ BUSINESS (45)
- ☐ MANAGEMENT (14)
- ☐ HOSPITALITY LEISURE SPORT TOURISM (8)
- ☐ SOCIOLOGY (4)
- ☐ MULTIDISCIPLINARY SCIENCES (1)

[more options / values...](#) [Refine](#)

Document Types

- ☐ ARTICLE (49)

Sort by: Publication Date -- newest to oldest

Page 1 of 6

[Select Page](#) [Save to EndNote online](#) [Add to Marked List](#)

[Analyze Results](#) [Create Citation Report](#)

1. Customer-company identification and the effectiveness of loyalty programs
By: Kang, Jun; Alejandro, Thomas Brashear; Groza, Mark D.
JOURNAL OF BUSINESS RESEARCH Volume: 68 Issue: 2 Pages: 4-11
[Link to Full Text](#) [View Abstract](#) **Times Cited: 0**
(from Web of Science Core Collection)

2. Reward redemption effects in a loyalty program: The role of reward type and redemption rate
By: Dorotic, Matilda; Verhoef, Peter C.
INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING Volume: 31 Issue: 4 Pages: 339-355
Published: DEC 2014
[Link to Full Text](#) [View Abstract](#) **Times Cited: 0**
(from Web of Science Core Collection)

3. The financial impact of loyalty programs in the hotel industry: A social exchange theory perspective
By: Lee, Johnny JiungYee; Capella, Michael L.; Taylor, Charles R.; et al.
JOURNAL OF BUSINESS RESEARCH Volume: 67 Issue: 10 Pages: 2139-2146 Published: OCT 2014
[Link to Full Text](#) [View Abstract](#) **Times Cited: 1**
(from Web of Science Core Collection)

4. Gratitude Versus Entitlement: A Dual Process Model of the Profitability Implications of Customer Prioritization
By: Wetzel, Hauke A.; Hammerschmidt, Maik; Zablah, Alex R.
JOURNAL OF MARKETING Volume: 78 Issue: 2 Pages: 1-19 Published: MAR 2014
[Link to Full Text](#) [View Abstract](#) **Times Cited: 0**
(from Web of Science Core Collection)



5. Does the importance of value, brand and relationship equity for customer loyalty differ between Eastern and Western cultures?
By: Zhang, Sha (Sandy); van Doorn, Jenny; Leeftang, Peter S. H.
INTERNATIONAL BUSINESS REVIEW Volume: 23 Issue: 1 Pages: 284-292 Published: FEB 2014
[Link to Full Text](#) [View Abstract](#) **Times Cited: 1**
(from Web of Science Core Collection)

See citation records

- Select “Cited References” to view a list of records cited by the work

Cited References: 53
(from Web of Science Core Collection)
From: Brand loyalty programs: Are they shams? ...[More](#)

◀ Page 1 of 2 ▶

☐ Select Page |   | [Save to EndNote online](#) | [Add to Marked List](#) | [Find Related Records >](#)

1. Title: [not available]
By: Aaker, D. A.
Managing brand equity capitalizing on the value of a brand name Published: 1991
Publisher: Free Press, New York
[360 Link to Full Text](#)
2. **Consumer learning and brand valuation: An application on over-the-counter drugs**
By: Akcura, MT; Gonul, FF; Petrova, E
MARKETING SCIENCE Volume: 23 Issue: 1 Pages: 156-169 Published: WIN 2004
[360 Link to Full Text](#) [View Abstract](#)
3. **Marketing's Third Paradigm: Guanxi**
By: Ambler, T.
Business Strategy Review Volume: 5 Issue: 4 Pages: 69-80 Published: 1994
[360 Link to Full Text](#)
4. **Customer referral management: Optimal reward programs**
By: Biyalogorsky, E; Gerstner, E; Libai, B
MARKETING SCIENCE Volume: 20 Issue: 1 Pages: 82-95 Published: WIN 2001
[360 Link to Full Text](#) [View Abstract](#)
5. **The theoretical underpinnings of customer asset management: A framework and propositions for future research**
By: Bolton, RN; Lemon, KN; Verhoef, PC
JOURNAL OF THE ACADEMY OF MARKETING SCIENCE Volume: 32 Issue: 3 Pages: 271-292 Published: SUM 2004
[360 Link to Full Text](#) [View Abstract](#)
6. **Brand loyalty: Fact or fiction?**
By: Brown, GH.
Advertising Age Volume: 23 Issue: 2 Pages: 53-55 Published: 1952
[360 Link to Full Text](#)
7. **BRAND LOYALTY - WHAT, WHERE, HOW MUCH**
By: CUNNINGHAM, RM
HARVARD BUSINESS REVIEW Volume: 34 Issue: 1 Pages: 116-128 Published: 1956
[360 Link to Full Text](#)

Times Cited: 1,067
(from Web of Science Core Collection)

Times Cited: 19
(from Web of Science Core Collection)

Times Cited: 29
(from Web of Science Core Collection)

Times Cited: 56
(from Web of Science Core Collection)

Times Cited: 170
(from Web of Science Core Collection)

Times Cited: 38
(from Web of Science Core Collection)

Times Cited: 93
(from Web of Science Core Collection)

Citation map

- Use “View Citation Map” to see the citation relationships

3 steps to create a citation map:

Citation Mapping Setup for Literature Record

Citation Mapping Help | Close Citation Map

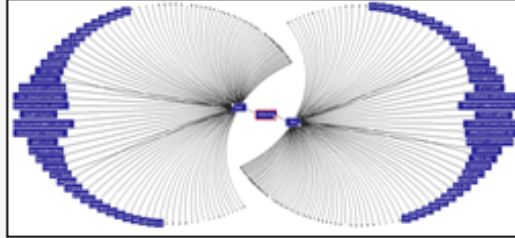
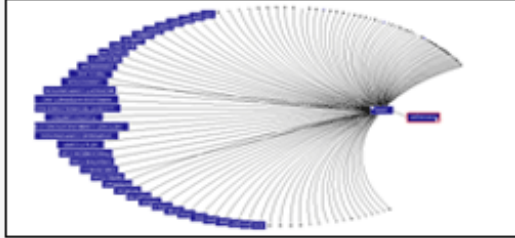
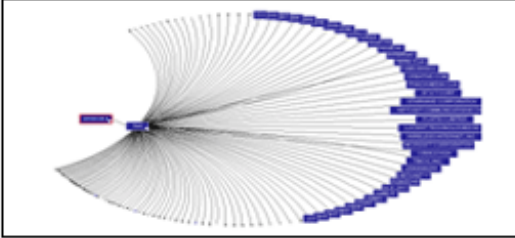
Use this screen to create a citation map for the record named in the title bar above (the target record) — you can map forward, backward, or both forward and backward citations for the target record — you can also select the depth or number of generations of citation to map

Select Direction:

☒ Forward Only

☐ Backward Only

☐ Forward and Backward



Choose Forward to see records that cite the target record, choose Backward to see records the target record cites — to see both types, choose Forward and Backward

Select Depth:

2 Generations

1 Generation

2 Generations

Select the number of citation generations you see in the map you are creating — the records that directly cite or are directly cited by the target record are the first generation, records citing records that cite the target record and records cited by records cited by the target record are the second generation, etc.

Warning: Selecting 2 Generations may cause the map to time out due to the large numbers of records being retrieved. To improve performance when selecting 2 Generations select, Forward Only or Backward Only not both.

Step 1. Select directions

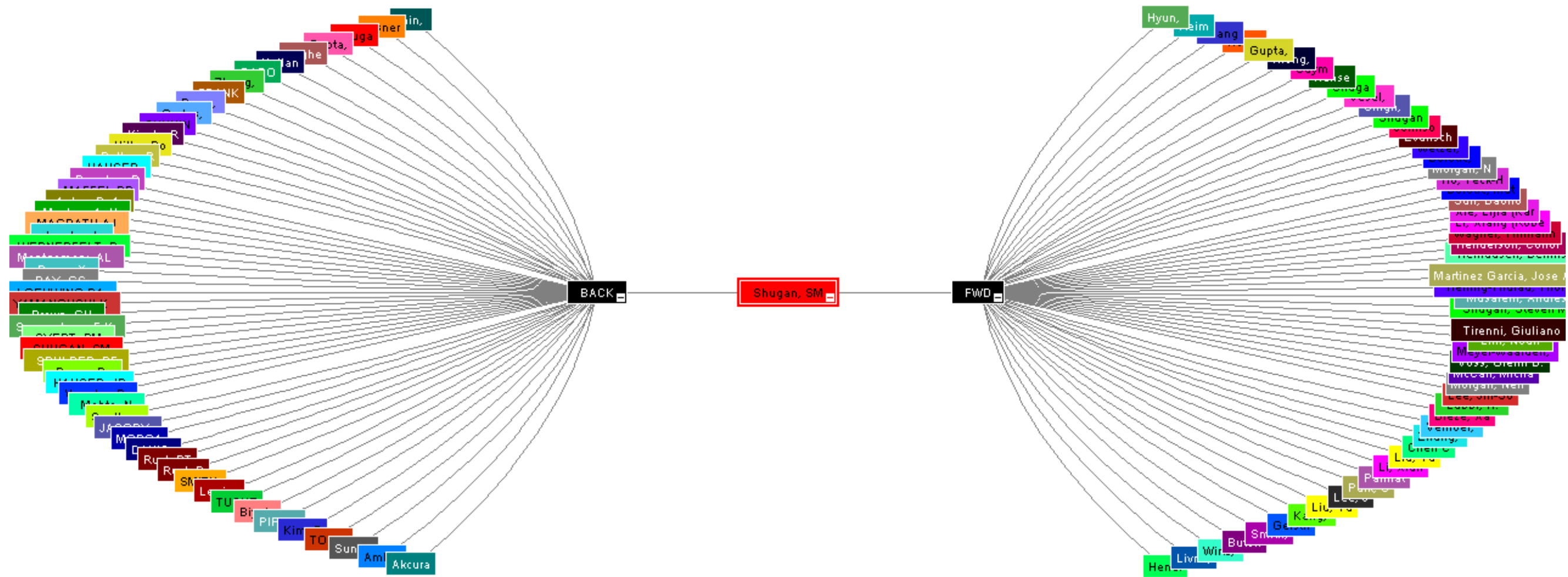
Step 2. Select Depth: 1 or 2 generations

Step 3. Click "Creat Map"

Cancel

Create Map

Citation map



Source: Web of Science™, <http://thomsonreuters.com/scholarly-scientific-research/>

Record details for the nodes are displayed below (double-click a node to show its details). Click a checkbox below to locate that node above.

<input type="checkbox"/>	<input type="checkbox"/>	Primary Author	Journal Name	Article Title
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Shugan, SM	2005-MARKETING SCIENCE	Brand loyalty programs: Are th...
<input type="checkbox"/>	<input type="checkbox"/>	SMITH BE	1936-Q REV COMMERCE	(article title not available)
<input type="checkbox"/>	<input type="checkbox"/>	Brown, GH	1952-Advertising Age	Brand loyalty: Fact or fiction...
<input type="checkbox"/>	<input type="checkbox"/>	Maslow, A. H.	1954-Motivation and personality	(article title not available)

Brand loyalty programs: Are they shams?	
Number / Title	WOS:000229466600001 / Brand loyalty programs: Are they shams?
Journal Title	MARKETING SCIENCE
Publication Year	2005
Author	Shugan, SM
Source Abbreviation	MARKET SCI
Volume	24
Page	185-193

Related records

- Select “View Related Records” to retrieve records of articles that cite the same references

Related Records: 7,203
(from Web of Science Core Collection)

For: Brand loyalty programs: Are they shams? ...[More](#)

Refine Results

Search within results for...

Web of Science Categories

- ☐ BUSINESS (3,630)
- ☐ MANAGEMENT (1,972)
- ☐ HOSPITALITY LEISURE SPORT TOURISM (381)
- ☐ OPERATIONS RESEARCH MANAGEMENT SCIENCE (326)
- ☐ ECONOMICS (312)

[more options / values...](#)

Document Types

- ☐ ARTICLE (6,650)
- ☐ REVIEW (414)
- ☐ PROCEEDINGS PAPER (252)
- ☐ EDITORIAL MATERIAL (106)
- ☐ BOOK REVIEW (20)

[more options / values...](#)

Research Areas

Sort by: **Relevance**

Page 1 of 721

☐ Select Page

☐ 1. **Marketing models of service and relationships**
By: Rust, Roland T.; Chung, Tuck Siong
MARKETING SCIENCE Volume: 25 Issue: 6
[360 Link to Full Text](#) [View Abstract](#)

☐ 2. **A hidden Markov model of customer re...**
By: Netzer, Oded; Lattin, James M.; Srinivasan
MARKETING SCIENCE Volume: 27 Issue: 2 Pages: 185-204 Published: MAR-APR 2008
[360 Link to Full Text](#) [View Abstract](#)

☐ 3. **Relationship quality as a predictor of B2B customer loyalty**
By: Rauyruen, Papassapa; Miller, Kenneth E.
JOURNAL OF BUSINESS RESEARCH Volume: 60 Issue: 1 Pages: 21-31 Published: JAN 2007
[360 Link to Full Text](#) [View Abstract](#)

☐ 4. **Innovation in destination marketing The use of passive mobile positioning for the segmentation of repeat visitors in Estonia**
By: Kuusik, Andres; Tiru, Margus; Ahas, Rein; et al.
BALTIC JOURNAL OF MANAGEMENT Volume: 6 Issue: 3 Pages: 378-399 Published: 2011
[360 Link to Full Text](#) [View Abstract](#)

☐ 5. **The relationship of attitudes, habit and loyalty to market share in relation to a staple good in a local grocery store: An exploratory study**
By: Chaudhuri, A

[Analyze Results](#)
[Create Citation Report](#)

Times Cited: 118
(from Web of Science Core Collection)

Cited References: 201

Shared References: 9

Times Cited: 58
(from Web of Science Core Collection)

Cited References: 77

Shared References: 7

Times Cited: 121
(from Web of Science Core Collection)

Cited References: 122

Shared References: 7

Times Cited: 3
(from Web of Science Core Collection)

Cited References: 56

Shared References: 5

Times Cited: 2
(from Web of Science Core Collection)

Analyze results and Create citation map

Citation report

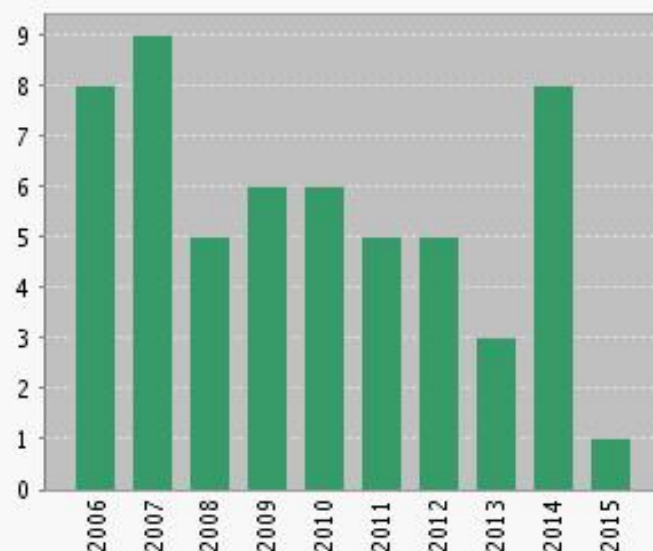
Citation Report: 56

(from Web of Science Core Collection)

For: Brand loyalty programs: Are they shams?. [...More](#)

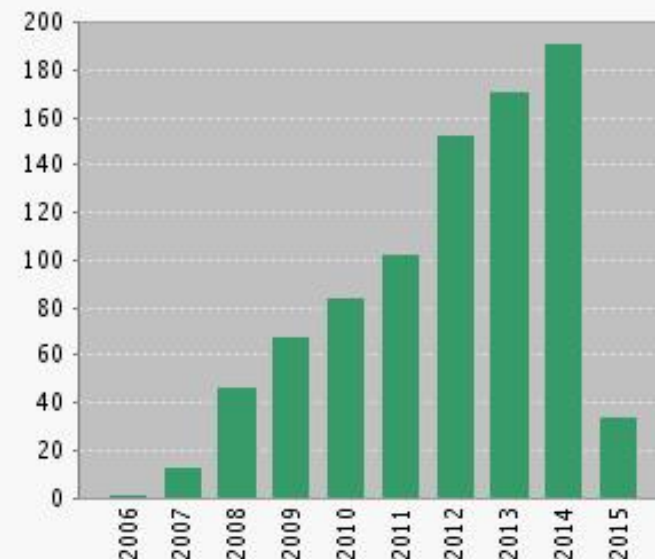
This report reflects citations to source items indexed within Web of Science Core Collection. Perform a Cited Reference Search to include citations to items not indexed within Web of Science Core Collection.

Published Items in Each Year



The latest 20 years are displayed.

Citations in Each Year



The latest 20 years are displayed.

Results found: 56

Sum of the Times Cited [?] : 865

Sum of Times Cited without self-citations [?] : 794

Citing Articles [?] : 691

Citing Articles without self-citations [?] : 666

Average Citations per Item [?] : 15.45

h-index [?] : 17

Sort by: Times Cited -- highest to lowest

Page 1 of 6

Use the checkboxes to remove individual items from this Citation Report

or restrict to items published between 1992 and 2015 Go

- ☐ 1. **Customer metrics and their impact on financial performance**
By: Gupta, Sunil; Zeithaml, Valarie
MARKETING SCIENCE Volume: 25 Issue: 6 Pages: 718-739 Published: NOV-DEC 2006
- ☐ 2. **The value of different customer satisfaction and loyalty metrics in predicting business performance**
By: Morgan, Neil A.; Rego, Lopo Leotte
MARKETING SCIENCE Volume: 25 Issue: 5 Pages: 426-439 Published: SEP-OCT 2006
- ☐ 3. **The long-term impact of loyalty programs on consumer purchase behavior and loyalty**
By: Liu, Yuping
JOURNAL OF MARKETING Volume: 71 Issue: 4 Pages: 19-35 Published: OCT 2007
- ☐ 4. **Brand Portfolio Strategy and Firm Performance**
By: Morgan, Neil A.; Rego, Lopo Leotte

2011	2012	2013	2014	2015	Total	Average Citations per Year
103	153	171	191	34	865	86.50
20	20	24	19	2	139	13.90
13	14	13	11	3	75	7.50
7	6	9	12	2	54	6.00
8	9	11	10	1	44	6.29

Results analysis

1. Set analysis options:

Results Analysis

[<<Back to previous page](#)

56 records. Brand loyalty programs: Are they shams?.

Rank the records by this field:	Set display options:	Sort by:
<div>Authors</div> <div>Book Series Titles</div> <div>Countries/Territories</div> <div>Document Types</div>	<div>Show the top <div>10</div> Results.</div> <div>Minimum record count (threshold): <div>2</div></div>	<div><input checked="" type="radio"/> Record count</div> <div><input type="radio"/> Selected field</div>

Analyze

Results analysis

2. View results analysis

Results Analysis

[<<Back to previous page](#)

56 records. Brand loyalty programs: Are they shams?.

Rank the records by this field:	Set display options:	Sort by:
<div>Authors</div> <div>Book Series Titles</div> <div>Countries/Territories</div> <div>Document Types</div>	Show the top <div>10</div> Results. Minimum record count (threshold): <div>2</div>	<input checked="" type="radio"/> Record count <input type="radio"/> Selected field

Analyze

Use the checkboxes below to view the records. You can choose to view those selected records, or you can exclude them (and view the others).

<div><div>→ View Records</div><div>✗ Exclude Records</div></div>	Field: Authors	Record Count	% of 56	Bar Chart	<div>Save Analysis Data to File</div> <div><input checked="" type="radio"/> Data rows displayed in table <input type="radio"/> All data rows (up to 200,000)</div>
<input type="checkbox"/>	SHUGAN SM	3	5.357 %	<div></div>	
<input type="checkbox"/>	VERHOEF PC	3	5.357 %	<div></div>	
<input type="checkbox"/>	LABBI A	2	3.571 %	<div></div>	
<input type="checkbox"/>	LI X	2	3.571 %	<div></div>	
<input type="checkbox"/>	LIU YP	2	3.571 %	<div></div>	
<input type="checkbox"/>	MORGAN NA	2	3.571 %	<div></div>	
<input type="checkbox"/>	MORGAN RM	2	3.571 %	<div></div>	
<input type="checkbox"/>	PALMATIER RW	2	3.571 %	<div></div>	
<input type="checkbox"/>	PETRICK JF	2	3.571 %	<div></div>	
<input type="checkbox"/>	REGO LL	2	3.571 %	<div></div>	

→ View Records

✗ Exclude Records

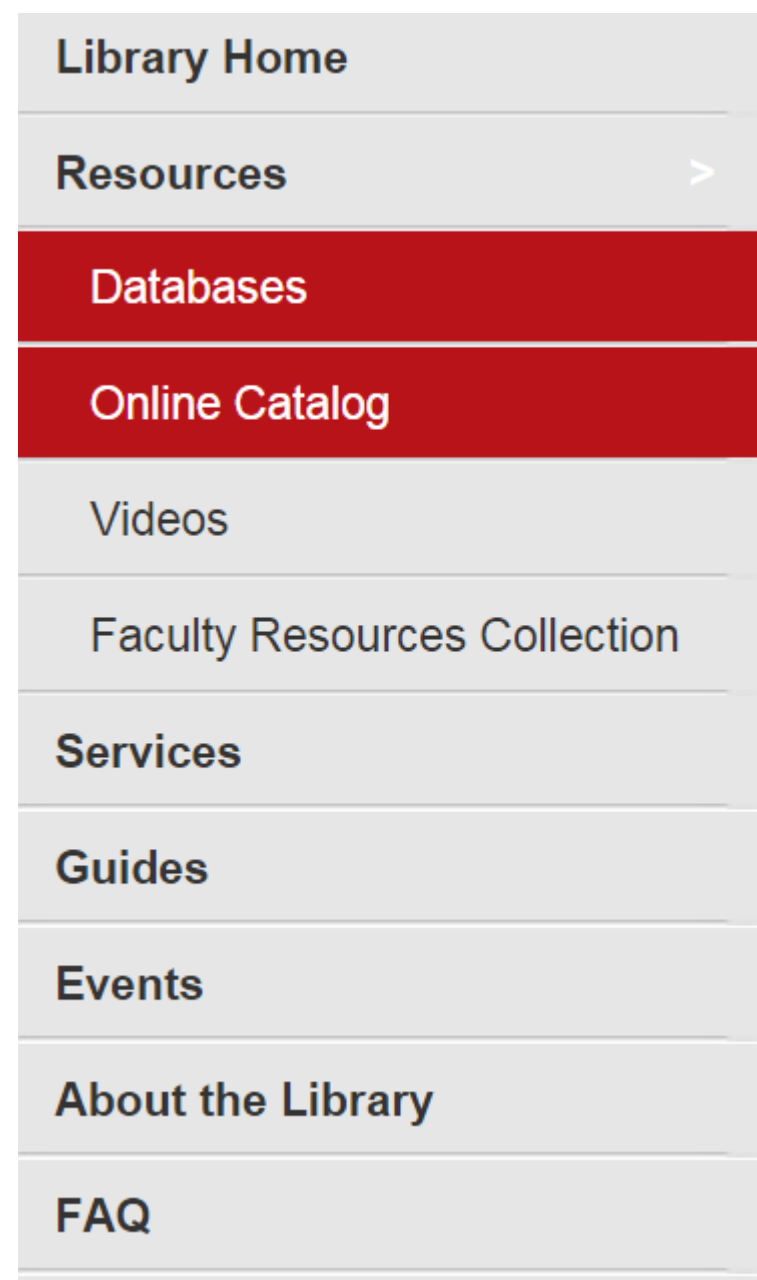
Field: AuthorsRecord Count% of 56Bar Chart

Save Analysis Data to File
☐ Data rows displayed in table
☐ All data rows (up to 200,000)

(5 Authors value(s) outside display options.)

Search by book titles / subject terms

- Option 1: Please visit [Library Home](#) and use Quick Search.
- Option 2: Please visit [Library Home](#) and select “Resources”, and then click “Online Catalog”.



■ Quick Search

Books Journals Textbooks One Stop Search

Search for books

human resource

words or phrase Search

words or phrase

author

title

subject

series

periodical title

■ New Boo

Search by book titles / subject terms

1. Search key words or book title in Quick Search or [“online catalog”](#)

Quick Search

Books Journals Textbooks One Stop Search

Search for books

human resource

words or phrase

Search

words or phrase
author
title
subject
series
periodical title

Quick Search

HR management

library: ALL

Power Search

words or phrase
words or phrase
author
title
subject
series
periodical title

Search

Search by book titles / subject terms

2. Click the item title to view the item information page

[Search/Home](#) [I Need Material](#) [Reserve Desk](#) [My Account](#) [Contact Us](#)

[Go Back](#) [Help](#) [Limit Search](#) [New Search](#) [Next](#) [Kept](#) [Logout](#)

Search Results

words or phrase "human resource" search found 267 titles.

Pages << 1 2 3 4 5 6 7 8 9 10 11 12 13 14 >>

1.	<input type="checkbox"/> Keep	Assessment center perspectives for talent management strategies <i>Second edition.</i> Thornton, George C., 1940- 658.3125 23 2015 Copies on order
2.	<input type="checkbox"/> Keep	100+ management models : how to understand and apply the world's most powerful business tools Trompenaars, Alfons. 658.23F 2014 Copies on order
3.	<input type="checkbox"/> Keep	Handbook of human resource development Chalofsky, Neal, 1945- 658.3/H236/2014 2014 1 copy available at CEIBS Shanghai in Open Stacks 2F
4.	<input type="checkbox"/> Keep	Designing creative high power teams and organizations : beyond leadership <i>First edition.</i> Stein, Eric W., 650.1/S819/2014 2014 1 copy available at CEIBS Shanghai in Open Stacks 2F
5.	<input type="checkbox"/> Keep	Meeting the challenge of human resource management : a communication perspective Miller, Vernon D. (Vernon Dubose), 1955- 658.3/M495/2014 2014 1 copy available at CEIBS Shanghai in Open Stacks 2F
6.	<input type="checkbox"/> Keep	Advancing human resource project management Klimoski, Richard J., 658.3/K653/2014 2014 1 copy available at CEIBS Shanghai in Open Stacks 2F
7.	<input type="checkbox"/> Keep	人力资源管理案例集 = Human resource management case selections 第1版. 陈惠雄. 658.3/R149/2014 2014 1 copy available at CEIBS Shanghai in Open Stacks 2F
8.	<input type="checkbox"/> Keep	Predictive analytics for human resources Fitz-enz, Jac. 658.301/F548/2014

Search by book titles / subject terms

3. Select “Catalog Record” and use the subject terms showed in the “Catalog Record” to find related items

record 6 of 256 for search words or phrase "human resource"

Keep

Place Hold

Find more by this author

Find more on these topics

Nearby items on shelf

Continue search in

Google

You Found Titles in Categories

Commerce

Economic Theory, Demography, Business Cycles

Item Information

Catalog Record

Performance consulting : applying performance improvement in human resource development

Change Catalog Display

Rothwell, William J., 1951-

Title: Performance consulting : applying performance improvement in human resource development / William J Rothwell, editor.

Physical descrip: pages cm

Held by: SHANGHAI

Subject term: Performance technology.

Subject term: Employees--Training of.

Subject term: Personnel management.

Added author: Rothwell, William J., 1951-

Click subject terms to find more related materials

Click “Find more by this author” or “Find more on these topics”

Keep

Place Hold

Find more by this author

Find more on these topics

Nearby items on shelf

Continue search in

Google

You Found Titles in Categories

Commerce

Economic Theory, Demography, Business Cycles

Item Information

Catalog Record

Performance consulting : applying performance improvement in human resource development

Change Catalog Display

Rothwell, William J., 1951-

Title: Performance consulting : applying performance improvement in human resource development / William J Rothwell, editor.

Physical descrip: pages cm

Held by: SHANGHAI

Subject term: Performance technology.

Subject term: Employees--Training of.

Subject term: Personnel management.

Added author: Rothwell, William J., 1951-

I hope that this information is of some help to you but please do not hesitate to contact me if you have any other questions.

Contact us:

librefer@ceibs.edu

or

+86 (0)2890-5243/5245/5242