



Literaturrecherche

Eine Einführung

Marketing Department
Fakultät für Wirtschaftswissenschaft
Ruhr-Universität Bochum





1. Ziel-Journals des Lehrstuhls
2. Arten der Literaturrecherche
3. Überblick verfügbare Zeitschriften
4. Einführung in EBSCO
5. Einführung in den Social Science Citation Index
6. Kurzeinführung LexisNexis
7. Wichtige Ressourcen

Übersicht Gesamtranking:

Startseite	Verein	Einrichtungen	Förderung	Veranstaltungen	Service	Mitgliederbereich
Sie sind hier: Service / VHB-JOURQUAL / VHB-JOURQUAL 2 (2008) / Gesamtübersicht						
Service		Gesamtübersicht				
Stellenbörse		Rank	Journal/Zeitschrift	Rating	JQ2 Index	JQ1 Index
BuR - Business Research		1	Journal of Finance	A+	9,80	9,62
VHB-JOURQUAL		2	American Economic Review	A+	9,75	9,61
Leitung und Beitrag		3	Review of Financial Studies	A+	9,48	9,26
VHB-JOURQUAL 1 (2003)		4	Administrative Science Quarterly	A+	9,48	9,31
VHB-JOURQUAL 2 (2008)		5	Journal of Marketing	A+	9,46	9,54
Gesamtübersicht		6	Journal of Consumer Research	A+	9,44	9,39
Alphabetische Übersicht		7	Journal of Financial Economics	A+	9,43	9,53
Teilranking ABWL		8	Information Systems Research	A+	9,42	8,83
Teilranking Organisation und Personal		9	Journal of Marketing Research	A+	9,34	9,74
Teilranking Hochschulmanagement		10	Marketing Science	A+	9,29	9,74
Teilranking Internationales Management		11	Management Science	A+	9,20	9,29
Teilranking Marketing		12	Operations Research	A+	9,19	8,78
Teilranking Technologie- und Innovationsmanagement		13	Academy of Management Journal	A+	9,08	9,15
Teilranking Umweltwirtschaft		14	Academy of Management Review	A+	9,07	8,56
Teilranking Logistik						
Teilranking Operations Research						
Teilranking Produktion						
Teilranking Bankbetriebslehre/Finanzierung						
Teilranking Rechnungswesen und Controlling						
Teilranking Wirtschaftsinformatik und Informationsmanagement						
Teilranking Betriebswirtschaftliche Steuerlehre						
Teilranking Öffentliche BWL und Not-for-Profit-Management						
Teilranking Dienstleistungsmanagement und Handelsmanagement						

<http://vhbonline.org/service/jourqual/jq2/total/>

- Schwerpunkte liegen auf A+ & A-Publikationen aus den Bereichen Marketing, Management & Psychologie → Für eine Literaturrecherche sind aber auch immer B-Journals relevant
- Bücher können als guter Einstieg in die Thematik dienen, die Suche in hochklassigen Journals ist jedoch im Hinblick auf die Qualität der Beiträge sicherer

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3 Arten der Literaturrecherche:

1. Die extensive Literaturrecherche
 - Schrittweises durchgehen der Inhaltsverzeichnisse der Top-Publikationen der letzten X Jahre (i.d.R. 10-20 Jahre)
2. Die klassische EBSCO-Suche über Stichworte in Titeln, Abstracts, etc..
 - Suche in EBSCO mit geeigneten Suchwörtern (vgl. EBSCO-Einführung)
 - **Wichtig:** Vorher Liste mit den Suchwörtern anlegen, um Überblick zu behalten
 - Vorgehen: Vom „Speziellen“ (→ Titel) zum „Allgemeinen“ (→ Volltext)
 - Manchmal Einschränkung auf bestimmte Journals sinnvoll
3. Die Netzwerksuche:
 - Suche in den Literaturverzeichnissen von Spitzen-Papern (chronologisch absteigend)
 - Suche im Social Science Citation Index

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Informationsquellen:

1. Bestand EZB:

Elektronische Zeitschriftenbibliothek
Ruhr-Universität Bochum
Unser Angebot | Einstellungen

Zeitschriften
- nach Fächern
- alphabetisch
- suchen
- schnelle Suche
suchen

Suche nach Zeitschriften

Titelwort(e) [] und []
Titelanfang [] und []
Verlag [] und []
ISSN []

Navigation:
 alphabetisch blättern
Treffer pro Seite: 50

Suche starten Reset

<http://rzblx1.uni-regensburg.de/ezeit/search.phtml?bibid=RUBO&colors=7&lang=de>

2. OPAC der RUB-BIB:

Titelstichwort [] Index
 und oder und nicht
Verfasser, Hrsg. [] Index
 und oder und nicht
ISBN, ISSN, ISMN []
 und oder und nicht
Titelanfang [] Index **Suchen** Eingaben löschen

Zusätzliche Suchoptionen

Aktuelle Bibliothek
Universitätsbibliothek

E-Medien [] Suche in Bibliothek [] **Zeitschriften, Zeitungen**

Erscheinungsjahr [] - []

Einstellung: Suche in Zeitschriften



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EBSCO Datenbanken



Choose Databases | [Select another EBSCO service](#)

To search within a single database, click the database name listed below. To select more than one database to search, check the boxes next to the databases and click *Continue*.

Continue

Select / deselect all



[Academic Search Premier](#)

This multi-disciplinary database provides full text for more than 4,500 journals, including full text for more than 3,700 peer-reviewed titles. PDF back references are provided for more than 1,000 titles.

[Title List](#) [More Information](#)



[American Bibliography of Slavic and East European Studies](#)

American Bibliography of Slavic & Eastern European Studies (ABSEES), produced by the University of Illinois at Urbana-Champaign, provides information 1939-present.

[More Information](#)



[Business Source Premier](#)

Business Source Premier is the industry's most used business research database, providing full text for more than 2,300 journals, including full text and searchable cited references back to 1998. *Business Source Premier* is superior to the competition in full text coverage in all disciplines of business, it is updated daily on EBSCOhost.

[Title List](#) [More Information](#) [Enhanced Business Searching Interface](#)

- Academic Search Premier und Business Source Premier als Hauptdatenbanken
- Link: <http://search.ebscohost.com/>

EBSCO Suchübersicht:

Übersicht Suchfunktionen:

1. Volltext → Abkürzung TX „...“
2. Autor → Abkürzung AU „...“
3. ...

→ Wichtige nicht aufgeführte Option:
Journal-Einschränkung: JN „...“
z.B. JN „Journal of Marketing Research (JMR)“

Sinnvolle Voreinstellungen:

1. Peer Reviewed Journals
2. Academic Journal



Einführung in EBSCO

RUB

EBSCO Ergebnisübersicht:

The screenshot displays the EBSCO search interface. At the top, there are navigation tabs for 'New Search', 'Subjects', 'Publications', 'Images', and 'More'. The search bar contains the query 'TI "Customer Satisfaction" and JN "Journal of Marketing"'. Below the search bar, there are options for 'Basic Search', 'Advanced Search', 'Visual Search', 'Search History/Alerts', and 'Preferences'. The main results area shows 'All Results: 1-17 of 17 Page: 1' and a list of search results. The first result is 'The Long-Term Stock Market Valuation of Customer Satisfaction' by Aksoy, Lerzan; Cooil, Bruce; Groening, Christopher; Keiningham, Timothy L; Yalçin, Atakan. The second result is 'Do Frontline Mechanisms Matter? Impact of Quality and Productivity Orientations on Unit Revenue, Efficiency, and Customer Satisfaction' by Marinova, Detelina; Ye, Jun; Singh, Jagdip. On the right side, there are filters for 'Limit your results' including 'Full Text', 'References Available', 'Scholarly (Peer Reviewed) Journals', and 'Filter by Publication Date'.

Searching: **Specific Databases**, ... | Choose Databases >

TI "Customer Satisfaction" in Select a Field (optional) Search Clear ?

and JN "Journal of Marketing" in Select a Field (optional)

and in Select a Field (optional) Add Row

Basic Search | Advanced Search | Visual Search | Search History/Alerts | Preferences >

Narrow Results by

Subject: Thesaurus Term

RESEARCH

CONSUMERS -- Attitudes

CONSUMER behavior

MARKETING research

CUSTOMER relations

CUSTOMER services

More >

Subject

Geography

NAICS/Industry

Database

All Databases

Business Source Premier (17)

All Results: 1-17 of 17 Page: 1 Sort by: Date Add (1-17)

Results for: TI "Customer Satisfaction" and JN "Journal of Mark..." Options set Alert / Save / Share >

Search Results: Boolean/Phrase The number of available results reflects the removal of duplicates.

1. [The Long-Term Stock Market Valuation of Customer Satisfaction.](#)

By: Aksoy, Lerzan; Cooil, Bruce; Groening, Christopher; Keiningham, Timothy L; Yalçin, Atakan. Journal of Marketing, Jul2008, Vol. 72 Issue 4, p105-122, 18p, 5 charts, 3 graphs; DOI: 10.1509/jmkg.72.4.105; (AN 32573173)

[PDF Full Text](#) (423KB)

Add to folder | Cited References: (11)

UB BOCHUM LinkSolver

Show all 8 images

2. [Do Frontline Mechanisms Matter? Impact of Quality and Productivity Orientations on Unit Revenue, Efficiency, and Customer Satisfaction.](#)

By: Marinova, Detelina; Ye, Jun; Singh, Jagdip. Journal of Marketing, Mar2008, Vol. 72 Issue 2, p28-45, 18p, 4 charts, 1 diagram, 3 graphs; (AN 29959974)

[PDF Full Text](#) (346KB)

Add to folder | Cited References: (26)

UB BOCHUM LinkSolver

Show all 8 images

Limit your results

Full Text

References Available

Scholarly (Peer Reviewed) Journals

Filter by Publication Date:

1992 2008

1992 2008

Update Results

< Search Options Options set

Speichern, Mailen von Artikel & Search Alerts:

The screenshot shows the EBSCOhost search results interface. At the top, there is a navigation bar with 'Sign In to My EBSCOhost' circled in red. Below the search bar, the search criteria are: TI "Customer Satisfaction" and JN "Journal of Marketing". The results list two articles. The first article, 'The Long-Term Stock Market Valuation of Customer Satisfaction', has its 'Alert / Save / Share' link circled in red. A red arrow points from the 'Sign In to My EBSCOhost' link to this circled link. The second article, 'Do Frontline Mechanisms Matter? Impact of Quality and Productivity Orientations on Unit Revenue, Efficiency, and Customer Satisfaction', is also visible. The right sidebar contains options to limit results, such as 'Full Text' and 'References Available'. The bottom right corner has an 'Update Results' button and search options.

Sign In to My EBSCOhost

Search: TI "Customer Satisfaction" in Select a Field (optional) Search Clear

and JN "Journal of Marketing" in Select a Field (optional)

and in Select a Field (optional) Add New

Basic Search | Advanced Search | Visual Search | Search History/Alerts | Preferences >

Narrow Results by

- Subject: Thesaurus Term
 - RESEARCH
 - CONSUMERS -- Attitudes
 - CONSUMER behavior
 - MARKETING research
 - CUSTOMER relations
 - CUSTOMER services
- Subject
- Geography
- NAICS/Industry
- Database
 - All Databases
 - Business Source Premier (17)

All Results: 1-17 of 17 Page: 1 Sort by: Date Add (1-17)

Results for: TI "Customer Satisfaction" and JN "Journal of Mark... Options set

Search Results: Boolean/Phrase | The number of available results reflects the removal of duplicates.

- [The Long-Term Stock Market Valuation of Customer Satisfaction.](#)
By: Aksoy, Lerzan; Cooil, Bruce; Groening, Christopher; Keiningham, Timothy L; Yalcin, Atakan. Journal of Marketing, Jul2008, Vol. 72 Issue 4, p105-122, 18p, 5 charts, 3 graphs; DOI: 10.1509/jmkg.72.4.105; (AN 32573173)
[PDF Full Text](#) (423KB)
[Add to folder](#) | [Cited References: \(11\)](#)
[UB BOCHUM LinkSolver](#)
[Show all 8 images](#)
- [Do Frontline Mechanisms Matter? Impact of Quality and Productivity Orientations on Unit Revenue, Efficiency, and Customer Satisfaction.](#)
By: Marinova, Detelina; Ye, Jun; Singh, Jagdip. Journal of Marketing, Mar2008, Vol. 72 Issue 2, p28-45, 18p, 4 charts, 1 diagram, 3 graphs; (AN 29959974)
[PDF Full Text](#) (346KB)
[Add to folder](#) | [Cited References: \(26\)](#)
[UB BOCHUM LinkSolver](#)
[Show all 8 images](#)

Limit your results

- Full Text
- References Available
- Scholarly (Peer Reviewed) Journals

Filter by Publication Date:

1992 2008

1992 2008

[Update Results](#)

[Search Options](#) Options set

Auf Alert/Save/Share klicken.
Voraussetzung: Registriert und eingeloggt bei MY EBSCO



Einführung in EBSCO

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EBSCO Suche nach Journals:

New Search | Subject | **Publications** | Images | More

Searching: Academic Search Premier, ... | Choose Databases > | Zuerst hierauf klicken

Search | Clear

Basic Search | Advanced Search | Visual Search | Search History/Alerts | Preferences >

Publications

Browsing: Academic Search Premier - Publications

Gesuchtes Journal eingeben

Alphabetical | By Subject & Description | Match Any Words

Page: Previous | Next | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |

Mark Items for Search | Add

- AAC: Augmentative & Alternative Communication
Bibliographic Records: 06/01/2001 to present
- AACN Clinical Issues: Advanced Practice in Acute & Critical Care
Bibliographic Records: 02/01/2002 to 01/31/2006
- AANA Journal
Bibliographic Records: 02/01/2001 to present; *Full Text:* 02/01/2001 to present
PDF Full Text
- ABA Journal
Bibliographic Records: 01/01/1975 to present; *Full Text:* 01/01/1975 to present
PDF Full Text; HTML Full Text
- Abdominal Imaging
Bibliographic Records: 05/01/2003 to present

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Einführung in den Social Science Citation Index

SSCI Suchübersicht:

Sign In | My EndNote Web | My ResearcherID | My Citation Alert

ISI Web of KnowledgeSM Take the next step ↻

All Databases | Select a Database | Web of Science | Additional Resources

Search | Cited Reference Search | Advanced Search | Search History | Marked List (0)

Web of Science[®]

Search for:

in **Topic**

Example: oil spill mediterranean*

AND in **Author**

Example: O'Brian C OR OBrian C**
Need help finding papers by an author? Use [Author Finder](#).

AND in **Publication Name**

Example: Cancer OR Journal of Cancer Research and Clinical Oncology*

[Add Another Field >>](#)

Current Limits: [\[Hide Limits and Settings\]](#) (To save these permanently, [sign in](#) or [register](#).)

Timespan:

All Years (updated 2009-03-14)

From to (default is all years)

Citation Databases:

Science Citation Index Expanded (SCI-EXPANDED)--1945-present

Social Sciences Citation Index (SSCI)--1956-present

Arts & Humanities Citation Index (A&HCI)--1975-present

- Prinzipiell gleiches Handling wie bei EBSCO
- Link: <http://apps.isiknowledge.com/>



Einführung in den Social Science Citation Index

SSCI Ergebnisübersicht I:

ISI Web of KnowledgeSM Take the next step

All Databases | Select a Database | Web of Science | Additional Resources

Search | Cited Reference Search | Advanced Search | Search History | Marked List (0)

Web of Science®

Results Author=(homburg C)
Timespan=All Years. Databases=SCI-EXPANDED, SSCI, A&HCI.

Results: 53 Page 1 of 6

Print | E-mail | Add to Marked List | Save to EndNote Web | Save to EndNote, RefMan, ProCite | more options

Refine Results

Search within results for

Subject Areas | Document Types | Authors | Source Titles | Publication Years | Institutions | Languages | Countries/Territories

1. Title: Social Identity and the Service-Profit Chain
Author(s): Homburg C, Wieseke J, Hoyer WD
Source: JOURNAL OF MARKETING Volume: 73 Issue: 2 Pages: 38-54 Published: MAR 2009
Times Cited: 0

2. Title: Customer prioritization: Does it pay off, and how should it be implemented?
Author(s): Homburg C, Droll M, Totzek D
Source: JOURNAL OF MARKETING Volume: 72 Issue: 5 Pages: 110-130 Published: SEP 2008
Times Cited: 0

3. Title: Satisfaction, complaint, and the stock value gap
Author(s): Luo XM, Homburg C
Source: JOURNAL OF MARKETING Volume: 72 Issue: 4 Pages: 29-43 Published: JUL 2008
Times Cited: 1

4. Title: Understanding the adoption of new brands through salespeople: a multilevel framework
Author(s): Wieseke J, Homburg C, Lee N
Source: JOURNAL OF THE ACADEMY OF MARKETING SCIENCE Volume: 36 Issue: 2 Pages: 278-291 Published: JUN 2008
Times Cited: 0

5. Title: Configurations of marketing and sales: A taxonomy
Author(s): Homburg C, Jensen O, Krohmer H

Wichtige Funktion: Einschränkung der Ergebnisse auf bestimmte Journals



Einführung in den Social Science Citation Index



SSCI Ergebnisübersicht II:

Web of Science®

Results Author=(homburg C)
Timespan=All Years. Databases=SCI-EXPANDED, SSCI, A&HCI.

Results: **53** Page 1 of 6 Go

Print E-mail Add to Marked List Save to EndNote® Web Save to EndNote®, RefMan, ProCite more options

Refine Results
Search within results for [] Search

► **Subject Areas**
► **Document Types**

1. **A multiple-layer model of market-oriented organizational culture: Measurement issues and performance outcomes**
Author(s): Homburg C, Pflesser C
Source: **JOURNAL OF MARKETING RESEARCH** Volume: 37 Issue: 4 Pages: 449-462 Published: NOV 2000
Times Cited: **92**
[UB BOCHUM](#) [LinkSolver](#)

durch Klicken auf den Titel gelangt man zur Detailansicht

Web of Science®

<< Back to results list Record 1 of 53 Record from Web of Science®

A multiple-layer model of market-oriented organizational culture: Measurement issues and performance outcomes

[UB BOCHUM](#) [LinkSolver](#) Print E-mail Add to Marked List Save to EndNote® Web Save to EndNote®, RefMan, ProCite more options

Author(s): Homburg C, Pflesser C
Source: JOURNAL OF MARKETING RESEARCH Volume: 37 Issue: 4 Pages: 449-462 Published: NOV 2000
Times Cited: 92 References: 83 [Citation Map](#) [beta](#)

Abstract: Previous research addressing market orientation from a cultural perspective typically has used behavioral measures of this construct. Drawing on literature in the fields of organizational theory and marketing, the authors develop a multilayer model of market-oriented organizational culture. They draw an explicit distinction among values that support market orientation, norms for market orientation, artifacts indicating high and low market orientation, and market-oriented behaviors. On the basis of qualitative research and a subsequent survey, the authors develop scales for measuring the different layers of market-oriented culture and analyze relationships among the different components of market-oriented culture. Findings indicate that artifacts play a crucial role in determining behavior within organizations. Results also indicate that a market-oriented culture influences financial performance indirectly through market performance and that this relationship is stronger in highly dynamic markets.

Document Type: Article
Language: English
KeyWords Plus: COMPETITIVE ADVANTAGE; CUSTOMER SATISFACTION; CORPORATE CULTURE; ORIENTATION; PROFITABILITY; CONSTRUCT; PARADIGM; SCALE; FIRM
Reprint Address: Homburg, C (reprint author), Univ Mannheim, Dept MK, D-6800 Mannheim 1, Germany
Addresses:
1 Univ Mannheim, Dept MK, D-6800 Mannheim 1, Germany
2 Univ Mannheim, Inst MK Oriented Management, D-6800 Mannheim, Germany
3 BASF AG, D-6700 Ludwigshafen, Germany
Publisher: AMER MARKETING ASSOC, 311 S WACKER DR, STE 6800, CHICAGO, IL 60606-6629 USA
Subject Category: Business
IDS Number: 372UV
ISSN: 0022-2437

Cited by: 92
This article has been cited 92 times (from Web of Science).
Mohr JJ, Sarin S. Drucker's insights on market orientation and innovation: implications for emerging areas in high-technology marketing. JOURNAL OF THE ACADEMY OF MARKETING SCIENCE 37 1 85-96 MAR 2009
Tellis GJ, Prabhu JC, Chandry RK. Radical Innovation Across Nations: The Preeminence of Corporate Culture. JOURNAL OF MARKETING 73 1 3-23 JAN 2009
Manning KC, Bearden WO, Tian K. Development and Validation of the Agents' Socially Desirable Responding (ASDR) scale. MARKETING LETTERS 20 1 31-44 MAR 2009
[view all 92 citing articles]
[Create Citation Alert](#)

Related Records:
Find similar records based on shared references (from Web of Science).
[view related records]

References: 83
View the bibliography of this record (from Web of Science).

Additional information



SSCI Ergebnisübersicht III:

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<< Back to results list | Record 1 of 53 >>

A multiple-layer model of market-oriented organizational culture: Measurement issues and performance outcomes

UB BOCHUM LinkSource **1** Print E-mail Add to Marked List Save to EndNote Web Save to EndNote, RefMan, ProCite more options

Author(s): Homburg C, Pflesser C

Source: JOURNAL OF MARKETING RESEARCH Volume: 37 Issue: 4 Pages: 449-462 Published: NOV 2000

Times Cited: 92 **3** References: 83 **2** Citation Map beta

3 Abstract: Previous research addressing market orientation from a cultural perspective typically has used behavioral measures of this construct. Drawing on literature in the fields of organizational theory and marketing, the authors develop a multilayer model of market-oriented organizational culture. They draw an explicit distinction among values that support market orientation, norms for market orientation, artifacts indicating high and low market orientation, and market-oriented behaviors. On the basis of qualitative research and a subsequent survey, the authors develop scales for measuring the different layers of market-oriented culture and analyze relationships among the different components of market-oriented culture. Findings indicate that artifacts play a crucial role in determining behavior within organizations. Results also indicate that a market-oriented culture influences financial performance indirectly through market performance and that this relationship is stronger in highly dynamic markets.

Document Type: Article

Language: English

KeyWords Plus: COMPETITIVE ADVANTAGE; CUSTOMER SATISFACTION; CORPORATE CULTURE; ORIENTATION; PROFITABILITY; CONSTRUCT; PARADIGM; SCALE; FIRM

Reprint Address: Homburg, C (reprint author), Univ Mannheim, Dept Mkt, D-6800 Mannheim 1, Germany

Addresses:
1. Univ Mannheim, Dept Mkt, D-6800 Mannheim 1, Germany
2. Univ Mannheim, Inst Mkt Oriented Management, D-6800 Mannheim, Germany
3. BASF AG, D-6700 Ludwigshafen, Germany

Publisher: AMER MARKETING ASSOC, 311 S WACKER DR, STE 5800, CHICAGO, IL 60606-6629 USA

Subject Category: Business

IDS Number: 372UV

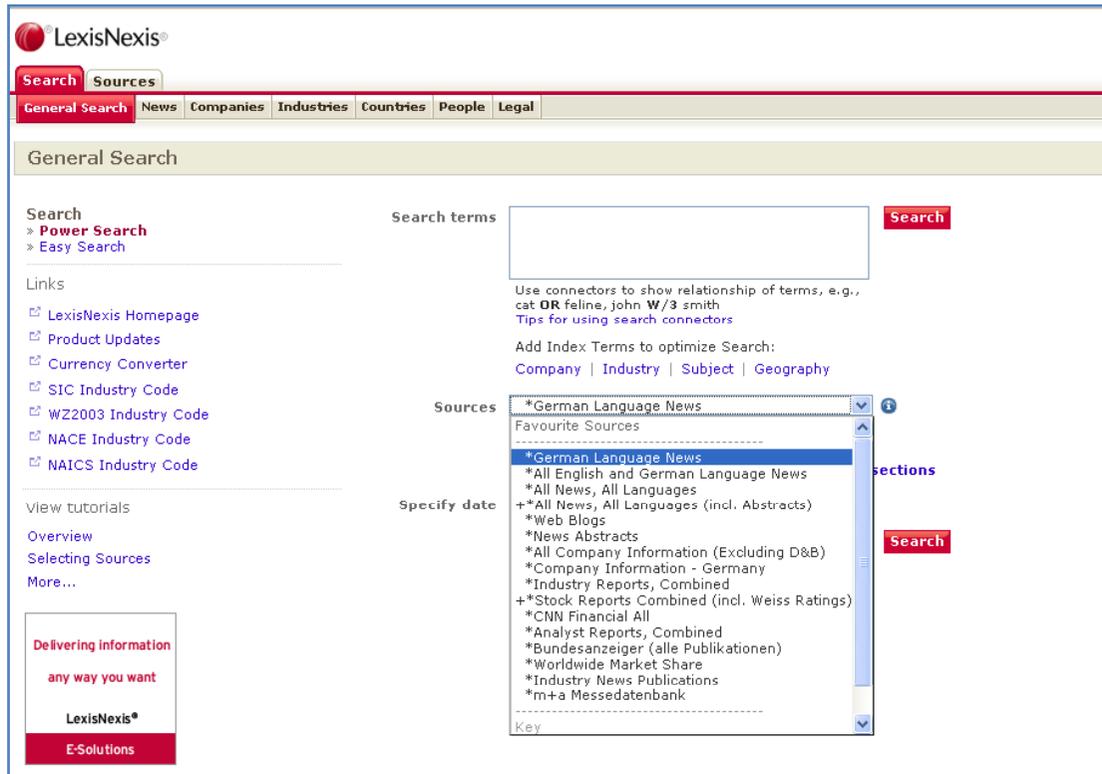
ISSN: 0022-2437

Wichtige Funktionen:

1. Volltext Abfrage
2. Anzeige der im Paper zitierten Artikel
3. Anzeige welche andere Autoren diesen Artikel zitiert haben

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LexisNexis Suchübersicht:



The screenshot displays the LexisNexis search interface. At the top, there is a navigation bar with 'Search' and 'Sources' tabs. Below this, a 'General Search' section is visible. On the left side, there are links for 'LexisNexis Homepage', 'Product Updates', 'Currency Converter', 'SIC Industry Code', 'WZ2003 Industry Code', 'NACE Industry Code', and 'NAICS Industry Code'. There is also a 'View tutorials' section with links for 'Overview', 'Selecting Sources', and 'More...'. A red box at the bottom left contains the text 'Delivering information any way you want' and 'LexisNexis® E-Solutions'. The main search area includes a 'Search terms' input field with a 'Search' button. Below the input field, there is a 'Sources' dropdown menu with a 'Search' button. The dropdown menu is open, showing a list of sources including '*German Language News', '*All English and German Language News', '*All News, All Languages', '+*All News, All Languages (incl. Abstracts)', '*Web Blogs', '*News Abstracts', '*All Company Information (Excluding D&B)', '*Company Information - Germany', '*Industry Reports, Combined', '+*Stock Reports Combined (incl. Weiss Ratings)', '*CNN Financial All', '*Analyst Reports, Combined', '*Bundesanzeiger (alle Publikationen)', '*Worldwide Market Share', '*Industry News Publications', and '*m+a Messedatenbank'. There is also a 'Specify date' field and a 'Key' dropdown at the bottom of the sources list.

- Gut geeignet für Zitat-Suchen
- Link: <http://www.lexisnexis.com/hottopics/lnacademic/>



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Wichtige Ressourcen

RUB

→ Bei der Literaturrecherche sollten auch immer die Artikel berücksichtigt werden, die erst noch erscheinen (forthcoming)

→ Hier die wichtigsten Quellen:

1. Journal of Marketing: www.marketingpower.com/JM
2. Journal of Consumer Research: <http://ejcr.org/>
3. Journal of Marketing Research: www.marketingpower.com/JMR
4. Marketing Science: <http://www.informs.org/Pubs/MktSci>
5. Management Science: <http://www.informs.org/Pubs/ManSci>
6. Academy of Management Journal: http://journals.aomonline.org/inpress/main.asp?p_id=1
7. Academy of Management Review: http://journals.aomonline.org/inpress/main.asp?p_id=4
8. Organizational Science: http://www.informs.org/site/Organization_Science/
9. MIS Quarterly: <http://www.misq.org/archivist/forthcoming/accepted.html>
10. Journal of International Business Studies: <http://www.palgrave-journals.com/jibs/journal/vaop/ncurrent/index.html>
11. Journal of the Academy of Marketing Science: <http://www.springerlink.com/content/120573/?Content+Status=Accepted>
12. Strategic Management Journal: <http://www3.interscience.wiley.com/journal/89016683/issue>
13. Journal of Service Research: <http://jsr.sagepub.com/pap.dtl>
14. Journal of Business Venturing: http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=
15. Journal of Applied Psychology: <http://psycnet.apa.org/index.cfm?fa=browsePA.volumes&jcode=apl>
(keine forthcoming Artikel verfügbar)



→ Hier die wichtigsten Quellen II:

16. [Journal of Economic Behavior & Organization](#)
17. Journal of Economics & Management Strategy
<http://www3.interscience.wiley.com/journal/118514127/home> (keine forthcoming Artikel verfügbar)
18. International Journal of Research in Marketing:
http://www.elsevier.com/wps/find/journaldescription.cws_home/505550/description
19. Organizational Behavior and Human Decision Processes:
http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=
20. Journal of Retailing: http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=
21. Journal of Product Innovation Management:
<http://www3.interscience.wiley.com/journal/118487224/home> (keine forthcoming Artikel verfügbar)

→ Sonstige wichtige Quelle

Google Scholar: <http://scholar.google.com/>