

Case Studies for Business and Economics

Business Source Complete

Select case Study in the Document Type filter

New Search | Publications | Company Information | Thesaurus | More ▾ | Sign In | Folder | Preferences | Languages ▾ | Help

Searching: Business Source Complete | Choose Databases

online marketing TX All Text Search Clear ?

AND [] SU Subject Terms

AND [] Select a Field (optional) + -

Basic Search | Advanced Search | Search History

No results were found.

Search Options

Reset

Search Modes and Expanders

Search modes ?

- BooleanPhrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Apply related words

Also search within the full text of the articles

Limit your results

Full Text

References Available

Document Type

- All
- Bibliography
- Book Entry
- Case Study
- Correction Notice
- Editorial
- Industry Overview
- Letter
- Obituary
- Product Review
- Speech
- Working Paper
- Article
- Biography
- Book Review
- Company Report
- Directory
- Film Review
- Interview
- Music Review
- Proceeding
- Report
- Television Review

Language

- Czech
- Dutch/Flemish
- English**
- Finnish

Scholarly (Peer Reviewed) Journals

Published Date

Month [] Year: [] - Month [] Year: []

Publication []

Publication Type

- Academic Journal
- Case Study
- Conference Proceeding
- Dissertation
- Grey Literature
- Law
- Newspaper
- Report
- SWOT Analysis
- Working Paper
- Book
- Conference Paper
- Country Report
- Government Documents
- Industry Profile
- Market Research Report
- Periodical
- Review
- Trade Publication

Number Of Pages

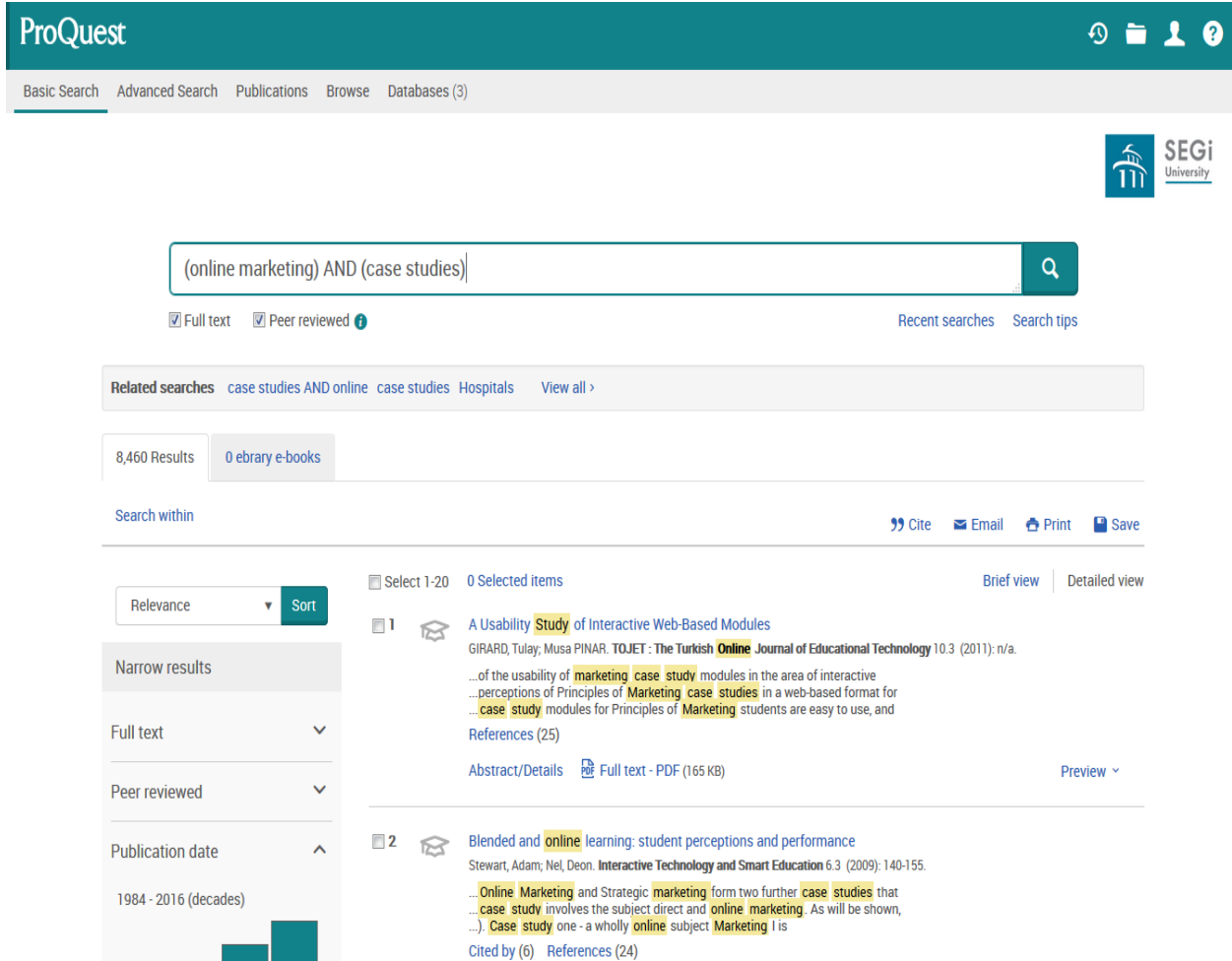
All []

Cover Story

Browse

- Author
- Business
- Videos
- Company Information
- Company Profiles
- Industry Profiles
- Market Research Reports
- Academic Journals
- Author Profiles
- Books/Monographs
- Cited References
- Country Reports
- Indexes
- Magazines
- Publications**
- Subjects
- SWOT Analyses
- Trade Journals
- Working Papers

Example: Type (online marketing) AND (case studies) into Basic Search to get case studies for online marketing



The screenshot shows the ProQuest search interface. At the top, the ProQuest logo is on the left, and navigation icons (refresh, home, user, help) are on the right. Below the logo, a menu bar includes 'Basic Search', 'Advanced Search', 'Publications', 'Browse', and 'Databases (3)'. On the right side, the SEGi University logo is displayed. The search bar contains the query '(online marketing) AND (case studies)'. Below the search bar, there are filters for 'Full text' and 'Peer reviewed', along with links for 'Recent searches' and 'Search tips'. A 'Related searches' section lists 'case studies AND online', 'case studies', and 'Hospitals'. The results section shows '8,460 Results' and '0 ebrary e-books'. A 'Search within' bar includes 'Cite', 'Email', 'Print', and 'Save' options. On the left, there is a 'Narrow results' sidebar with filters for 'Full text', 'Peer reviewed', and 'Publication date' (1984-2016). The main results area shows two items. Item 1 is 'A Usability Study of Interactive Web-Based Modules' by GIRARD, Tulay, and Musa PINAR, published in TOJET: The Turkish Online Journal of Educational Technology 10.3 (2011): n/a. Item 2 is 'Blended and online learning: student perceptions and performance' by Stewart, Adam; Nel, Deon, published in Interactive Technology and Smart Education 6.3 (2009): 140-155. Both items have 'References' and 'Full text - PDF' options.

ProQuest

Basic Search | Advanced Search | Publications | Browse | Databases (3)

SEGi University

(online marketing) AND (case studies)

Full text Peer reviewed [Recent searches](#) [Search tips](#)

Related searches [case studies AND online](#) [case studies](#) [Hospitals](#) [View all >](#)

8,460 Results **0 ebrary e-books**

Search within [Cite](#) [Email](#) [Print](#) [Save](#)

Select 1-20 0 Selected items [Brief view](#) | [Detailed view](#)

Relevance

Narrow results

Full text

Peer reviewed

Publication date

1984 - 2016 (decades)

1 **A Usability Study of Interactive Web-Based Modules**
GIRARD, Tulay, Musa PINAR. *TOJET: The Turkish Online Journal of Educational Technology* 10.3 (2011): n/a.
...of the usability of **marketing case study** modules in the area of interactive
...perceptions of Principles of **Marketing case studies** in a web-based format for
...**case study** modules for Principles of **Marketing** students are easy to use, and
[References \(25\)](#)
[Abstract/Details](#) [Full text - PDF \(165 KB\)](#) [Preview v](#)

2 **Blended and online learning: student perceptions and performance**
Stewart, Adam; Nel, Deon. *Interactive Technology and Smart Education* 6.3 (2009): 140-155.
...**Online Marketing** and Strategic **marketing** form two further **case studies** that
...**case study** involves the subject direct and **online marketing**. As will be shown,
...**Case study** one - a wholly **online** subject **Marketing** is
[Cited by \(6\)](#) [References \(24\)](#)

Harvard Business Review Case Studies

In EBSCOhost Business Source Complete, go to the Advanced Search. Search for “harvard business review” as a Publication Name, and “case studies” as Subject Terms. Apply filters according to requirements.

elibr.segi.edu.my:3194/bsi/resultsadvanced?sid=8b24eb64-43a6-4719-9c1f-20d2218a3cff%40sessionmgr4006&vid=3&hid=4209&bquery=(SO+ harvard business review) AND (SU case studies)

New Search Publications Company Information Thesaurus More Sign In Folder Preferences Languages Help

Searching: Business Source Complete | Choose Databases SEGi University Sdn Bhd

harvard business review SO Publication Name Search Clear

AND case studies SU Subject Terms

AND Select Field (optional) + -

Basic Search Advanced Search Search History

Refine Results

Current Search

Boolean/Phrase:
SO harvard business review
AND SU case studies

Limiters
Full Text

Limit To

Full Text
 Scholarly (Peer Reviewed) Journals
 References Available

1922 Publication Date 2016

Show More Limiters set

Source Types >

Subject: Thesaurus Term >

Subject >

Publication >

Company >

Geography >

NAICS/Industry >

Search Results: 1 - 10 of 275 Date Newest Page Options Share

Company Enter company name Go

- Case Study: An Office Romance Gone Wrong.**
By: Bearden, Neil. Harvard Business Review. Sep2016, Vol. 94 Issue 9, p109-24. 5p. 5 Illustrations.
Show all 5 Images
Periodical
HTML Full Text PDF Full Text (3.3MB)
- Case Study: Should You Adjust Your Business Model for a Major Customer?**
By: Weiss, Mitchell. Harvard Business Review. Jul/Aug2016, Vol. 94 Issue 7/8, p119-121. 5p. 1 Color Photograph.
Periodical
HTML Full Text PDF Full Text (853KB)
- Is a Promotion Worth Hiding Who You Are?**
By: Ramanna, Karthik; Murphy, Christopher A.; Smith, Christie. Harvard Business Review. Oct2015, Vol. 93 Issue 10, p123-127. 5p. 6 Color Photographs.
Periodical
HELLO
HTML Full Text PDF Full Text (960KB)
- Huawei: A Case Study of When Profit Sharing Works.**
By: De Cremer, David; Tian Tao. Harvard Business Review Digital Articles. 9/24/2015, p2-5. 4p.
Periodical
PDF Full Text (735KB)
- Case Study Second Thoughts About a Strategy Shift.**

Emerald Insight Case Studies

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The CASE Journal The official journal of The CASE Association