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Acesse o conteúdo salvo dentro da pasta selecionada

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Name	Search	Results required	Options
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Aircraft Engineering	Content= All content, (<i>Aircraft Engineering</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	5	RSS Edit Delete
Sociology training	Content= Journals, (<i>sociology of job training</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	5	RSS Edit Delete
numeral	Content= Journals, (<i>numeral analysis</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	5	RSS Edit Delete
eletronic	Content= All content, (<i>electronic education</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	5	RSS Edit Delete
Brazilian Economy and Lula	Content= All content, (<i>Brazilian Economy</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	5	RSS Edit Delete
optical mission	Content= All content, (<i>optical mission</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	5	RSS Edit Delete
Stem Cell	Content= Journals, (<i>stem cell</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	5	RSS Edit Delete
brazilian economy	Content= Journals, (<i>brazilian economy</i> in All fields), inc. EarlyCite articles, inc. Backfiles content	5	RSS Edit Delete

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Title	ISSN	Type
Accounting Research Journal	1030-9616	Journal
Accounting, Auditing & Accountability Journal	0951-3574	Journal
Advances in Accounting Behavioral Research	1475-1488	Book series
Advances in Accounting Education	1085-4622	Book series
Advances in Environmental Accounting & Management	1479-3598	Book series
Advances in Management Accounting	1474-7871	Book series
Advances in Public Interest Accounting	1041-7060	Book series
Advances in Taxation	1058-7497	Book series
Asian Review of Accounting	1321-7348	Journal
Balance Sheet	0965-7967	Journal
China Finance Review International	2044-1398	Journal
International Finance Review	1569-3767	Book series
International Journal of Accounting and Information Management	1834-7649	Journal
International Journal of Islamic and Middle Eastern Finance and Management	1753-8394	Journal
International Journal of Managerial Finance	1743-9132	Journal
Journal of Accounting & Organizational Change	1832-5912	Journal
Journal of Accounting in Emerging Economies	2042-1168	Journal

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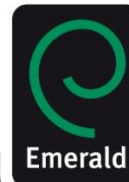
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na caixa de busca

Use o menu suspenso para
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procurando e clique em
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Guia *All*



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1 [Exploring the consequences of brand credibility](#)

Type: Research paper

Author(s): Tae Hyun Baek, Karen Whitehill King

Source: [Journal of Services Marketing](#) Volume: 25 Issue: 1

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2 [How negative online information affects brand attachment and source credibility](#)

Type: Research paper

Author(s): Jyh-Shen Chiou, Arlene Chi-Fen Hsu, Chia-Hung

Source: [Online Information Review](#) Volume: 37 Issue: 6 2013

☒ [Preview](#) | [View HTML](#) | [View PDF \(176kb\)](#) | [Abstract](#)

3 [How service quality influences brand equity and corporate credibility](#)

Type: Research paper

Author(s): Sadia Jahanzeb, Tasneem Fatima, Muhammad Mohsin Butt

Source: [International Journal of Bank Marketing](#) Volume: 31 Issue: 2 2013

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4 [The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude](#)

Type: Research paper

Author(s): Paul C.S. Wu, Yun-Chen Wang

Source: [Asia Pacific Journal of Marketing and Logistics](#) Volume: 23 Issue: 4 2011

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5 [Celebrity endorsement, brand credibility and brand equity](#)

Type: Research paper

Author(s): Amanda Spry, Ravi Pappu, T. Bettina Cornwell

Source: [European Journal of Marketing](#) Volume: 45 Issue: 6 2011

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Serão apresentados os números totais e os 5 registros mais relevantes encontrados em cada fonte de pesquisa

Registros totais encontrados em **Periódicos**

5 registros mais relevantes encontrados em **Periódicos**

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- 1 [The impact of brand credibility and in China](#)
Type: Chapter Item
Author(s): Xuehua Wang, Zhilin Yang
Source: *Advances in International Marketing*, Volume: 23, 2012
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- 2 [Cultural Heritage Fashion Branding in Asia](#)
Type: Chapter Item
Author(s): Eunju Ko, Seulgi Lee
Source: *Advances in Culture, Tourism and Hospitality Research*, Volume: 5, 2011
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- 3 [Chapter 2 Building a strong business-to-business brand](#)
Type: Chapter Item
Author(s): Kevin Lane Keller
Source: *Advances in Business Marketing and Purchasing*, Volume: 15, 2009
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Author(s): Shih-Ching Wang, Primidya K. Soesilo, Dan Zhang, C. Anthony Di Benedetto
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Author(s): Ian Michael, Meerah Ketait, Sarah Al Qassimi, Azza Al Nuaimi
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Type: Research paper
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Abstract

Purpose – The purpose of this study is to investigate whether the framework of brand credibility effects is applicable to service categories and to examine if brand credibility's impact differs according to service type and involvement level.

Design/methodology/approach – Using a self-administered survey (n=385), this study tests the proposed model, including six latent constructs: brand credibility, perceived quality, perceived risk, information costs saved, perceived value for money, and purchase intention.

Findings – The results indicate that brand credibility exerts a strong effect on purchase intention by increasing perceived quality, perceived value for money, and information costs saved, and by decreasing perceived risk across multiple service categories. The results also indicate that the magnitude of brand credibility's impact on purchase intention varies under different conditions with regard to utilitarian and hedonic services.

Research limitations/implications – This study is based on student samples with a limited number of service categories. Future research is needed to examine the generalizability of the proposed model by using non-student samples with different service classifications.

Practical implications – Establishing brand credibility seems to be especially effective in utilitarian services when marketing communication campaigns have the consistency of brand attributes that invoke either value for money or lower service brand-related information efforts.

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Findings – The analysis shows that: the vast majority of academic literature relates to the characteristics of Chinese MNCs and their expansion into developed countries; the available evidence tends to suggest that China's MNCs already possess some competitive capabilities that, although not yet completely developed, are consolidated to compete against companies in developed countries; Chinese MNCs seem to have achieved a certain level that allows them to have directly participated by committing most of the investment agreements with more than 20 developing countries; and the current trade and investment figures hint that, in the medium term, Chinese MNCs may be involved in market-seeking FDI in LA.

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[Google Scholar: the pros and the cons](#)

[Document Analysis as a Qualitative Research Method](#)

Journal of the Week



Áreas de Recursos

Área da Pesquisa



Research Zone

Idealizada para oferecer orientação e suporte sobre como manter-se atualizado em relação às últimas pesquisas e avanços. A área oferece uma consultoria completa para sua pesquisa, contatos de autores da Emerald e um calendário de eventos internacionais

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Research Zone

- Research Awards
- Winning Research Funding
- How To Guides
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Research Awards



Emerald actively promotes and rewards research in management and LIS. As well as funding for research projects, Emerald also bestows awards for doctoral research and case study research.

Winning Research Funding



This six-part adaptation on winning research funding is presented as part of Emerald's continuous relationship with academic researchers and writers around the world.

"How to..." Guides



"How to..." guides for researchers – practical tips and guidance on how to design, develop and present your research.

Research Connections



Research Connections is an online meeting place providing the opportunity for researchers to contact like-minded professionals and showcase their work.

Conference Central



Conference Central – selected events from around the globe – a comprehensive collection of links to international conferences and events in management, library and information science, and engineering. Use it to find out which conferences Emerald staff, editors and advisers will be attending and pinpoint the right event for you.

Áreas de Recursos Para Autores



For Authors

Support and services



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Writing for Emerald

Editing Service

Emerald Literati Network

Guide to Getting Published

How To Guides

Editor Interviews

Emerald and Open Access

For Librarians

For Engineers

Research Zone

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Teaching Zone

Informação sobre redação, além de sugestões práticas e um guia de como o seu trabalho – ou o de seus alunos – pode ser publicado, maximizando suas chances de publicação e visibilidade

Book authors: visit our [books section](#).

Impact of Research



Emerald's philosophy concerning impact of research is explained. Discover what Emerald means by impact, how Emerald measures impact and what impact information Emerald provides, as well as links to further information sources.

Editing Service



The Emerald Literati Network Editing Service allows authors to contact experienced copy editors to help improve the standard of English in a paper before it is submitted to a journal for consideration.

Guide to Getting Published



Emerald's Guide to Getting Published is a unique initiative – advice on how to get published direct from the publisher. Why not host a presentation at your institution?

Writing for Emerald



If you are researching, teaching or consulting in management, or are yourself a manager with something to say, we aim to be your publisher of choice. Discover the benefits and opportunities in our Writing for Emerald section.

Emerald Literati Network



Find out who has won one of our prestigious Emerald Literati Network awards. These awards recognize the efforts of authors and editors and celebrate the outstanding contributions many have made, not only to our journals, but to the body of knowledge itself.

"How to..." Guides



A comprehensive set of "How to..." guides for authors – advice direct from the publisher on planning, writing and revising an article, by yourself or with others, to maximize its chance of acceptance by your chosen journal.

Áreas de Recursos Para Bibliotecários



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For Librarians

Comprehensive solutions to the issues facing library and information professionals



Soluções completas para questões relacionadas à biblioteca e aos profissionais da informação. Além de informações para bibliotecários que desejam publicar e calendário de eventos

Managing your Library



Today's librarian has to be a fully rounded manager. Emerald for Librarians draws on the best current management thinking and research, and presents it in such a way that busy librarians can easily adapt it to their needs.

Information Management Resources



Keep up with the latest technical developments in library and information management. Our information management resources include interviews and viewpoints plus Features of the Month.

Writing for LIS Journals



Offering unmatched rights and support for authors, Emerald aims to be the publisher of choice for LIS professionals looking to publish their work. Use this section to choose which journal you submit your paper and for handy tips on writing and getting published.

Library Events



With information on all the latest international events, our library events section will let you pinpoint the right event for you! Find out which conferences Emerald staff, editors and advisers will be attending, or add an event of your own.

Marketing your Library



Everyone recognizes the importance of maximizing the use of the library's resources and justifying the role that the library plays in the university. This section presents key articles on marketing your library's services.

Features of the Month



Are you looking to improve your daily information services activities or personal professional growth? Then visit our LIS features of the month section for the latest event and book reviews, noteworthy product information and more!

Support Resources



Comprehensive support resources to help you and your users make the best use of Emerald's website facilities. Designed to provide information and guidance, our support section also gives you access to value added services and promotional materials including MARC records.

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Mechanical and Materials
Engineering Articles

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Engineering Events

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Insightful practical and theoretical articles, interviews, case studies, viewpoints and more...



Artigos práticos e teóricos abrangentes, entrevistas, estudos de casos, pontos de vista, calendário de eventos e muito mais...

Electrical and Electronic Engineering Articles



Innovative electrical and electronic engineering articles providing access to both theoretical and practical intelligence. Areas covered include energy conservation, sensor technology, medical imaging, modeling, design and manufacturing.

Mechanical and Materials Engineering Articles



A unique research into practice collection of mechanical and materials engineering articles, incorporating advanced automation, aerospace engineering, corrosion management, lubrication and tribology, polymer and colorants technology, and structural engineering.

Special Features



Effective action requires a balance of theory, practical advice and tips from those who have made a difference. With this in mind we bring you our special features, a mix of practical, insightful articles, interviews with leading figures, case studies and reviews.

Engineering Events



To help make life easier, our international events section will help you pinpoint the right event for you! For all the latest events in electronic, mechanical, materials engineering and more, see our engineering events page.

Áreas de Recursos

Área de Estudo



Learning Zone

Resources for those studying MBAs, degrees, executive courses and business-related subjects



Recursos para aqueles que estão fazendo MBA, graduação e cursos relacionados à administração, gestão e negócios.

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Research Zone

Learning Zone

Management Skills
Management Thinking
Study Skills and Student Life
Literature Reviews Collection
Emerald Research Digests

Teaching Zone

Multimedia Zone

Management Skills



Handy introductions for students or essential management skills for developing managers. Guides in this section include communication and time management plus many more.

Management Thinking



Short, distilled summaries of the latest Management Thinking articles plus interviews with those who shape business today. Use these resources to enhance your management knowledge.

Study Skills and Student Life



Articles and guides designed specifically to help students develop the key skills they need to succeed in higher education. Learn about writing dissertations, note taking and much more.

Literature Reviews Collection



Valuable literature reviews gathered together in a quick and convenient place for researchers to find a starting point for their next piece of work or to identify gaps in the current literature.

Emerald Research Digests



Research Digests take the best research papers on strategy, human resource management and learning and distil them into handy, 1,500-word summaries for easier understanding and more immediate impact in practice and in the classroom.

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Case Studies Collection

Issues in Education

Interviews Collection

Book Reviews Collection

Multimedia Zone

Teaching Zone

Resources for teaching faculty and students in business and management



Recursos para professores e alunos de administração e gestão. Informações a partir de experiências de docentes do mundo inteiro que irão beneficiar as atividades de docência. Estudos de caso e resenha de livros que podem ser utilizados em sala de aula. Além de entrevistas com pesquisadores e profissionais renomados.

Teaching Insights



Teaching insights into writing and running courses, schemes of work for existing courses, and tips on conducting lectures and tutorials.

Issues in Education



What's new in education? What are the current hot topics and who is adopting them? Visit our Issues in education section to keep up to date with the latest developments.

Book Reviews Collection



Reliable, in-depth book reviews in the management field. Written by academics for students, teachers and researchers.

Case Studies Collection



Suitable for learning and teaching, an assortment of case studies that are ideal to use as illustrations of business and management issues.

Interviews Collection



Interviews with leading figures – lively conversations with people who shape the business and academic fields.

Áreas de Recursos

Área Multimídia



Multimedia Zone

Audio and video content from Emerald



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 - Video Abstracts
 - Talking Management
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 - Writing Teaching Cases
 - Podcasts

Todos os recursos audio visuais da Emerald em um só lugar.
Entrevistas com pesquisadores e profissionais renomados,
vídeos de incentivo à pesquisa, podcasts, entre outros recursos.

and young people's online social networking can serve as sites for and supports for student learning in ways not currently assessed.

This work presents concrete examples of how social network sites, typically seen as a distraction, might be re-envisioned as supports for revised student learning outcomes.



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We are delighted to present these abstracts of recently published and notable Emerald articles filmed by the articles' authors.

02: Talking Management



The Talking Management Series features insightful interviews with leading business figures and management writers.

03: Emerald Channel



This channel features short videos and seminars introducing the key benefits of Emerald products and services.

04: Writing Teaching Cases



Engaging talk split into 8 short videos, by Editor-in-Chief Dr Bachani, on preparing teaching cases for publication.

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Featured audio: Marketing and Logistics

Luxury brands go back to nature



Play audio

A mountain, a forest, a river and a basic wooden boat on which sits a make-up free and casually dressed Angelina Jolie, her unlaquered hair blowing gently in the breeze; if you want hard evidence of the latest trend in advertising, look no further than Louis Vuitton.

Podcasts and interviews

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Unveiling Emerald's two new-look websites

As part of Emerald's ongoing initiative to improve online user experience, we are introducing some changes to our websites.

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Emerald is a global publisher linking research and practice to the benefit of society. In 2013, more than 21 million Emerald articles were downloaded and read in research and study.

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Our dedicated resource zones offer a range of valuable tools designed to make research easier and enhance your subscription, including articles, interviews and how-to guides.

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For the Emerald user

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Create your own space that will be published or saved search alerts.

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Emerald help – brief guides to searching and browsing

How best to use "browse", "quick search" and "advanced search", as well as understand fully the results pages, are all covered in the following sections:

- [Top ten search tips](#)
- [Using the browse functionality](#)
- [Using quick and advanced search](#)
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We have produced a set of quick guides on how to access our content and where to find further information. These interactive demonstrations last around four minutes and walk you through the key features of Emerald products:

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Áreas Informativas

Seu Perfil e Alertas



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An Emerald profile is a FREE service that allows you to customize your experience on Emerald websites.

Taking out a Emerald profile enables you to:

This site

- Create & manage alerts (inc. table of contents (TOC), new title, saved search, weekly digest alerts)
- Manage saved searches
- Create, manage and export marked lists
- Manage favourites
- Manage newsletter subscriptions

Emerald Group Publishing

- Use your profile to access free content, including: articles, viewpoints, features and interviews

Emerald ManagementFirst

- Create & manage lists of favourite items and searches
- Set up & customize a personalized homepage
- Add RSS feeds from top business sites (or add your own)

If you have registered before, please login, otherwise complete the form below.

Registration form

N.B.: All fields must be filled in.

Your registration

Your details

Title:

First Name:

Last Name:



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Obrigada pela atenção!

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