

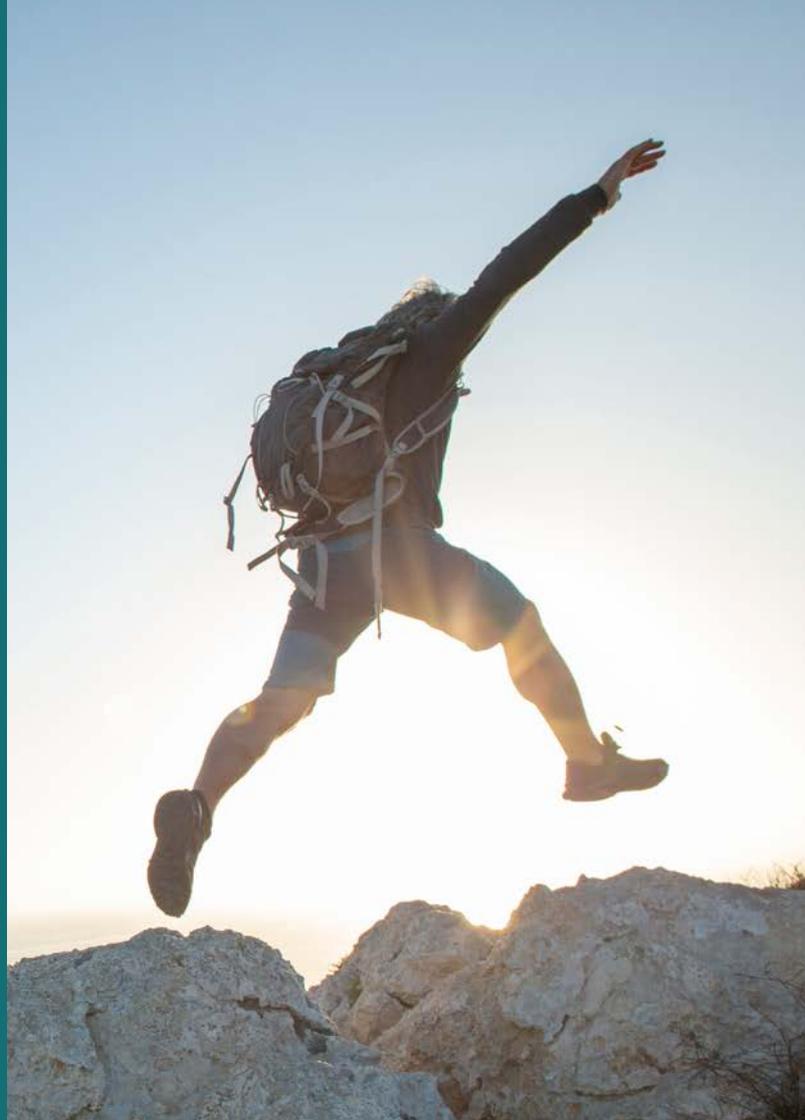
emerald **insight**



直接跳往 相關內容

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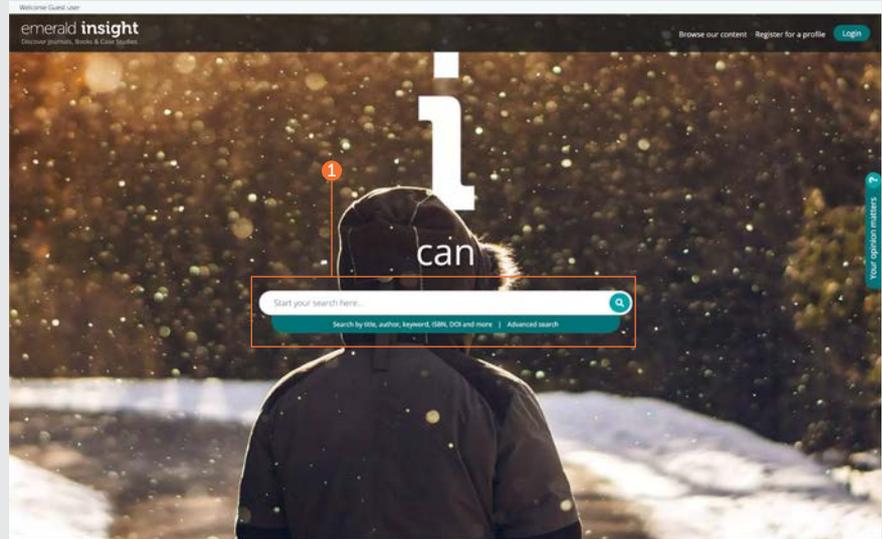
www.emerald.com/insight



我如何在 Emerald Insight 上搜尋內容？

平台的搜尋功能採用 MarkLogics 的強大搜尋技術，提供快速準確的搜尋結果。演算法根據使用者條件而定，回傳與搜尋詞最相關的結果。

1. 可以從 Emerald Insight 首頁瀏覽快速和進階搜尋。



快速搜尋

emerald.com/insight

旨在根據您的搜尋條件快速提供初始結果，並可以進一步使用篩選器縮小搜尋結果。

1. 在搜尋框中輸入您的想搜尋的關鍵字或詞組，然後按一下搜尋圖示。
2. 搜尋框將始終保留在頁面頂部，以便隨時執行新的搜尋。

The screenshot displays the Emerald Insight search interface. At the top, a search bar is highlighted with a red box and a red circle labeled '1'. Below the search bar, the text 'Search by title, author, keyword, ISBN, DOI and more | Advanced search' is visible. The main search results page shows the search term 'sustainable development' entered in the search bar, which is also highlighted with a red box and a red circle labeled '2'. The search results show 'Search results 1 - 10 of over 14000'. The first result is an article titled 'Conclusion: how could tourism planners and policymakers overcome the barriers to sustainable tourism development in the small island developing state of North Cyprus?' with a publication date of 31 May 2021. The article is available in HTML and PDF (294 KB) formats. On the right side, there are 'Access' options: 'Only content I have access to' and 'Only Open Access'. The 'Year' filter is set to 'Last week (697)'.

進階搜尋

emerald.com/insight/advanced-search

當您尋找特定的內容時，此功能允許您在初始搜尋中輸入更多詳細資訊，以便接收更符合搜尋條件的結果。

1. 在搜尋欄中選擇「Advanced search (進階搜尋)」。
2. 選擇一種或多種類型的內容進行搜尋。
3. 輸入您的關鍵字或詞組。您可以包含萬用字元「*」。詞組應加引號(例如, "clean air" 或 "clean air legislation")。
4. 透過選擇要搜尋的欄位(全部、標題、摘要、投稿人、DOI) 來最佳化搜尋。
5. 按一下「Add row (新增行)」以新增其他搜尋詞。
6. 使用下拉式選項瀏覽布林運算子: 「與」、「或」、「非」。
7. 使用「Date range (日期範圍)」進一步縮小搜尋範圍。
8. 套用「Access type (瀏覽類型)」篩選器(所有內容、已訂閱或開放瀏覽)。
9. 按一下「Search (搜尋)」以執行進階搜尋。

The screenshot shows the advanced search interface with the following elements and callouts:

- 1:** The main search bar at the top with the placeholder text "Start your search here..." and a magnifying glass icon.
- 2:** A box containing search filters: All Emerald content, Journal articles, Book part, Case studies, Earlycite, and Expert Briefings.
- 3:** The main search input field with the placeholder "Enter your search terms here".
- 4:** A dropdown menu for selecting search fields, currently set to "All fields".
- 5:** The "Add row" button used to add additional search criteria.
- 6:** A dropdown menu for Boolean operators, currently set to "AND".
- 7:** The "Date range" section with "From" and "To" input fields, both currently set to "Year".
- 8:** The "Access type" dropdown menu, currently set to "All content".
- 9:** The "Search" button at the bottom right.

儲存您的搜尋

為了儲存搜尋，您必須登入到您的用戶個檔。當搜尋條件很複雜時，儲存搜尋功能特別有用。這使您可以儲存結果以供日後再次檢視。

1. 您可以按一下「Save this search (儲存此次搜尋)」，便能儲存任何搜尋結果。
2. 可以透過頂部導覽列上的「Saved searches (已儲存的搜尋)」檢索和管理搜尋。



搜尋結果

所有搜尋結果均依照排序和篩選的標準方式顯示，因此您可以快速輕鬆的找到所需內容。

1. 結果會根據您的搜尋詞按相關性自動回傳。您可以變更搜尋結果的順序，並按日期排序。
2. 回傳的搜尋結果數量。
3. 內容類型 (文章、書籍章節、案例研究或簡報)。
4. 存取狀態 (有存取權/無存取權，開放存取)。
5. 作者。
6. 出版日期。
7. 文獻題名。
8. 快速存取連結 (HTML、PDF、ePub、OpenURL)。
9. 文章下載次數。資料每 24 小時重新整理一次。
10. Altmetrics 分數 (文章等級定性資料)。
11. 如果您的機構無權存取特定內容，您將看到此訊息。請向您的圖書館員詢問是否有其他存取選項可用。

The screenshot shows the Emerald Insight search results page for the query "sustainable housing". The page is annotated with 11 numbered callouts:

- 1: Search bar containing "sustainable housing" and "Advanced search + Save this search" button.
- 2: Search results count: "1 - 10 of over: 27000".
- 3: "Content available" status indicator.
- 4: "Citations: download RIS" button.
- 5: Article title: "Evaluation of the critical success factors for sustainable housing delivery: analytic hierarchy process approach".
- 6: Publication date: "23 November 2020".
- 7: "Sorted by relevance" dropdown menu.
- 8: "Per page" selector showing 10, 20, and 50 options.
- 9: "HTML" and "PDF (285 KB)" download options.
- 10: "Altmetrics" icon showing a score of 170.
- 11: A message box at the bottom stating: "To view the access options for this content please click here".

The page also displays a list of search results, including the article "Factors influencing sustainability outcomes of housing in subtropical Australia" by Wendy Miller and Laurie Buys, published on 24 May 2013. It shows download data (1084) and altmetrics (1) for this article.

匯出書目資訊

單一下載

1. 開啟內容並按一下位於書目下方單獨的「Download as .RIS (下載為 .RIS)」選項。

批次下載

您可以先選擇您需要的搜尋結果，然後據此批次匯出書目。

2. 一次顯示 10、20 或 50 條搜尋結果。
3. 勾選核取方塊以選擇要下載的 .RIS 檔案。
4. 下載功能會保持灰色。勾選完成後，文字將變為綠色。按一下 download .RIS (下載 .RIS)。然後，您可以選擇儲存檔案、在記事本中開啟，或將其直接傳送到書目管理軟體 (如果已下載外掛程式)。

The screenshot shows the Emerald Insight search results interface. At the top, there is a citation for Özgüt, H. and Öztüren, A. (2021). Below the citation, a red box labeled '1' highlights the 'Download as .RIS' button. Below this, the search results are displayed. A red box labeled '2' highlights the 'Per page' dropdown menu, which is set to 10. A red box labeled '3' highlights the checkboxes on the left side of the search results, which are currently unchecked. A red box labeled '4' highlights the 'Download Ris' button, which is currently greyed out. The search results include two articles: 'Digital project management: rapid changes define new working environments' and 'Incorporating customer profitability analysis into quality management systems'. The interface also shows filters for 'Access' and 'Content type' on the right side.

縮小搜尋結果

1. 使用頁面控制項檢視並捲動瀏覽結果。

勾選畫面右側的選項，進一步縮小您的搜尋結果範圍。

2. 存取權限

- 只限訂閱或透過相關許可能存取的內容。
- 只限開放存取內容。

3. 年份

- 按出版日期縮小範圍。

4. 內容類型(從以下選項選擇)：

- 期刊文章
- 書籍章節
- Earlycite (出版前) 文章
- 案例研究
- Expert Briefings
- 執行摘要
- 圖表分析

Search results 1 - 10 of over 74000

Per page 10 20 50 Sorted by relevance

(0) Citations: download RIS

To view the access options for this content please click here

Article Publication date: 31 May 2021

Conclusion: how could tourism planners and policymakers overcome the barriers to sustainable tourism development in the small island developing state of North Cyprus?

Hale Özgüt and Ali Öztüren

This theme issue sought to find answers to the question: How could tourism planners and policymakers overcome the barriers to sustainable tourism development in the small...

View summary and detail

HTML PDF (94 KB) Requests & Permissions

DOWNLOADS 217

Access

Only content I have access to

Only Open Access

Year

Last week (697)

Last month (1813)

Last 3 months (4410)

Last 6 months (8186)

Last 12 months (12987)

All dates (74007)

From Year To Year Go

Content type

Article (56874)

Book part (10811)

Earlycite article (4885)

Case study (883)

Expert briefing (510)

Executive summary (26)

Graphic analysis (18)

Article Publication date: 27 September 2011

Assessment of state and tendencies of sustainable development in Lithuania

HTML PDF (80 KB) Requests & Permissions

如果您需要的內容顯示為 無法存取，請與您的圖書管理員聯絡，可能有其他選項可用。

預覽內容

期刊文章範例

1. 按一下「View summary and detail (檢視摘要和詳細資訊)」按鈕，便會顯示放大檢視畫面，包括：
2. 完整摘要。
3. 出版詳細資訊。
4. 關鍵字。點擊任何關鍵字即可再次搜尋。

The screenshot shows an article page with the following elements:

- 1:** A button labeled "Hide summary and detail" with a downward arrow, located below the article title.
- 2:** The "Abstract" section, which includes the "Purpose" and "Design/methodology/approach" subsections.
- 3:** The "Details" section, which includes publication information, volume, type, DOI, and ISSN.
- 4:** The "Keywords" section, which lists "Sustainable tourism development", "North Cyprus", "Planning and policy", "Collaboration", "Conservation of resources", and "SIDS".

Article details visible in the screenshot:

- Article title: Conclusion: how could tourism planners and policymakers overcome the barriers to sustainable tourism development in the small island developing state of North Cyprus?
- Publication date: 31 May 2021
- Authors: Hale Özgüt and Ali Öztüren
- Abstract text: This theme issue sought to find answers to the question: How could tourism planners and policymakers overcome the barriers to sustainable tourism development in the small...
- Download statistics: 218 downloads

預覽內容

Expert Briefing範例

Expert Briefing有兩類關鍵字：

1. 地理
2. 主題

相關主題關鍵字，使用者可以選擇或取消選擇該關鍵字。

The screenshot shows a preview of an Expert Briefing article. At the top left, there is a checkbox and the text "Content available". The article title is "Inflation expectations matter more than unemployment", with a sub-headline "LOCATION: INTERNATIONAL". The publication date is "14 December 2021". A small "HTML" icon is visible in the top right. The main text begins with "The surge in inflation this year owes more to supply bottlenecks caused by the release of pent-up demand than to falling unemployment. In the decade before the pandemic...". Below the text is a "Details" button with a downward arrow. Underneath, the "Details" section lists "DOI: 10.1108/OXAN-DB266105" and "ISSN: 2633-304X". The "Keywords" section is divided into "Geographic" and "Topical". The "Geographic" keyword "International" is highlighted with a red box and a circled "1". The "Topical" keywords "economy", "monetary", "prices", "employment", "policy", and "wages" are also highlighted with a red box and a circled "2".

✓ Content available

Expert briefing Publication date: 14 December 2021 HTML

 **Inflation expectations matter more than unemployment**

LOCATION:
INTERNATIONAL

The surge in inflation this year owes more to supply bottlenecks caused by the release of pent-up demand than to falling unemployment. In the decade before the pandemic...

[Details ▾](#)

Details

DOI: 10.1108/OXAN-DB266105
ISSN: 2633-304X

Keywords

Geographic

International

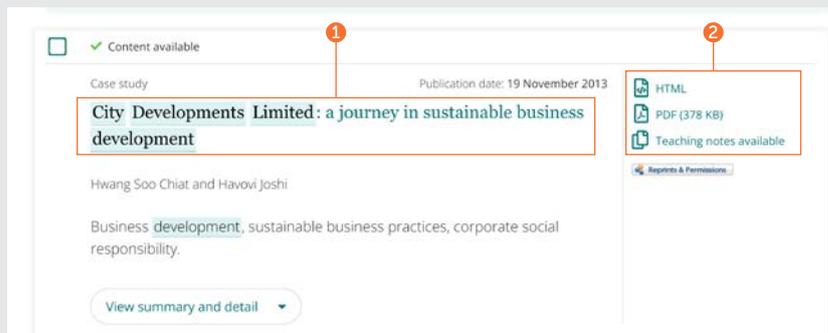
Topical

economy monetary prices employment policy wages

內容

在搜尋結果頁面中，有多種途徑可以存取內容。

1. 按一下標題會自動開啟 HTML 格式的內容。
2. 按一下可用格式的連結。



期刊文章

1. 檢視作者和所屬單位的完整詳細資訊。每個名字均可點選以檢視其貢獻過的文章內容。
2. 選擇期刊名稱以檢視目錄 (TOC) 頁面上的所有卷數和期數。
3. 出版日期。
4. 以其他可用格式下載。
5. 跳至內容中的各個部分。
6. 結構化摘要。
7. 側欄顯示您可能感興趣的相關文章，由 Emerald 和其他出版商出版。
8. 關鍵字。按一下任何關鍵字即可再次搜尋。
9. 書目資訊。
10. 文章的開頭。

The screenshot shows the Emerald Insight article page for the paper: "The transition from traditional to digital marketing: a study of the evolution of e-marketing in the Indian hotel industry".

- 1:** Author information: **Rashmeel Kapoor, Ruoh Kapoor**
- 2:** Journal information: **Worldwide Hospitality and Tourism Themes**
- 3:** ISSN: **1755-4217**
- 4:** Article publication date: **31 May 2021**
- 5:** Article structure navigation: **Abstract, Introduction, Literature review, Future of online and offline channels in Managerial implications, Conclusion and recommendations**
- 6:** Structured abstract sections: **Purpose, Design/methodology/approach, Findings, Practical implications, Originality/value**
- 7:** Related articles sidebar
- 8:** Keywords: **Digitization, Artificial intelligence, Social media marketing, Digital marketing, Traditional marketing, E-marketing tools**
- 9:** Citation information: **Kapoor, R. and Kapoor, R. (2021), "The transition from traditional to digital marketing: a study of the evolution of e-marketing in the Indian hotel industry", *Worldwide Hospitality and Tourism Themes*, Vol. 13 No. 2, pp. 199-213. <https://doi.org/10.1108/WHATT-10-2020-0124>**
- 10:** Download as RIS button

書籍章節

1. 檢視作者和所屬單位的完整詳細資訊。每個名字均可點選以檢視其貢獻過的文章內容。
2. 選擇書名以檢視目錄 (TOC) 頁面上的所有其他章節。
3. 出版日期。
4. 以其他可用格式下載。
5. 摘要。
6. 跳至內容中的各個部分。
7. 書目資訊。
8. 關鍵字。按一下任何關鍵字即可再次搜尋。
9. 快速瀏覽其他章節。
10. 章節開頭。

The Sustainable Marketing Concept in European SMEs

Sinda Renko

The Sustainable Marketing Concept in European SMEs

ISBN 9781178754039-2; eISBN 9781178754038-5

Publication date: 14 May 2018

PDF (215 KB) | ePub (264 KB)

Abstract

Upon reviewing relevant literature, this chapter aims to give an insight into the importance and popularity of the concept of sustainable development. Accordingly, the chapter provides an insight into the evolution and development of the concept of sustainable development, its various definitions, key dimensions and fundamental indicators, with an overview of the progress on key issues that are important economically, socially and environmentally. The chapter concludes with the principles needed in order to seek sustainability and the advantages of practising it.

Keywords

Sustainable development | Three pillars | Dimensions | Indicators | Stakeholders

Citation

Renko, S. (2018), "The Concept of Sustainable Development", Rudawska, E. (Ed.) *The Sustainable Marketing Concept in European SMEs*, Emerald Publishing Limited, Bingley, pp. 29-52. <https://doi.org/10.1108/978-1-178754-038-520180003>

Download as .RIS

Publisher: Emerald Publishing Limited
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Introduction

In gaining profit and satisfying customers' needs, companies have been faced with great challenges in the last four decades. On the one hand, there is undisputed demographic growth with projections that the human population will increase by 50% by 2050 as compared to the 7.5 billion in 2017 (United Nations Department of Economic & Social Affairs Population Division, 2017; Worldometers, 2017). This will result in rapid production growth necessary to meet the growing needs, which, on the other hand, will result in meteoric rise in depletion of natural resources and pollution of the environment (de Sena, 2009). Taking into account that the planet has limited natural resources with unequal distribution of its consumption, and that more than half of the world's population lives in urban areas (United Nations Department of Economic & Social Affairs Population Division, 2014), there have been potential causes of tension between production growth, environmental and social issues. In such a situation, a

Book Chapters

Part I: Introduction

Part 1 The Theoretical Basis for the Development of Sustainability Marketing Concept in SMEs

Chapter 1 Business Environment, Challenges and Trends for Contemporary SMEs in Europe

Chapter 2 The Concept of Sustainable Development

Chapter 3 From Sustainable Market Orientation to Sustainability Marketing

Chapter 4 Sustainability Marketing Tools in Small and Medium Enterprises

Part II: SMEs Operating in the Food & Drink Industry as Beneficiary of Sustainability Marketing

Chapter 1 Food and Drink Industry in Europe and Sustainability Issues

Chapter 2 Small and Medium Enterprises in the Food and Beverage Sector – The Potential of the European Market

Chapter 3 Methodological Aspects of the Research on Sustainability Marketing in SMEs

Part III: The Implementation of Sustainability Marketing in SMEs – A Comparative Analysis of Selected European Countries

Chapter 1 The Place of Sustainability Marketing Activities among the Objectives of SMEs

Chapter 2 Managerial Knowledge of the Concept of Sustainability Marketing

Chapter 3 The Scope of Application for Sustainability Marketing Tools in Markets with Different Levels of Socio-economic Development

案例研究

1. 檢視作者和所屬單位的完整詳細資訊。每個名字均可點選以檢視其貢獻過的文章內容。
2. 選擇選輯名稱以檢視所有其他可用的案例研究。
3. 出版日期。
4. 以其他可用格式下載。
5. 選擇檢視案例研究或教學筆記 (若有檢附)。
6. 跳至內容 1 中的各個部分。側欄顯示您可能感興趣的相關文章，由 Emerald 和其他出版商出版。
7. 摘要。
8. 關鍵字。按一下任何關鍵字即可再次搜尋。
9. 書目資訊。
10. 側欄顯示您可能感興趣的相關文章，由 Emerald 和其他出版商出版。
11. 案例研究開頭。

Woolworths South Africa: making sustainability sustainable

1 John Luiz, Amanda Bowen, Claire Beswick
 2 Emerald Emerging Markets Case Studies
 3 ISSN: 2045-0621
 4 Publication date: 1 January 2011

5 PDF (174 KB)

6 CASE TEACHING NOTES

7 Abstract
 The trend towards sustainability
 Woolworths background
 The good business journey
 Implementation
 Impact and challenges
 Conclusion

8 Case summary
 Subject area
 Sustainable development, business, government, and society.
 Study level/applicability
 The case is designed to be taught to students at MBA and MA level.
 Case overview
 In February 2009, Justin Smith, manager of the good business journey at Woolworths, a leading South African department store, was a worried man. Woolworths had launched its five-year sustainability strategy just under two years before. After undertaking an impact assessment, Smith was concerned that the original targets – which covered transformation, social development, the environment and climate change – had been set without a clear understanding of exactly what it would take to achieve them. Woolworths had recently identified ten key risk areas that impacted on the achievement of its original goals. If the sustainability goals were not reached, Woolworths could lose credibility among its shareholders, staff, and consumers. What did Woolworths need to do to ensure that it achieved its sustainability goals? And had the company been too ambitious in the targets it had set initially, he wondered?
 Expected learning outcomes
 To examine the differences, if any, between sustainable development in South Africa and other developing nations and sustainable development in developed nations; to impart an understanding of sustainability in its broadest sense; to investigate the challenges in implementing sustainability strategies in business; to look at ways of measuring the success of sustainability strategies; and to explore whether and how sustainability strategies should differ across industry sectors and across companies.
 Supplementary materials
 Teaching notes.

9 Keywords
 Sustainable development Retailing South Africa

10 Citation
 Luiz, J., Bowen, A. and Beswick, C. (2011), "Woolworths South Africa: making sustainability sustainable", *Emerald Emerging Markets Case Studies*, Vol. 1 No. 1.
<https://doi.org/10.1108/20450621111113534>
 Download as RIS

11 Related articles
 Implementing, monitoring and evaluation of sustainable business practices: framework and empirical illustration
 Maria A. O. Dos Santos et al., *Clayton Governance: The 4th year of business in soc.*, 2014
 Indicators of sustainable business practices: case studies in South Africa
 Maria A. O. Dos Santos et al., *Supply Chain Management: An International Journal*, 2013
 Business sustainability: frameworks and cases
 Gokan Samsonov et al., *European Business Review*, 2011
 Fewer than half of Australia's 150 biggest companies have committed to per emissions by 2050
 by Angus Morrison, *Phys.org*, 2021
 Business continuity and disaster management within the public service in relation to a national development plan
 Fergalson, G.P. et al., *Journal of Business Continuity & Emergency Planning*
 Will 2015 be the year the world agrees how to measure sustainability?
WU, 2014

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Expert Briefings

內容分為三類：Expert Briefings（長篇）、執行摘要和圖表分析。

1. 內容類型。
2. 區域焦點。
3. 有兩類關鍵字：地理和主題。相關主題關鍵字，使用者可以選擇或取消選擇該關鍵字。
4. 書目資訊。
5. 出版日期。
6. Expert Briefings的內容結構一致，涵蓋重要性、影響、事件和分析。

*其他內容類型：

- 執行摘要 – 簡要說明正在發生的情況或事件及其可能影響。
- 圖表分析 – 以視覺化圖表展現比較資料，強調全球和地區遭遇的風險和機會。

7. 側欄顯示您可能感興趣的相關文章，由 Emerald 和其他出版商出版。

Brazil deforestation pressures will mount at COP26

Control type: **Expert Briefings** (1)

Location: **BRAZIL** (2)

Keywords associated with this article:

Geographic: **Brazil** LA/C (3)

Topical: **economy** industry politics agriculture climate environment food foreign trade government mining natural resources policy summit

ISSN: 2633-304X

Citation: **Oxford Analytica (2021), "Brazil deforestation pressures will mount at COP26", *Expert Briefings*. <https://doi.org/10.1108/OXAN-DB265043>** (4)

Friday, October 29, 2021 (5)

Significance
During last month's UN General Assembly, President Jair Bolsonaro unsuccessfully argued that his government was controlling deforestation in the Amazon region. Reports indicate that between August 2020 and July 2021, nearly 8,800 square kilometres (km²) of forest were cut down.

Impacts

- Despite stronger international pressure, the outlook for forest preservation is alarming absent a well-structured policy for Amazonia.
- Major Brazilian business sectors will face significant risks from international climate pushback without policy improvements.
- Brazil will argue for greater international assistance to offset the costs of climate mitigation policies.

Event
A new World Meteorological Organization report indicates that part of the Amazon rainforest now emits carbon rather than absorbing it, due to deforestation and fires.

Significance
During last month's UN General Assembly, President Jair Bolsonaro unsuccessfully argued that his government was controlling deforestation in the Amazon region. Reports indicate that between August 2020 and July 2021, nearly 8,800 square kilometres (km²) of forest were cut down.

A protest in London over Amazon deforestation and indigenous rights in Brazil (Belinda Jao/SOPA Images/Shutterstock) (6)

Related articles (7)

- Agribusiness focus risks rise in Brazil deforestation
Expert Briefings, 2019
- New Brazilian environmental promises clash with policy
Expert Briefings, 2021
- Deforestation clashes will gather pace in Brazil
Expert Briefings
- Amazon deforestation hits monthly record in Brazil (IF Phys.org, 2021)
- Deforestation in the Brazilian Amazon is still rising sharply (IF Hartman Ekosobar, Science, 2020)
- Brazil pledges higher greenhouse emissions cuts (IF Phys.org, 2021)

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