



- **Benefits of Setting the "FULL-TEXT@AIU" Function**
 - Without visiting and logging in to separate academic Electronic Resources, users can access searched articles via the "**Full-Text@AIU**" function of Google Scholar, just by logging in to Google Scholar once.
 - When you don't have exact information on whether AIU Library supports access to an article (in a journal), you can easily catch the information.



- Search results
- Languages
- Library links
- Account
- Button

Show library access links for (choose up to five libraries):

 🔍

e.g., *Harvard*

Online access to library subscriptions is usually restricted to patrons of that library. You may need to login with your library password, use a campus computer, or configure your browser to use a library proxy. Please visit your library's website or ask a local librarian for assistance.

To retain settings, you must turn on [cookies](#)

- **1st Step:** After accessing Google Scholar, go to **Menu > Settings > > Library links** and search 'akita international university.'



- Search results
- Languages
- Library links
- Account
- Button

Show library access links for (choose up to five libraries):

e.g., *Harvard*
 Akita International University - Full-Text @ AIU

Online access to library subscriptions is usually restricted to patrons of that library. You may need to login with your library password, use a campus computer, or configure your browser to use a library proxy. Please visit your library's website or ask a local librarian for assistance.

- **2nd Step:** You will see “ Akita International University - Full-Text @ AIU ”. Then, please **Save** the current setting.



Google Scholar

Articles About 449,000 results (0.07 sec)

Any time

Since 2022

Since 2021

Since 2018

Custom range...

Sort by relevance

Sort by date

Any type

Review articles

include patents

include citations

Create alert

[HTML] Research in **marketing strategy**

[NA Morgan](#), [KA Whitley](#), [H Feng](#), [S Chari](#) - ... of the Academy of **Marketing** ..., 2019 - Springer

... -domains of **marketing strategy** and use this lens to assess the current state of **marketing strategy** research by examining the papers in the six most influential **marketing** journals over the ...

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[HTML] [springer.com](#)
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[HTML] Revisiting international **marketing strategy** in a digital era: Opportunities, challenges, and research directions

[C Katsikeas](#), [L Leonidou](#), [A Zeriti](#) - **International Marketing Review**, 2019 - emerald.com

... The remainder of the paper is organized around each of these international **marketing strategy**-related issues, while in the closing sections we draw conclusions, discuss managerial ...

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[HTML] [emerald.com](#)
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[HTML] Endogeneity and **marketing strategy** research: An overview

[OJ Rutz](#), [GF Watson](#) - **Journal of the Academy of Marketing Science**, 2019 - Springer

... Empirical **marketing strategy** research often ... **marketing strategy** going forward, eg, reallocate **marketing** dollars. This often informs causal claims about the impact of **marketing strategy** ...

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[HTML] [springer.com](#)
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[BOOK] Consumer behavior: Building **marketing strategy**

[DL Mothersbaugh](#), [DI Hawkins](#), [SB Kleiser](#)... - 2020 - [ecommerce-prod.mheducation.com](#) ...

Marketers face numerous ethical issues as they apply their understanding of consumer behavior in the marketplace. We describe and discuss many of these issues. These discussions ...

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- **3rd Step:** Given a setting is appropriately done with Steps 1 and 2, and when users search articles with a keyword, e.g., “marketing strategy,” articles accessible via journals subscribed by AIU will include the “Full-Text @ AIU” mark on the right side of article’s title.



Nakajima Library 中嶋記念図書館

e-Journal e-Book List top page
電子ジャーナル・電子ブックリストTOPUser guide
利用ガイドLibrary top page
図書館トップページ

書誌情報：

日本語 ▾

Research in marketing strategy

著者： Morgan, Neil A.
ジャーナル： Journal of the Academy of Marketing Science
ISSN： 0092-0703
発行年： 2019/01
巻： 47 号 1 ページ： 4-29
DOI： 10.1007/s11747-018-0598-1

[書誌情報を変更して再検索する](#)

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エクスポート

Altmetric 33

フルテキストを読む

リソース： ProQuest Central ⓘ ▲
[ジャーナルを見る](#)
1996/01/01 - 1年前



- **4th Step:** When you click “Full-Text @ AIU” on one article, you will find a screen similar to the above when you are logged in to an AIU account. By clicking the “フルテキストを読む” button, users can access a file of the full text.