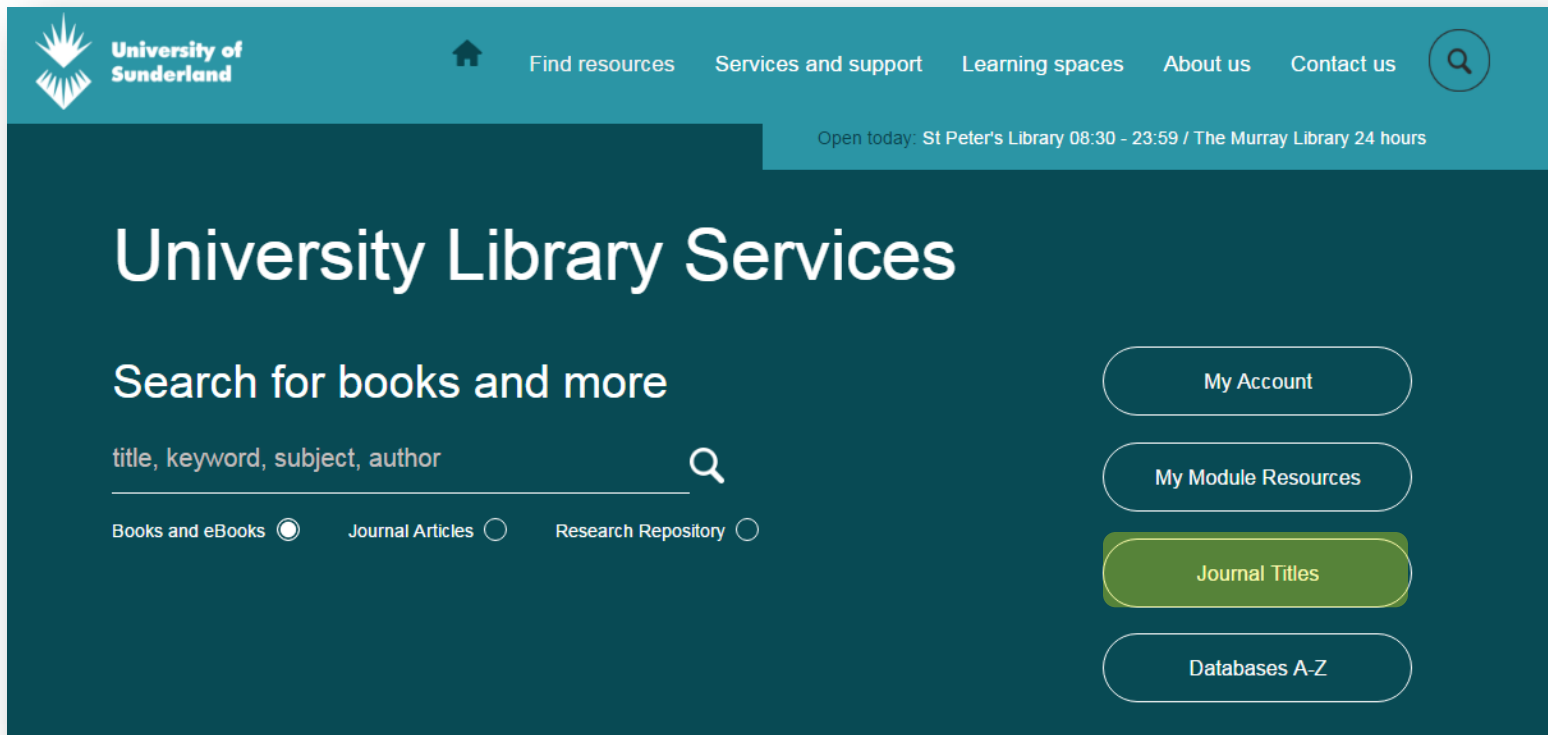


If you've got the full bibliographic details:

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 banner displays the current 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 this 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:

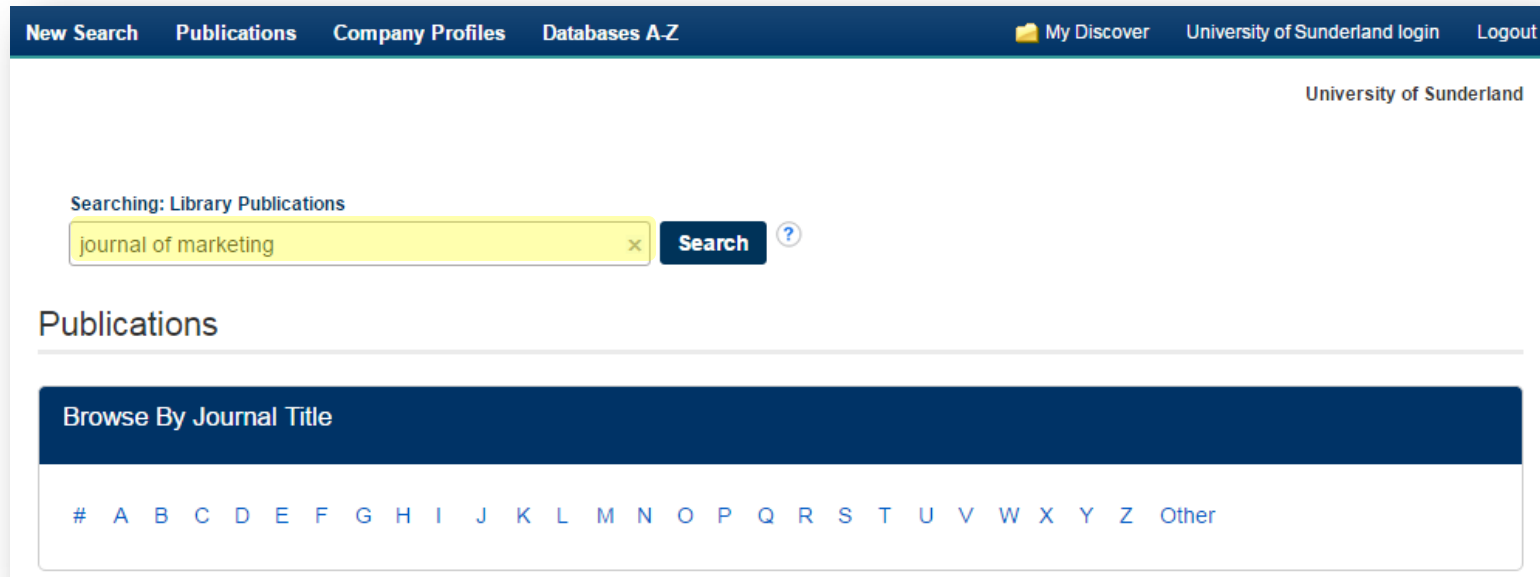
Example

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**.

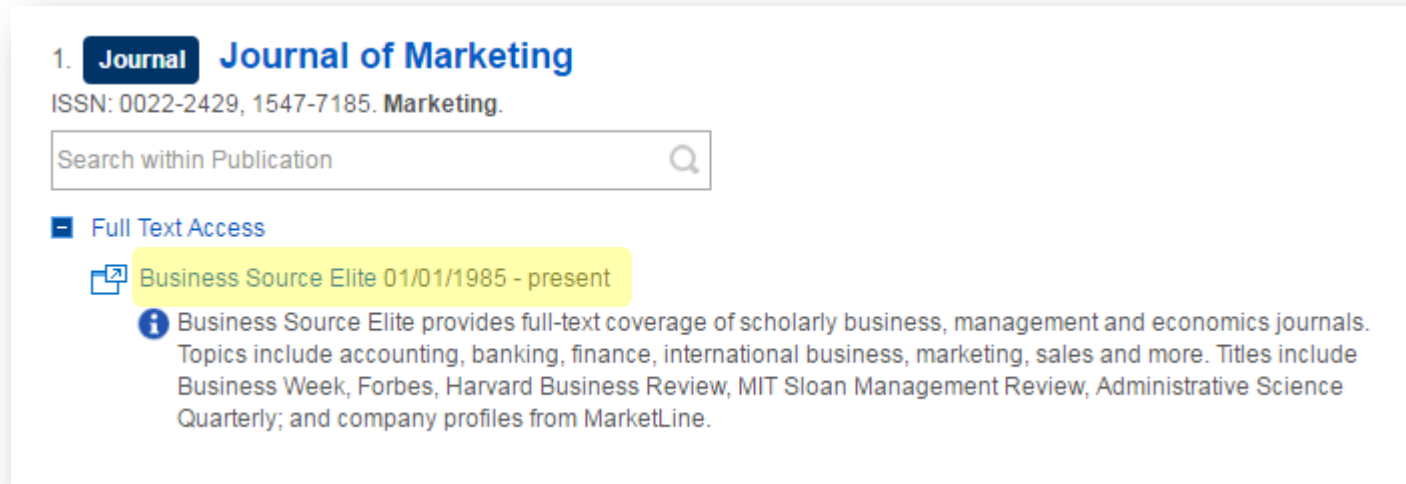


The screenshot shows the library's search interface. At the top, there are navigation tabs: "New Search", "Publications", "Company Profiles", and "Databases A-Z". On the right, there are links for "My Discover", "University of Sunderland login", and "Logout". Below the navigation, the text "University 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 "Other".

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**

 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)?

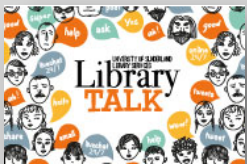
If you're logging into any external database you will need to choose one of the following:

- 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/>