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:
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:
Search by article titles / keywords (One Stop Search)

1. Visit the library home page and type the title or keywords in Quick Search bar:
Search by article titles / keywords 
(One Stop Search)

2. Refine your search or visit recommended databases:

- *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

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**Refine**

E-databases

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CEIBS www.ceibs.edu
Search information in electronic databases

1. Visit the library home page and select “Resources” from the left or from the Quick Search bar:
Search information in electronic databases

2. Click “**By Category**” and select “**Journal Articles and Dissertations**”

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

Abstract
Brand loyalty programs are designed to promote customer retention and lifetime value. However, 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 value

Research Records
Example 2. Search by keywords

1. Type keywords in the search bar and search
Example 2. Search by keywords

2. Refine your search and sort search results by times cited
Example 2. Search by keywords

3. Click title to see its information page
Example 2. Search by keywords

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

• Select “Times Cited” to find records that have cited this work
See citation records

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

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

3 steps to create a citation map:

Step 1. Select directions
Step 2. Select Depth: 1 or 2 generations
Step 3. Click "Create Map"
Citation map
Related records

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

Published Items in Each Year

Citations in Each Year

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

Use the checkboxes to remove individual items from this Citation Report

1. Customer metrics and their impact on financial performance
   By: Gupta, Sunil; Zeithaml, Valerie
   MARKETING SCIENCE Volume: 25 Issue: 6 Pages: 718-739 Published: Nov-Dec 2006
   Total: 34
   Average Citations per Year: 13.90

2. The value of different customer satisfaction and loyalty metrics in predicting business performance
   By: Morgan, Nell A.; Rego, Lopo Leootto
   MARKETING SCIENCE Volume: 25 Issue: 5 Pages: 426-439 Published: Sep-Oct 2006
   Total: 75
   Average Citations per Year: 7.50

3. The long-term impact of loyalty programs on consumer purchase behavior and loyalty
   By: Liu, Yueping
   JOURNAL OF MARKETING Volume: 71 Issue: 4 Pages: 15-35 Published: Oct 2007
   Total: 54
   Average Citations per Year: 6.00

4. Brand Portfolio Strategy and Firm Performance
   By: Moreno, Neil A.; Rego, Leootto
   Total: 44
   Average Citations per Year: 6.29
Results analysis

1. Set analysis options:

Results Analysis

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

<table>
<thead>
<tr>
<th>Rank the records by this field:</th>
<th>Set display options:</th>
<th>Sort by:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authors</td>
<td>Show the top 10 Results.</td>
<td>Record count</td>
</tr>
<tr>
<td>Book Series Titles</td>
<td>Minimum record count (threshold): 2</td>
<td></td>
</tr>
<tr>
<td>Countries/Territories</td>
<td></td>
<td>Selected field</td>
</tr>
<tr>
<td>Document Types</td>
<td></td>
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</tbody>
</table>

Analyze
Results analysis

2. View results analysis

Results Analysis

56 records. Brand loyalty programs: Are they shams?

Rank the records by this field:

- Authors
- Book Series Titles
- Countries/Territories
- Document Types

Set display options:

- Show the top 10 Results.
- Minimum record count (threshold): 2

Sort by:

- Record count
- Selected field

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).

Field: Authors | Record Count | % of 56 | Bar Chart
---|---|---|---
SHUGAN SM | 3 | 5.357% | [ ]
VERHOEF PC | 3 | 5.357% | [ ]
LABBI A | 2 | 3.571% | [ ]
LI X | 2 | 3.571% | [ ]
LIU YP | 2 | 3.571% | [ ]
MORGAN NA | 2 | 3.571% | [ ]
MORGAN RM | 2 | 3.571% | [ ]
PALMATIER RW | 2 | 3.571% | [ ]
PETRICK JF | 2 | 3.571% | [ ]
REGO LL | 2 | 3.571% | [ ]

(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”.

![Diagram showing Library Home menu and Quick Search interface with search for books options: human resource, words or phrase, author, title, subject, series, periodical title.]
Search by book titles / subject terms

1. Search key words or book title in Quick Search or “online catalog”
Search by book titles / subject terms

2. Click the item title to view the item information page
Search by book titles / subject terms

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

Click subject terms to find more related materials

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