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

[Image of search interface with search term "brand loyalty programs are they shame" entered and results showing a link to an article titled "Brand loyalty programs: Are they shams?"

By: Shugan, SM
MARKETING SCIENCE Volume: 24 Issue: 2 Pages: 185-193
Published: SPR 2005]
Example 1: Search by article titles

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

Times Cited

Related Records

Citation Map

Cited References

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

[Image of a webpage showing a list of cited articles with options to refine results, search within results, and view Web of Science categories.]
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"
Related records

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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</table>

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

2. The value of different customer satisfaction and loyalty metrics in predicting business performance
   By: Morgan, Neil A.; Rego, Lopo Leoott
   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: 15-35 Published: OCT 2007

4. Brand Portfolio Strategy and Firm Performance
   By: Song, Ning A.; Pan, Long
Results analysis

1. Set analysis options:

<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 <strong>10</strong> Results.</td>
<td>Record count</td>
</tr>
<tr>
<td>Book Series Titles</td>
<td>Minimum record count (threshold): <strong>2</strong></td>
<td>Selected field</td>
</tr>
<tr>
<td>Countries/Territories</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Document Types</td>
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</tbody>
</table>

56 records. Brand loyalty programs: Are they shams?
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

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**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**

<table>
<thead>
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<th>Authors</th>
<th>Record Count</th>
<th>% of 56</th>
<th>Bar Chart</th>
</tr>
</thead>
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<td>5.357%</td>
<td>□</td>
</tr>
<tr>
<td>VERHOEF PC</td>
<td>3</td>
<td>5.357%</td>
<td>□</td>
</tr>
<tr>
<td>LABBI A</td>
<td>2</td>
<td>3.571%</td>
<td>□</td>
</tr>
<tr>
<td>LI X</td>
<td>2</td>
<td>3.571%</td>
<td>□</td>
</tr>
<tr>
<td>LIU YP</td>
<td>2</td>
<td>3.571%</td>
<td>□</td>
</tr>
<tr>
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<td>□</td>
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<td>□</td>
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<td>PETRICK JF</td>
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<tr>
<td>REGO LL</td>
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<td>□</td>
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</tbody>
</table>

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