

SEARCH

Fast and accurate search technology to help you find the content you need.

Searching

Enter your word(s) or phrase in the search box and click 'Search'

Start your search here...

Search by title, author, keyword, ISBN, DOI and more | Advanced Search

Search results

Returned by relevance and show the article/chapter/case title and other features:

The screenshot displays the Emerald Insight search results interface. At the top, there's a navigation bar with the Emerald Insight logo and user options like 'Welcome Emerald Publishing', 'Products', 'Profile', and 'Login'. Below this is a search bar containing the text 'digital marketing campaigns'. The main section is titled 'Search Results' and shows '1 - 10 of over 4000' results. It includes a pagination bar with 'PREVIOUS', '1', '2', '3', '50', and 'NEXT'. A 'PER PAGE' dropdown is set to '10'. The results list shows two items, each with a 'View summary and detail' button. The first item is a 'Case study' titled 'It's a New Day: Microsoft's Office 2007 Launch Campaign' by Mohanbir Sawhney and Sachin Visnar, published on 20 January 2017. The second item is a 'Case study' titled 'Cisco Systems: Launching the ASR 1000 Series Router Using Social Media Marketing' by Mohanbir Sawhney, published on 20 January 2017. A sidebar on the right contains filters for 'Access' (Only content I have access to, Only open access), 'Year' (Last week, Last month, Last 3 months, Last 6 months, Last 12 months, All dates), and 'Content type' (Article, Book part, Earliest article, Case study). At the bottom of the sidebar, there are icons for 'PDF', 'EPUB', and 'OpenURL'.

- 1 Number of results returned
- 2 Content type (article, book part or case study)
- 3 The start of the abstract
- 4 Author(s)
- 5 Publication date
- 6 Quick access links (PDF, ePub, OpenURL)
- 7 Access status (available/unavailable, Open Access)



Refine search results

Use the page controls to view and scroll through the results:

Search Results

1 - 10 of over 4000

PREVIOUS 1 2 3 ... 50 NEXT

PER PAGE 10 20 50

Refine your search further with the options on the right of the screen.

Sort by:

- Relevance
- Newest/Oldest

Access:

- Only content accessible by your institution
- Open Access content only

Speak to your Librarian if the content you require appears unavailable, there may be other access options.

Year:

- Refine the content by publication date

Content type (choose from):

- Journal articles
- Book parts
- *Earlycite* (pre-publication) articles
- Case studies

Sorted by relevance

Access

- ☐ Only content I have access to
- ☐ Only open access

Year

Last week (32)
Last month (91)
Last 3 months (294)
Last 6 months (427)
Last 12 months (869)
All dates (4287)

From Year To Year

Content type

Article (3156)
Book part (818)
Earlycite article (167)
Case study (146)

Preview content

Clicking on the 'View summary and detail' button will give you an expanded view, including:

- 1 Full abstract
- 2 Publication details
- 3 Keywords. Click to search again on any of the keywords

Article

Implications of the selfie for **marketing** management practice in the era of celebrity

The purpose of this paper is to explore the implications of the selfie for **marketing** management in the era of celebrity. The purpose is to show that the facilitation of...

Chris Hadley, Rungka Amy Hadley and Dina H. Bassioum

Publication date: 5 February 2018

[Hide summary and detail](#)

Abstract **1**

Purpose

The purpose of this paper is to explore the implications of the selfie for **marketing** management in the era of celebrity. The purpose is to show that the facilitation of the creative performance of consumer identity is a key element of the **marketing** management task for the media convergence era.

Design/methodology/approach

The paper uses the selfie, the picture of oneself taken by oneself, as a metaphor to develop a conceptual exploration of the nature of **marketing** in the light of the dominance of celebrity and entertainment in contemporary media and entertainment.

Details **2**

Marketing Intelligence & Planning, vol. 36 no. 1

Type: Research Article

DOI: <https://doi.org/10.1108/MIP-07-2017-0124>

ISSN: 0263-4503

Keywords **3**

Identity | Celebrity | Convergence | Selfie

Branded content

Access content

Clicking on the title will display the content in your browser:

emerald insight

Welcome Emerald Publishing Products Profile Login

Enter your search terms here

Digital marketing adoption and success for small businesses: The application of the do-it-yourself and technology acceptance models

Wendy Ritz, Marco Wolf, Shaun McQuitty

Journal of Research in Interactive Marketing
ISSN: 2040-7122
Publication date: 10 June 2019

PDF (288 KB)

Abstract

Purpose

This paper aims to examine small business' participation in digital marketing and to integrate the do-it-yourself (DIY) behavior model and technology acceptance model (TAM) so as to explore the motivations and expected outcomes of such participation.

Design/methodology/approach

Data from 250 small business owners/managers who do their own digital promotion are collected through an online survey. Structural equation modeling is used to analyze the relationships between the models.

Figures

Figure 1.
DIY and TAM digital marketing model

- 1 View the full author(s) and affiliation(s) details
- 2 Go to the full content page of the journal or book
- 3 Download in other available formats
- 4 Jump to article sections
- 5 Click on figures or illustrations contained in the content to see an enlarged view.

Turnaways

If your institution does not have access to particular content you will see this message. Check with your librarian to see if other access options are available.

Turnaway

This is a turnaway page, and you do not have access to this content.

Advanced search

The screenshot shows the 'Advanced Search' interface. At the top is a search bar with the placeholder 'Enter your search terms here' and a magnifying glass icon. To the right of the search bar is a button labeled 'Advanced search' with a red circle containing the number 1. Below the search bar is the 'Advanced Search' section. It features a row of radio buttons for content types: 'All Emerald content' (selected), 'Journal articles', 'Book part', 'Case studies', and 'Earlycite', with a red circle containing the number 2. Below this is a table with two rows. The first row has a text input field containing 'digital marketing campaigns' (with a red circle containing the number 3), a dropdown menu set to 'All Fields' (with a red circle containing the number 4), and a magnifying glass icon. The second row has a dropdown menu set to 'AND' (with a red circle containing the number 6), a text input field with the placeholder 'Enter your search terms here' (with a red circle containing the number 5), and a magnifying glass icon. Below the table is an 'Add Row' button (with a red circle containing the number 7). Below the 'Add Row' button are two filter sections: 'Date Range' with 'From' and 'To' year input fields, and 'Access Type' with a dropdown menu set to 'All Content'. A 'Search' button is located at the bottom right of the section.

- 1 Select 'Advanced search' in the search bar
- 2 Select the content type to search (all, journals, books, cases, Earlycite)
- 3 Enter your words or phrases. You can include wildcards '*' and '?'. Phrases should be in quotation marks (eg, "clean air" and "clean air legislation")
- 4 Refine your search by selecting the field in which you wish to search (all, title, abstract, contributor, DOI)
- 5 Click 'Add row' to add additional search terms
- 6 Use the drop down options to access the Boolean operators: 'AND', 'OR', 'NOT'
- 7 Narrow your search further by using the 'date range' or 'access type' filters (for all content, subscribed or Open Access)
- 8 After running the search, the selected search string appears in the search bar and can be refined there or with the other refine filters shown on page 1.

The screenshot shows the search bar with the refined search string 'title:"management" AND (title:"business")' (with a red circle containing the number 8). To the right of the search bar is a button labeled 'Advanced' with a red circle containing the number 9 and a '+ Save this search' link.

Save searches

- 9 You can save any search by clicking on the 'Save this search' link

Searches can be retrieved and managed with the 'Saved searches' link on the top navigation bar.

Insight guides

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