

# Emerald ReadingListAssist™



## User guide

---

# Step-by-step user guide

## Emerald Reading ListAssist

### Contents by section

- 1: Reading list overview (p. 3)
- 2: Article criteria (p. 3)
- 3: Getting started (p. 4)
- 4: Logging-in (p. 4)
- 5: Browsing and access (pp. 4-5)
- 6: Searching the list collection (pp. 5-6)
- 7: Viewing a list (p. 6)
- 8: Frequently asked questions (p. 7)
- 9: Copyright (p. 7)

### Introduction

This booklet is a reference guide for users of Emerald Reading ListAssist.

Emerald Reading ListAssist is a free service available to all Emerald subscribers. The aim of this service is to provide a teaching and learning aid for both students and lecturers, improving workflow and providing a useful resource for research, to be used both inside and outside the classroom.

The reading lists are subject-specific, often tailored to individual courses or modules at universities. This specificity brings a personal element to the service, while also providing a package of research which is relevant to university courses on a global scale: the scope of the reading list collection is broad, highlighting the cross-disciplinary breadth of research in each subject area.

The lists are created by experts in the subject area: Editors, Editorial Advisory Board (EAB) members and other teaching professionals – world leaders in their own field – work alongside selected students to create a comprehensive package which covers the important aspects of the subject in question. The

student compiles the reading list, then the Editor or EAB member or teaching professional provides an editorial to accompany that list. The editorial outlines the relevance of the list within the wider subject area, exploring the main themes and highlighting the most relevant literature in the field.

This broad scope of research is consistent in each individual reading list, as well as in the collection as a whole. The lists constitute a wide range of sources from Emerald's collection, incorporating relevant content from journals, [eBooks](#) and [Backfiles](#). They also cover a timescale which is relevant to the particular subject area: the most recent research is included, sometimes even in the form of [EarlyCite](#) articles, alongside the more seminal papers which provide a foundation or a background to the field.

If you have any queries or would like to give feedback on this service, please contact Project Manager Anna Young:  
T +44 (0) 1274 515654  
E [listassist@emeraldinsight.com](mailto:listassist@emeraldinsight.com)

# 1. Reading list overview

The lists have been created with user-friendliness in mind, with a view to facilitate workflow and make searching, accessing and using articles as quick and as easy as possible. The screenshot below highlights some of the features of the reading lists.

Article title	Journal/Book title	Article type	Date of publication																								
<b>Introduction to Advertising</b>																											
<input type="checkbox"/> How Advertising Works - The Role of Research	Journal of Consumer Marketing	Book Review	1998																								
<input type="checkbox"/> Advertising Thresholds and Wearout	European Journal of Marketing	Research paper	1993																								
<input type="checkbox"/> A Manager's Guide to Measuring the Effects of Advertising	Marketing Intelligence & Planning	General review	1993																								
<input type="checkbox"/> Differences Between Product and Services Television Commercials	Journal of Services Marketing	Research paper	1993																								
<input type="checkbox"/> Misplaced marketing The real reason for the real bad advertising	Journal of Consumer Marketing	General review	2002																								
<input type="checkbox"/> Advertising planning, ad-agency use of advertising models, and the academic practitioner divide	Marketing Intelligence & Planning	Research paper	2006																								
<input type="checkbox"/> The qualitative contents of television advertising and its penetration: the case in Japan	Marketing Intelligence & Planning	Research Paper	2000																								
<p><b>Article citation:</b> Takeuchi, T and Nishio, C. (2000) "The qualitative contents of television advertising and its penetration: the case in Japan", <i>Marketing Intelligence &amp; Planning</i>, Vol. 18 Iss: 2, pp. 78 - 86</p> <table border="1"> <tr> <td>Number of citations</td> <td>0</td> <td>Speculative</td> <td>✓</td> </tr> <tr> <td>Good methodology</td> <td>✓</td> <td>Pragmatic</td> <td>-</td> </tr> <tr> <td>Good scope</td> <td>-</td> <td>Diverse research data collected</td> <td>-</td> </tr> <tr> <td>Good literature review</td> <td>-</td> <td>Quantitative data</td> <td>✓</td> </tr> <tr> <td>Conceptual</td> <td>✓</td> <td>Qualitative data</td> <td>-</td> </tr> <tr> <td>Readable</td> <td>-</td> <td></td> <td></td> </tr> </table> <p><b>Notes:</b> The paper examines the penetration of television advertisements in Japan. The following variables were tested, continuity of the advertising; exposure patterns; and whether or not the advertising is for a new product.</p>				Number of citations	0	Speculative	✓	Good methodology	✓	Pragmatic	-	Good scope	-	Diverse research data collected	-	Good literature review	-	Quantitative data	✓	Conceptual	✓	Qualitative data	-	Readable	-		
Number of citations	0	Speculative	✓																								
Good methodology	✓	Pragmatic	-																								
Good scope	-	Diverse research data collected	-																								
Good literature review	-	Quantitative data	✓																								
Conceptual	✓	Qualitative data	-																								
Readable	-																										
<b>Emotions in Advertising</b>																											
<input type="checkbox"/> The application of physiological observation methods to emotion research	Qualitative Market Research: An International Journal	Research paper	2007																								
<input type="checkbox"/> Consumer Complaints Against Alcohol Advertisements: An Evaluation	International Journal of Wine Marketing	General review	1993																								

**a:** References are in Harvard style and can be easily copied and pasted into a bibliography or reading list.

**b:** Each article has been evaluated against a set of criteria by the list-creating student to highlight its literary, practical and pedagogical features. The definitions are unique to Emerald and can be found in section 2 below.

**c:** List creating students are encouraged to add notes as they are reviewing articles for the list, giving the user a unique insight into the list creators selection process etc. It is left to the list creator's discretion whether or not to add notes.

**d:** Each reading list is divided into a number of "sessions", which break the list down into "manageable" sections, organizing the content in a comprehensive and usable format. These sessions often follow the structure of a taught university module.

## 2. Article criteria

Each article in the reading lists has been evaluated against a set of criteria to highlight its literary, practical and pedagogical features. These criteria have been selected by the student creating the reading list, providing an academic evaluation from the viewpoint of a researcher in the relevant subject area. Though these criteria are subjective in their nature, they serve as a guide for students navigating the reading list with a particular research interest, and can be used to pin-point certain qualities or directions of analysis in the reading list as a whole.

### Criteria definitions

#### Criteria relating to the structure and relevance of the paper:

- **Scope** – relates to the quality and diversity of research that has gone into the paper. An article marked with this feature contains a wide literary outlook, drawing from a diverse set of sources.
- **Methodology** – relates to the structure of the paper as a whole. An article marked with this feature contains a clear, well-structured methodology, often with an outline of the steps taken.

#### Criteria relating to the literary and pedagogical qualities of the paper:

- **Literature review** – an article marked with this feature contains an in-depth review of the relevant literature – often going beyond the typical idea of a literature review – to compare and contrast theories, ideas and results from a critical perspective.
- **Conceptual** – an article marked as conceptual is theoretical in essence, and is often based on opinion. Articles marked with

this feature are creative and original, exploring an alternative direction to established theories.

- **Readable** – an article marked as readable is well-constructed with good use of spelling, grammar and punctuation. It should be accessible to those who do not have English as a first language, and should hold the reader's attention throughout.
- **Speculative** – an article marked with this feature involves an original line of research, which may well stretch research further than it has gone before.
- **Pragmatic** – an article marked with this feature is useful or usable within a practical application.

#### Criteria relating to research methodology:

Articles in this section contain original primary research; for purposes of usability, articles containing empirical research using secondary data are not marked here, though all research papers can be identified on the reading lists by referring to the "Emerald article type" column.

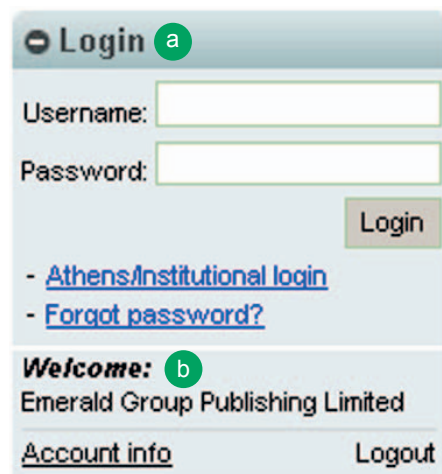
- **Diversity of data collected** – an article marked with this feature contains primary research which sources from a wide range of areas, taking into consideration all possible variations in the sample.
- **Quantitative** – an article marked with this feature contains primary data of a quantitative nature.
- **Qualitative** – an article marked with this feature contains primary data of a qualitative nature.

### 3. Getting started

You can access the Emerald Reading ListAssist service at: [www.emeraldinsight.com/tk/listassist](http://www.emeraldinsight.com/tk/listassist) In addition to our collection of reading lists, here you will find more information about this service, including Professors' feedback about Emerald Reading ListAssist, a video interview with a faculty member, and statistical information about the use of reading lists in a university setting.

### 4. Logging-in

You can view the Emerald Reading ListAssist home page, the list of subject areas covered and the abstracts for each list without logging-in. However, to access the reading lists and editorials themselves, you will need to log-in via your institution. You can do this using the log-in box at the top left of the screen.



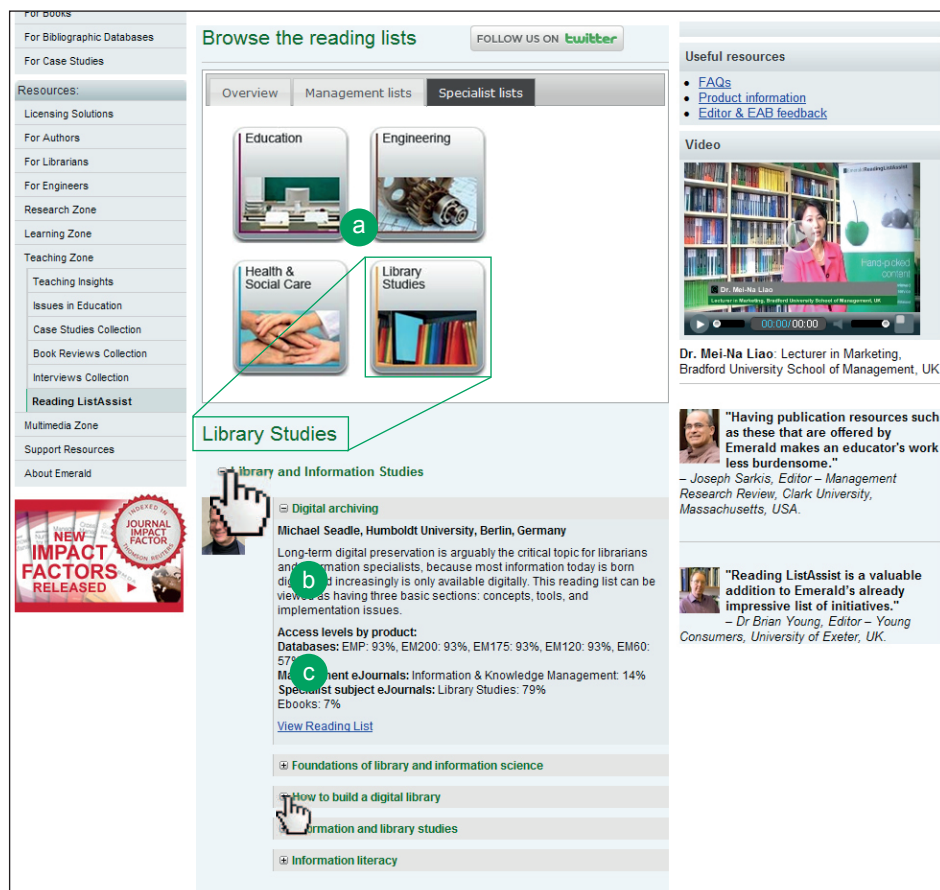
**a:** To make the box expand select "+Login".

Enter the username provided by your institution in the top box and enter your password in the box below. This will allow you to log-in to the site.

**b:** You may already be logged-in centrally via your institution's library. If this is the case, you will see your institution's name under "Welcome". There is no need to provide any further log-in details.

### 5. Browsing and access

Our reading lists are organized into two sub-disciplines; management lists and specialist lists. Use the tabs at the top of the screenshot shown here to view lists in each sub-discipline.



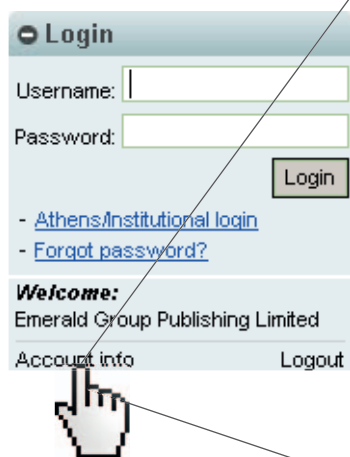
**a:** Select each of the subject areas in turn to reveal the relevant lists underneath. Selecting a different subject area will replace the lists shown underneath, not add to them.

**b:** Once you have found a list in your chosen subject area, you will be able to read a short abstract that highlights various aspects of the list. A full editorial is available after selecting "View Reading List".

**c:** Access to content identified within the reading lists depends on the level of subscription at your institution, but all subscribers can access and view the reading lists themselves. The percentage of content available to subscribers of each Emerald package is calculated by publication, not by individual article, and so represents the percentage of publications that the user can access from the reading list. It does not represent the percentage of the list's content that can be viewed, as one publication may have more than one article from its title within the list.

Unsure of what you subscribe to?

After ensuring that you are logged in – select “Account info” to see what your institution subscribes to.



You have access to the following Emerald resources:

Product/Service	Type	Expires
Computer Abstracts International Database	Subscription	
International Civil Engineering Abstracts	Subscription	
Emerald Engineering eJournal Collection	Subscription	
Computer and Communications Security Abstracts	Subscription	
Current Awareness Abstracts	Subscription	
Emerald Management First (minus FT)	Subscription	
EmeraldBackFileCollection	Subscription	
Emerald Management Plus	Subscription	
Emerald Business, Management and Economics eBook Series Collection Frontlist Library	Subscription	
Emerald Social Sciences eBook Series Collection Frontlist Library	Subscription	
Emerald Management First Core	Subscription	
Emerald Management First 200	Subscription	
Emerald Business, Management and Economics eBook Series Collection Backlist Library	Subscription	
Emerald Social Sciences eBook Series Collection Backlist Library	Subscription	
Emerald Management First Online Health Care/Health Care Management Collection	Subscription	
<a href="#">Arts Marketing: An International Journal</a>	Subscription	
<a href="#">Journal of Cultural Heritage Management and Sustainable Development</a>	Subscription	
<a href="#">Built Environment Project and Asset Management</a>	Subscription	
	Subscription	
EMX Product Surround	Subscription	
Emerald member	Subscription	

Key: PPV = Pay per view

If you have any questions about what you can access, please ask your librarian.

## 6. Searching the list collection

If you are looking for a reading list on a specific subject, there is a useful search bar which will bring up all lists related to a particular search word such as an author’s name or a subject-relevant keyword etc. Once you have searched for a keyword, results will appear underneath the search bar. **N.B.** This function does not have a predictive search capability, so check your spelling!

### Searching for a subject-related keyword

a: This shows the subject area in which the list is located.

**Useful tip:**  
Take a look in this area to see if there are any other lists which you may find relevant to your studies.

b: Your search results may return the title of a list that contains your keyword. Alternatively, your results may return a list which has articles within it that includes your keyword as part of its title as shown here. Simply view the reading list to find the relevant article.

In addition, a list may have a session heading within it which includes your keyword. If no articles are shown and the list title itself does not appear to contain your keyword, then this will most likely be the case.



## Searching for an author etc.

**a:** If you are searching for an author you may find that his or her name appears as a list overseer as shown here.

**b:** In addition, “**Found in article:**” will highlight articles from within the reading list which may be authored or co-authored by the person for whom you are searching. To view further details simply view the reading list, find the article mentioned and select the “+” symbol to bring up the article details including its citation in Harvard style.

**Note:** If your search return does not show your keyword in the list overseer details nor in any articles, it is most likely that the person for whom you are searching is one of our list creators. View the list to see further details.

## 7. Viewing a list

**Associated reading lists**

- Brand piracy and counterfeiting
- Marketing
- International marketing
- Social media and marketing

Article title	Journal/Book title	Article type	Date of publication
<b>Introduction to advertising</b>			
How Advertising Works – The Role of Research	Journal of Consumer Marketing		2000
Advertising Thresholds and Wearout	European Journal of Marketing	Research paper	1978
A Manager's Guide to Measuring the Effects of Advertising	Marketing Intelligence & Planning	General review	1983
Differences Between Product and Services Television Commercials	Journal of Services Marketing		1992
Misplaced marketing The real reason for the real bad advertising	Journal of Consumer Marketing	General review	2002
Advertising planning, ad-agency use of advertising models, and the academic practitioner divide	Marketing Intelligence & Planning	Research paper	2006
The qualitative contents of television advertising and its penetration: the case in Japan	Marketing Intelligence & Planning	Research Paper	2000
<b>Emotions in advertising</b>			
The application of physiological observation methods to emotion research	Qualitative Market Research: An International Journal	Research paper	2007
Consumer Complaints Against Alcohol Advertisements: An Evaluation	International Journal of Wine Marketing	General review	2005

**a:** Export the reading list to a marked list if you would like to add other research that you have found on the Emerald database to the reading list, or export all of the citations. N.B: To create a Marked list, you must first register for an Emerald profile.,

**b:** Links to related reading lists that may prove useful.

**c:** This provides an overview of the reading list and its contents.

**d:** Export the reading list to XLS if you would like to be able to filter articles by their selection criteria.

**e:** Export to PDF if you would like to keep a clean and easily accessible version of the list for later reference.

**f:** View the reading list's full editorial which puts the list into the context of its field and might suggest how the list could be used.

## 8. Frequently asked questions

### **Is the service free?**

Emerald Reading ListAssist is a free service for new and existing users and is available only to subscribing institutions. Access levels subscribed to by the user's institution will determine how much of each list's content can be viewed. Once the user is logged-in via their institution or otherwise, the reading lists will be available in the Teaching and Learning Zones of the website.

### **Do the lists include journals and books?**

Yes, the lists include content from both Emerald's journal and book collections. In addition, Earlycite content may be provided.

### **Do they contain content from other publishers?**

No, the reading list service contains only Emerald content.

### **In what format are the reading lists provided?**

The reading lists are presented as HTML but can be exported to an Adobe PDF or Microsoft Excel document for ease of use and later reference. The Editorials are presented in an Adobe PDF.

### **How many reading lists are there?**

There are currently over 50 reading lists, each containing 60-80 articles.

### **What subjects are covered by the lists?**

Accounting and Finance; Business Ethics and Law; Education; Enterprise and Innovation; Environmental Management/

Environment; Human Resource Management; Industry and Public Sector Management; International Business; Learning and Development; Library and Information Studies; Management Science/Management Studies; Managing Quality; Marketing; Mechanical and Materials Engineering; Operations and Logistics Management; Organization Studies; Performance Management and Measurement; Regional Management Studies; Strategy; and Tourism and Hospitality.

### **Who puts the lists together?**

Each reading list is created by a postgraduate student under the tutelage of a subject expert. The list then goes through a rigorous external and internal review process.

### **How do I access the reading lists?**

Visit [www.emeraldinsight.com/teaching/listassist/index.htm](http://www.emeraldinsight.com/teaching/listassist/index.htm) where you can see the list of subject areas covered and abstracts for each list without logging-in. To access the lists you need to log-in via your institution. You can do this using the log-in box at the top left of your screen. **NOTE:** you may already be logged-in centrally via your institution's library. If this is the case you will see your institution's name under "Welcome" and there is no need to enter log-in details. You will then be able to view and download the reading lists and accompanying editorials.

## 9. Copyright

The reading lists can be viewed directly from the webpage or, if the user prefers, they can be saved directly to the desktop as exported Microsoft Excel or Adobe PDF documents to access at a later date. Please note that, whilst we support and encourage the distribution of these reading lists, Emerald Reading ListAssist and the content included within it are © Emerald Group Publishing Limited and are provided for your own personal use only and, for teaching staff, use in your own classroom/s only. They may not be used for resale, reprinting, systematic distribution, e-mailing, web hosting, including institutional repositories/archives or for any other commercial purpose without the permission of the publisher. The Emerald branding must not be removed from the reading lists under any circumstances.

---

## Contact us

---

**Project Manager**

Anna Young

**T** +44 (0) 1274 515654

**E** [listassist@emeraldinsight.com](mailto:listassist@emeraldinsight.com)



Follow ListAssist on Twitter:  
[www.twitter.com/EmeraldListAsst](https://www.twitter.com/EmeraldListAsst)

Emerald Group Publishing Limited

Howard House

Wagon Lane

Bingley

BD16 1WA

United Kingdom

**T** +44 (0) 1274 777700