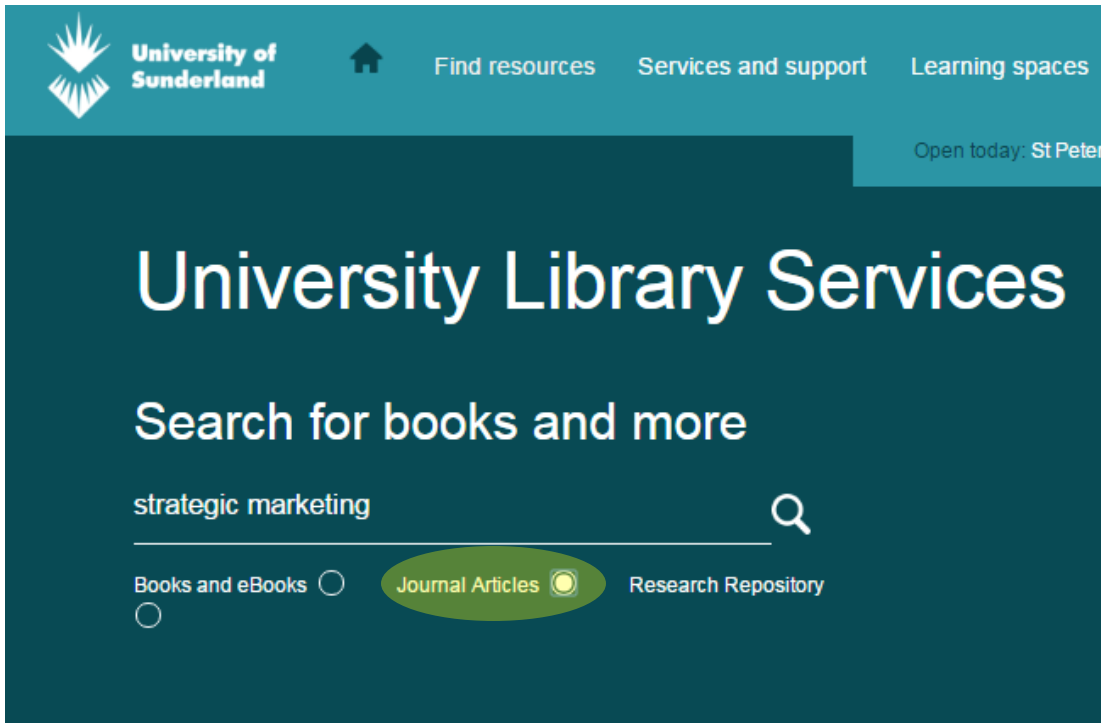


To search for journal articles you can use the search box on the library home page or you can go directly to **Discover**.

You can use Discover to find an article when you know exactly what you want and you have the bibliographic details, or you can use Discover to do a keyword search and find out what has been published on a topic.



The screenshot shows the University of Sunderland Library Services homepage. The header includes the university logo, navigation links for 'Find resources', 'Services and support', and 'Learning spaces', and a status indicator 'Open today: St Peter'. The main heading is 'University Library Services'. Below it is a search bar with the text 'strategic marketing' and a magnifying glass icon. At the bottom, there are three radio button options: 'Books and eBooks', 'Journal Articles' (which is selected and highlighted with a green oval), and 'Research Repository'.

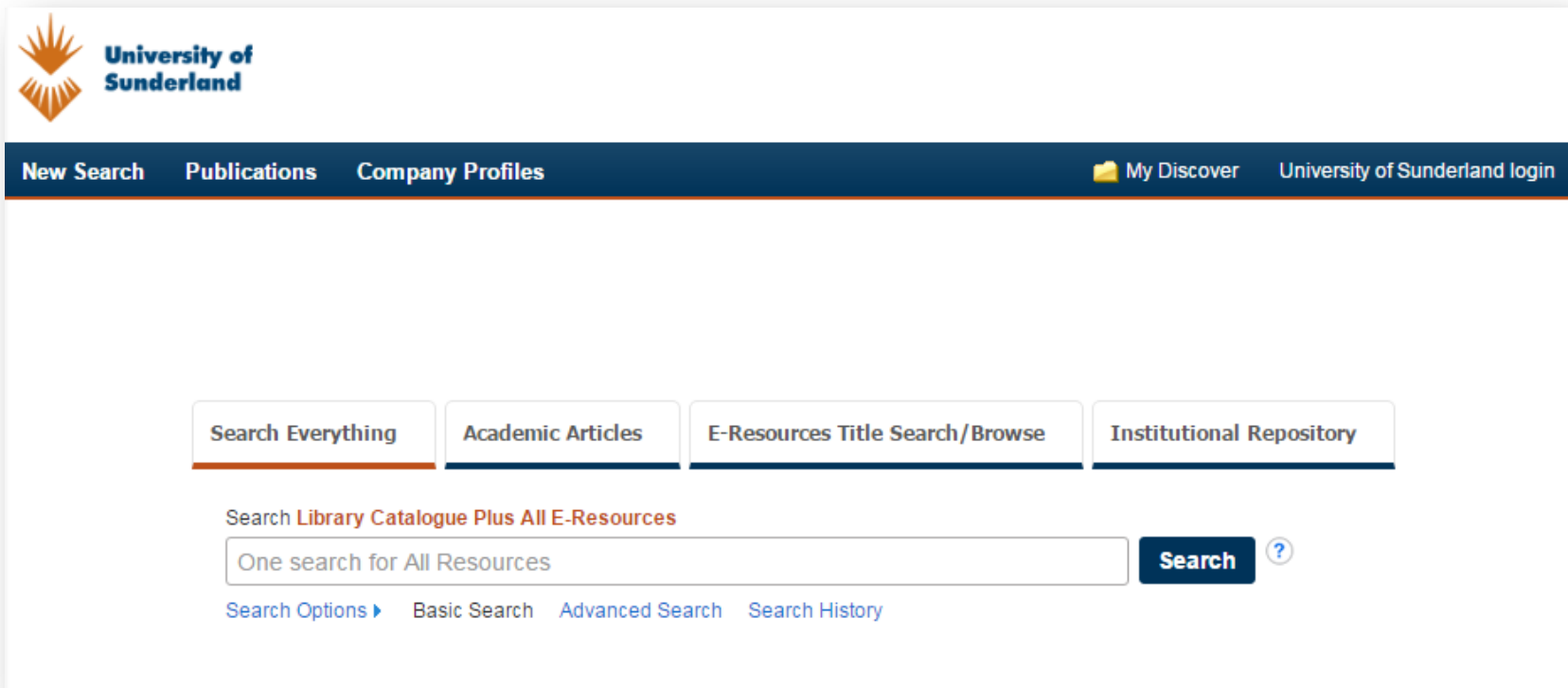
1

If you're starting from the library web page type your search terms , select journal articles and click on search.

You will be prompted to login with your User ID and password.

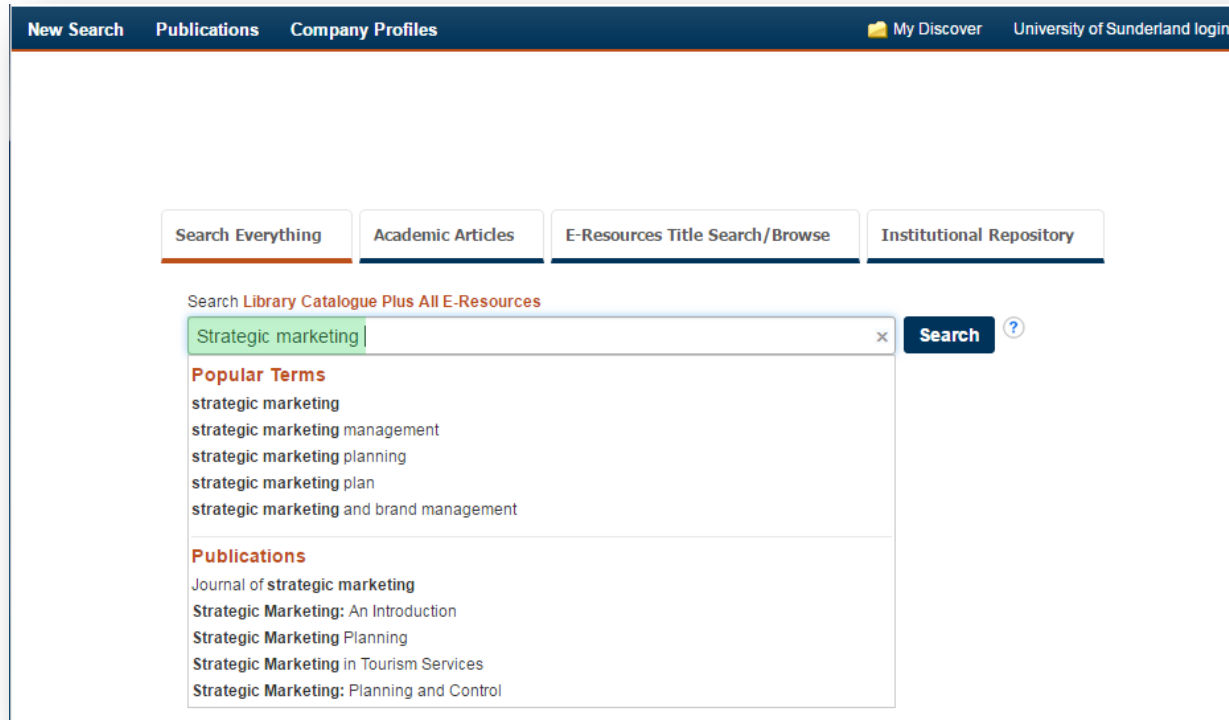
library.sunderland.ac.uk

If you choose to go directly to Discover go to
<http://library.sunderland.ac.uk/discover>



The screenshot shows the University of Sunderland Discover search interface. At the top left is the University of Sunderland logo. Below it is a dark blue navigation bar with links for "New Search", "Publications", "Company Profiles", "My Discover", and "University of Sunderland login". The main content area features four search options: "Search Everything" (highlighted with an orange underline), "Academic Articles", "E-Resources Title Search/Browse", and "Institutional Repository". Below these is a search bar with the text "Search Library Catalogue Plus All E-Resources" and "One search for All Resources". A dark blue "Search" button with a help icon is to the right. At the bottom, there are links for "Search Options", "Basic Search", "Advanced Search", and "Search History".

Keyword Searching



The screenshot shows the library search interface. At the top, there are navigation links: "New Search", "Publications", and "Company Profiles". On the right, there are links for "My Discover" and "University of Sunderland login". Below these are four search filters: "Search Everything" (highlighted), "Academic Articles", "E-Resources Title Search/Browse", and "Institutional Repository". The search bar contains the text "Strategic marketing" and a "Search" button. Below the search bar, there are two sections of suggestions:

- Popular Terms**
 - strategic marketing
 - strategic marketing management
 - strategic marketing planning
 - strategic marketing plan
 - strategic marketing and brand management
- Publications**
 - Journal of strategic marketing
 - Strategic Marketing: An Introduction
 - Strategic Marketing Planning
 - Strategic Marketing in Tourism Services
 - Strategic Marketing: Planning and Control

2

Enter your search terms. Discover will suggest some popular words that may match your search. This is an article level search but it will also suggest some journal titles that match your search terms.

Keyword Searching

Refine Results

Current Search

Find all my search terms:

strategic marketing

Expanders

Also search within the full text of the articles

Apply equivalent subjects

Limiters

Peer Reviewed

Untick to Discover more ...

Source Types

Academic Journals

Clear All

Limit To

Full Text

Peer Reviewed

Institutional Repository Only

1902 Publication Date 2017

Show More Options set

Source Types

All Results

Academic Journals (203,864)

Reviews (6,749)

Conference Materials (5,898)

Trade Publications (312)

Magazines (171)

Show More

Subject

Search Results: 1 - 20 of 203,864 Relevance ▾ Page

- What Counts Versus What Can Be Counted: The Complex Interplay of Market Orientation**

By: Frösén, Johanna; Luoma, Jukka; Jaakkola, Matti; Tikkanen, Henrikki; Aspara, Jaakko. *Journal of Marketing*. May2011

Subjects: MARKET orientation; RESEARCH; **MARKETING strategy**; PRODUCT orientation; COMPETITOR orientation

Show all 15 images

PDF Full Text (2.9MB)
- Marketing Strategies for Foreign Expansion of Companies Originating in Small and Open**

By: Gabrielsson, Peter; Gabrielsson, Mika; Seppäl, Tomi. *Journal of International Marketing*. Jun2012, Vol. 20 Issue 2, p

Subjects: **MARKETING strategy**; EXPANSION (Business); GLOBALIZATION; COMMUNICATION; STANDARDIZATI

PDF Full Text (921KB)
- The Impact of Environmental Uncertainty, Strategic Marketing Activities, and Strategic**

Mukherji, Jyotsna; Mukherji, Ananda; Hurtado, Pedro S., *Competition Forum* 2015, Vol. 13 Issue 1, p46 (English Abstrac

Subjects: **MARKETING**; STRATEGIC planning; FINANCIAL performance; ENTREPRENEURSHIP; UNCERTAINTY (

Show all 8 images

PDF Full Text (1.2MB)
- Elements of strategic social media marketing: A holistic framework**

By Felix, Reto; Rauschnabel, Philipp A.; Hinsch, Chris. In *Journal of Business Research*. Jul 2015 Language: English. DC

Available
- Sustainable Export Marketing Strategy Fit and Performance.**

By: Zeriti, Athina; Robson, Matthew J.; Spyropoulou, Stavroula; Leonidou, Constantinos N. *Journal of International Mark*

Subjects: **MARKETING strategy**; EXPORTS; CONTINGENCY theory (Management); EXPORT marketing; COMPE

Show all 6 images

You can refine your results using the limiters in the left panel.

- a** Choose the date range you wish to view
- b** Choose the source type e.g. Academic journals
- c** Select any relevant subject words that match your topic

Your goal is narrow your results to the most relevant articles

Keyword Searching

3. **Strategic marketing** and business performance: A study in three European 'engineering countries'
 By: Jaakkola, Matti; Möller, Kristian; Parvinen, Petri; Evanschitzky, Heiner; Mühlbacher, Hans. *Industrial Marketing Management*. Nov2010, 1
 Subjects: **MARKETING strategy**; MARKET orientation; RESOURCE-based theory of the firm; INDUSTRIAL marketing; PRODUCT ori



Academic
Journal

Available

5. **The Performance Implications of Fit Among Business Strategy, Marketing Organization**

By: Olson, Eric M.; Slater, Stanley F.; Hult, G. Tomas M. *Journal of Marketing*. Jul2005, Vol. 69 Issue 3, p49-65. 17p. 1

Subjects: **STRATEGIC planning**; **MARKETING strategy**; BUSINESS planning; CORPORATIONS -- Valuation; INDI

Show all 8 images



[HTML Full Text](#) [PDF Full Text \(180KB\)](#)

14. **Place Marketing, Strategic Planning and Competitiveness: The Case of Malta.**

By: Metaxas, Theodore. *European Planning Studies*. Sep2009, Vol. 17 Issue 9, p1357-1378. 22p. 2 Color Photographs, 1 Ch

Subjects: **MARKETING strategy**; **STRATEGIC planning**; TOURISM; MARKET positioning; MALTA; RV (Recreational Veh
 Breakfast Inns; All Other Traveler Accommodation; Recreational and Vacation Camps (except Campgrounds); Convention an

Show all 5 images



[PDF Full Text \(319KB\)](#)

When you find an article you want to read, you may find the full text in a number of ways including:

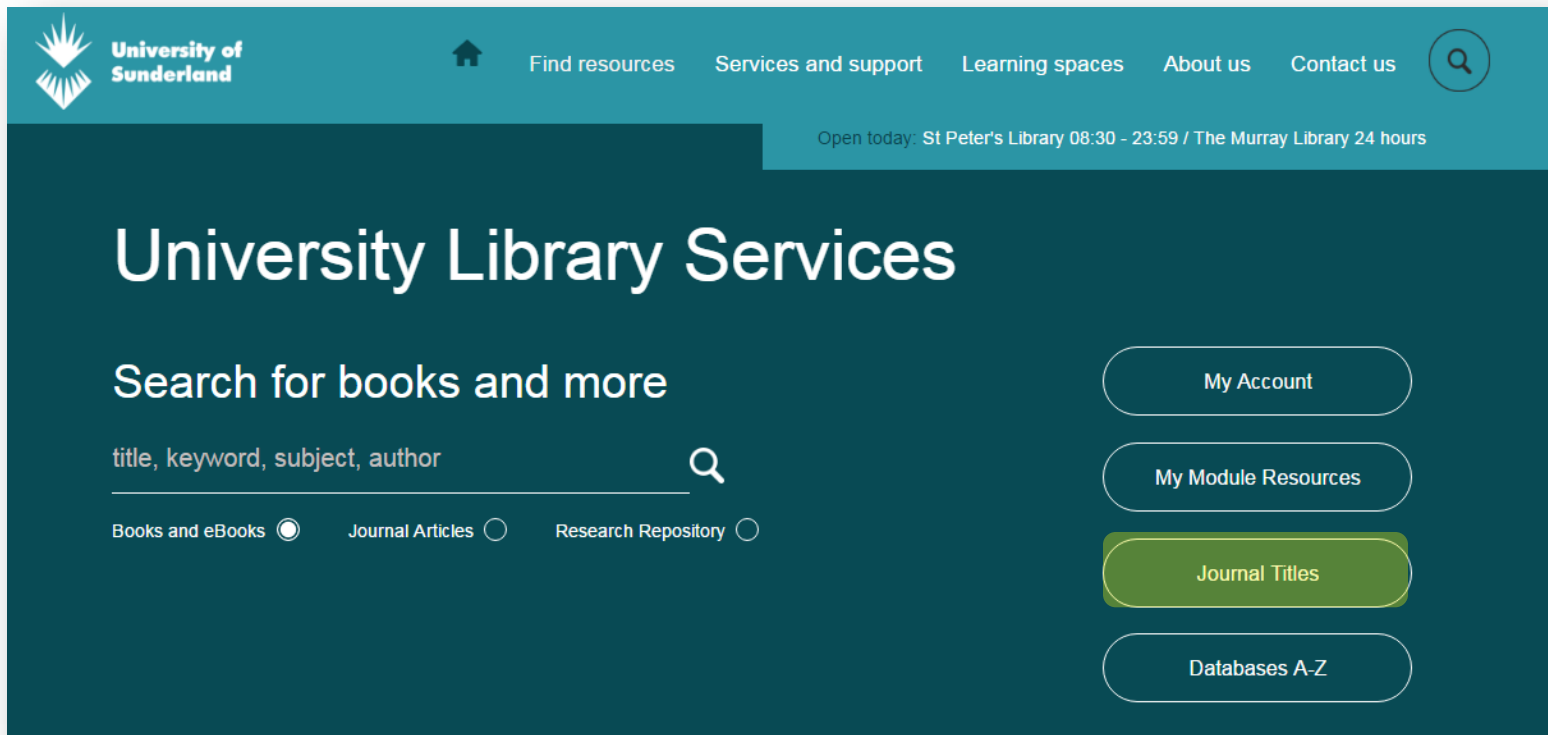
- PDF Full Text
- HTML Full Text
- Available

If you've got the full bibliographic details:

1

From the Library web page click **on Journal Titles** and login with your University User ID and password.

library.sunderland.ac.uk



The screenshot shows the University of Sunderland Library Services homepage. The header includes the university logo, navigation links (Home, Find resources, Services and support, Learning spaces, About us, Contact us), and a search icon. A status bar indicates library opening hours: "Open today: St Peter's Library 08:30 - 23:59 / The Murray Library 24 hours". The main heading is "University Library Services". Below it is a search bar with the text "Search for books and more" and a search icon. The search bar contains the placeholder text "title, keyword, subject, author". Below the search bar are three radio buttons for filtering: "Books and eBooks" (selected), "Journal Articles", and "Research Repository". On the right side, there are four buttons: "My Account", "My Module Resources", "Journal Titles" (highlighted in green), and "Databases A-Z".

If you've got the full bibliographic details:

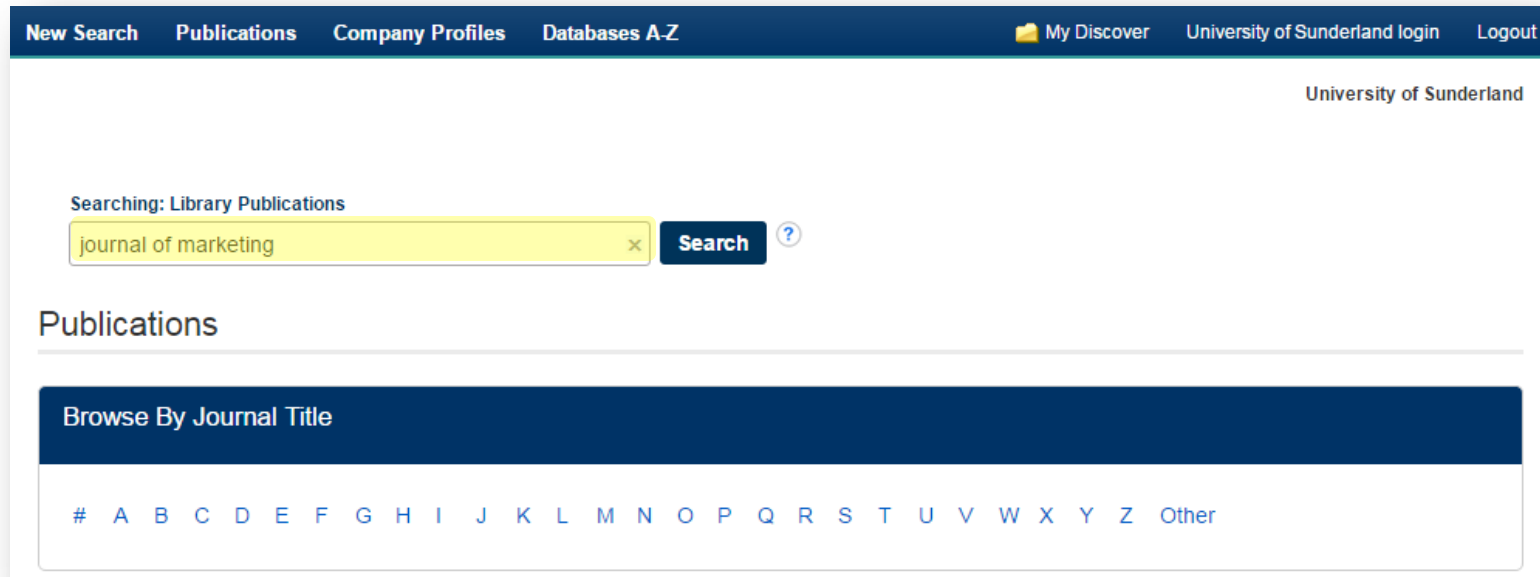
Example

Hui, F., Morgan, N. A., & Rego, L. L. (2015). Marketing Department Power and Firm Performance. *Journal Of Marketing*, 79(5), 1-20

2

Select the **E-Resources Title Search/Browse** tab and search for the name of the journal.

In this example it is the **Journal of Marketing**.

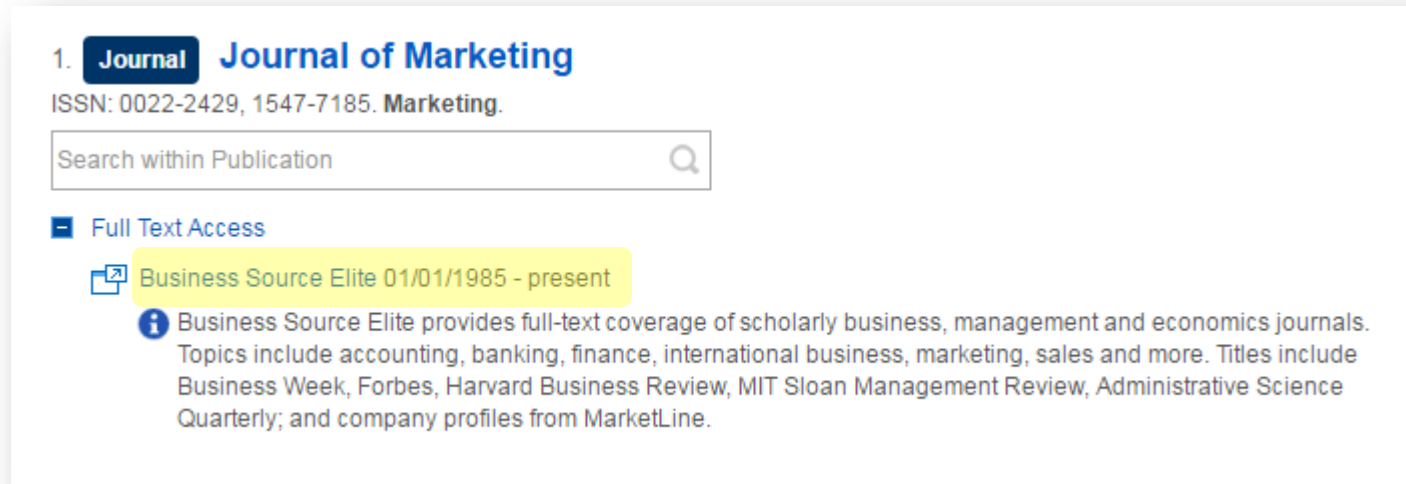


The screenshot shows the library's search interface. At the top, there are navigation tabs: 'New Search', 'Publications', 'Company Profiles', and 'Databases A-Z'. On the right, there are links for 'My Discover', 'University of Sunderland login', and 'Logout'. Below the navigation, the text 'University of Sunderland' is displayed. The search area shows 'Searching: Library Publications' and a search box containing 'journal of marketing' with a 'Search' button and a help icon. Below the search box, the 'Publications' section is visible, featuring a 'Browse By Journal Title' tab and an alphabetical index from A to Z, plus an 'Other' option.

If you've got the full bibliographic details:

Example


Hui, F., Morgan, N. A., & Rego, L. L. (2015). Marketing Department Power and Firm Performance. *Journal Of Marketing*, 79(5), 1-20



1. **Journal** **Journal of Marketing**
ISSN: 0022-2429, 1547-7185. Marketing.

Search within Publication

Full Text Access

 **Business Source Elite 01/01/1985 - present**

i Business Source Elite provides full-text coverage of scholarly business, management and economics journals. Topics include accounting, banking, finance, international business, marketing, sales and more. Titles include Business Week, Forbes, Harvard Business Review, MIT Sloan Management Review, Administrative Science Quarterly; and company profiles from MarketLine.

Discover tells us that our subscription is between 1985-present. The example article we're looking for is from 2015, which means it should be available in full text.

If you've got the full bibliographic details:

Example

Hui, F., Morgan, N. A., & Rego, L. L. (2015). Marketing Department Power and Firm Performance. *Journal Of Marketing*, 79(5), 1-20.



1. **Journal** **Journal of Marketing**
 ISSN: 0022-2429, 1547-7185. Marketing., Database: EDS Publication Finder

Marketing Department Power and Firm Performance

Full Text Access

Business Source Elite 01/01/1985 - present

Business Source Elite provides full-text coverage of scholarly business, management and finance, international business, marketing, sales and more. Titles include Business Week Review, Administrative Science Quarterly; and company profiles from MarketLine.

3

a

You can search for the article title within the journal by typing the article name into the specific search box

OR

b

You can browse by following the database link and navigating to the correct volume and issue.



Search within this publication

Publication Details For "Journal of Marketing"

Title: Journal of Marketing
 ISSN: 0022-2429

Publisher Information: American Marketing Association
 130 E. Randolph St.
 22nd Floor
 Chicago IL 60601-5014
 United States of America

Bibliographic Records: 07/01/1936 to present
 Full Text: 01/01/1985 to present
 Publication Type: Academic Journal

All Issues

- + 2016
- 2015
- Vol. 79 Issue 6 - Nov2015
- Vol. 79 Issue 5 - Sep2015
- Vol. 79 Issue 4 - Jul2015
- Vol. 79 Issue 3 - May2015
- Vol. 79 Issue 2 - Mar2015
- Vol. 79 Issue 1 - Jan2015
- + 2014
- + 2013
- + 2012

Why can't I access the full text of an article?

You are either not logged in, or we do not subscribe to the resource that you need. Unfortunately we can't subscribe to everything.

How can I access an article if it is not available in full text online?

We may be able to obtain the article for you through the free Document Delivery Service.

Why can't I log into a database (for example Science Direct)?

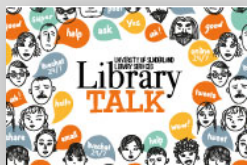
If you're logging into any external database you will need to choose one of the following:

- Institutional login
- Academic login
- Shibboleth

Unfortunately each database uses slightly different terminology but you always need to login with your University User ID and password.

Read our blog post with tips about logging into e-resources off campus:

<http://wp.sunderland.ac.uk/uniofsunlib/2016/10/04/full-text-tips/>



Questions about journals?

Contact us <http://librarytalk.sunderland.ac.uk/>