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About Emerald




A leading independent publisher of global research with impact in business, society, public policy and education

- Helping the world to be better managed
- Bridging the gap between research and application

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Emerald Management eJournals



Research you can use

Each Emerald Management eJournal collection comprises titles from up to 22 subject areas, including human resource management, LIS, managing quality, marketing, organization studies and strategy

The screenshot shows the Emerald Management eJournals website. At the top, there is a navigation bar with links for Home, Text View, Contact Us, Site Map, Support, Register, and Administrators. The Emerald logo and tagline 'Research you can use' are prominently displayed. A left-hand navigation menu includes sections for Login, Welcome (with account info and logout), Search for (with a search box and 'Go' button), Advanced search, Marked lists, Browse (with links to Books & Journals, Bibliographic Databases, and Resources), Product Information, Emerald Management eJournals (highlighted with a green arrow), Emerald Journals, New titles, Emerald Subject Collections, Emerald Backfiles, Emerald Books and Series, Emerald eBook Series, and Emerald Management First. The main content area features a banner with the text 'Leading the way in management research' and a lighthouse icon. Below the banner, there are sections for 'What are Emerald Management eJournals?', 'Emerald Management Plus', 'New titles for 2010!', and 'What other subscription options are there to Emerald Management eJournals include?'. The 'Emerald Management eJournals' section is highlighted with a green arrow pointing from the left-hand menu.

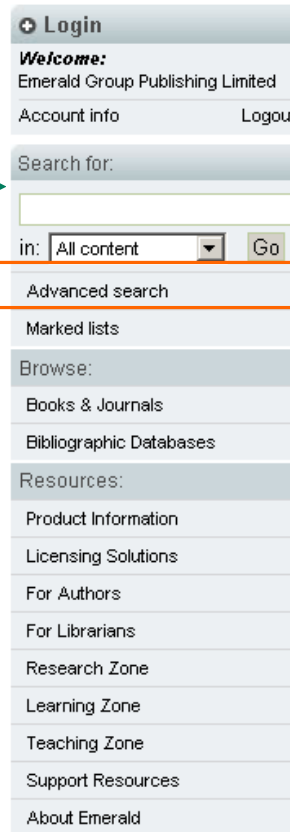
Full product information can be found on the Emerald Management eJournal homepage, which can be accessed via the left-hand menu

Search



Research you can use

To access the articles within Emerald Management eJournals you can perform a search, which can be found within the left-hand menu on every page

A screenshot of the Emerald website's search interface. At the top, there is a "Login" section with a "Welcome:" message, the text "Emerald Group Publishing Limited", and links for "Account info" and "Logout". Below this is a "Search for:" section with a text input field. Underneath the input field is a dropdown menu labeled "in:" with "All content" selected, and a "Go" button. A red rectangular box highlights the "Advanced search" link in the left-hand navigation menu. Below the search section are sections for "Browse:" (Books & Journals, Bibliographic Databases) and "Resources:" (Product Information, Licensing Solutions, For Authors, For Librarians, Research Zone, Learning Zone, Teaching Zone, Support Resources, About Emerald).

Simply enter your required search term in the box and press "Go"

Advanced search allows for more sophisticated searching using additional search criteria in order to tailor your results

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Journals > A

Title	ISSN	Type
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Accounting, Auditing & Accountability Journal	0951-3574	Journal
African Journal of Economic and Management Studies	2040-0705	Journal
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The Browse function is also located within the left-hand menu

Browse journals either alphabetically or by subject

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The organizational roles of marketing and marketing managers

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Abstract

Purpose – The purpose of this paper is to design a comprehensive responsibilities inventory for today's marketing managers, from which it develops factual inferences for the role of marketing in corporations.

Design/methodology/approach – A content analysis on online job announcements is used to define the role inventory of the marketing manager.