


# Electronic resources for teaching and research cycle

Inforum, Prague, May 2010



# Introduction



ProQuest and our resources – how these can be used effectively to support different aspects of research and teaching activities

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# Research and teaching

Activities	Research	Teaching	Content
Problem definition	Discovery		Search for right terms, ideas, outlines
Narrowing	x		With the use of early research – narrowing of concepts, first subject literature gathered
Collaborators, funding	Organisation		Finding out other relevant projects, collaborators
Project definition	x	Inclusion into teaching, colalbroation	Different aspects: collaboration, literature search, timing, funding
Research			
Lecture / seminar		x	Planning, preparation, actual running of a seminar program in relation to research project
Publication	x	x	Planning, preparing, writing, sharing

# Research Process –seen differently



## ProQuest Mission

**To create indispensable  
research solutions that  
connect people and  
information**

# Innovation

## Technology

1996  
Literature Online launched with more than 350,000 full text works in poetry, prose and dram

1992  
English Poetry on CD-ROM launched

1939  
Dissertations on Microfilm and Print

1998  
Library of Congress recognizes UMI as offsite repository of Digital Dissertation Library

1951  
ARL recognizes UMI as Publisher of Record for all US dissertations

## Recognition

1938  
University Microfilms founded

# Digital resources available from ProQuest

## Different types of digitized collection with discovery tools

- Full Text collections like ProQuest Central, Newsstand
- Full page image scanned from microfilm or original documents with or without OCR'd text, e.g. Periodicals Archive Online, Historical Newspapers, House of Commons Parliamentary Papers and John Johnson Collection, Early English Books Online, Colonial State Papers
- Full page image with re-keyed searchable text, e.g. Documents on British Policy Overseas
- Re-keyed ASCII text, e.g. Literature Online, ProQuest Newsstand

## Research and teaching tools

- RefWorks, Scholars Universe, Funding Opportunities, Papers Invited

# The ProQuest Family of Brands





# Research - example

## Corporate Social Responsibility

existing literature

ongoing research

planning own research

teaching program

financing

publishing

# Scolars

Quick Search Results - Windows Internet Explorer

http://csaweb105v.csa.com/jds70/results.php?SID=mmbk9rio66u9kcajgq7poap5578id=6

Quick Search Results

CSA ILLUMINA  
Deep Indexing added to selected databases

Ewa's Demo University

Please log in to My Research XML

0 Marked Records | Search History

Logout Quick Search **Advanced Search** Search Tools Browse

Results Edit Search Help & Support

9130 results found for: **Corporate Social Responsibility** in COS Scholar Universe [Alert Me](#)

Scholars 9130 Funding 11 Calls for Papers 30

Scholar Profiles from COS Scholar Universe [Suggest a Scholar](#)

Mark or Clear all on page | [Update Marked List](#) | [Save, Print, Email](#) Sort by: Relevance Rank Go

Record # Go

Community Tree™ [Refine Search](#)  
[Mark or Clear all](#)

- Agriculture (82)
- Allied Health (526)
- Applied Science (720)
- Architecture (104)
- Arts (91)
- Business (4514)
- Education (425)
- Engineering (246)
- Environmental Science (221)
- Humanities (1022)
  - Law (1143)
- Mass Communication (421)
- Medicine (219)
- Natural Science (171)
- Social Sciences (2530)

1. Name: [Sandra Waddock](#)  
Affiliation: Professor, [Department of Operations, Information & Strategic Management, Boston College](#), 1986 - Current

From Publication Abstracts:

This paper explores the ways in which the current emphasis on *corporateresponsibility* constitutes a *social* movement by using the elements that constitute *social* movements to illustrate how... This paper explores the ways in which the current emphasis on *corporateresponsibility* constitutes a *social* movement by using the elements that constitute *social* movements to illustrate how a group... of *social* movements to forward greater attention to issues of *corporateresponsibility* over several

2. Name: [Donald S. Siegel](#)  
Affiliation: Professor, [Information Technology, Rensselaer Polytechnic Institute](#)

From Publication Abstracts:

This essay was written in response to the theme of this year's Academy of Management meeting, "Green Management Matters." I assert that firms should adopt "green management" practices only if such activities complement the organization's business- and *corporate*-level strategies and ultimately... In recent years, *corporatesocialresponsibility* (CSR) has received increased attention in both academic and practitioner realms. The authors agree that *corporate* leaders play a key role in formulating and implementing CSR initiatives, but debate the appropriate drivers of socially responsible

3. Name: [Jeremy Moon](#)  
Affiliation: Professor, [Strategy Division, Faculty of Social Sciences, University of Nottingham](#)

From Publication Abstracts: priorities. A key concern is the extent of 'community participation' in *corporatesocial* decision... 'community and employee relations, we investigate the contribution of EV to *corporatesocialresponsibility*, specifically whether and how it contributes to *social* capital. We investigate the dynamics of EV... the contribution of EV to the overall *corporatesocialresponsibility* agenda of companies. [PUBLICATION

4. Name: [Frank G. A. de Bakker](#)  
Affiliation: Lecturer/Assistant Professor, [Public Administration and Organization Science, Faculty of Social Sciences, Vrije Universiteit Amsterdam](#)

From Publication Abstracts: " This article presents a range of tactics that activist groups employ to influence *corporate* policy... Corporations increasingly pay attention to issues of *socialresponsibility*, but their policies and procedures to articulate such *responsibilities* are not just a

Local intranet 100%

# Papers invited

Quick Search Results - Windows Internet Explorer

http://csaweb105v.csa.com/ids70/results.php?id=6&rt=papers&SID=mmbk9rio66u9kcajgq7poap5578mark\_id=search%3A6%3A42%2C10%2C11#resource\_tabs

Quick Search Results

Record #  Go

◀ Previous 1 2 3 Next ▶

1. [3rd European Conference on Intellectual Capital \(ECIC 2011\), University of Nicosia, Nicosia, Cyprus, April 18, 2011-April 19, 2011](#)  
Organizer: Geoff Turner, European Centre of Knowledge Management Research, University of Nicosia, Nicosia, Cyprus  
Last Day for Submission of Abstracts: September 27, 2010  
Last Day for Submission of Manuscripts: November 15, 2010  
Resource Location: <http://academic-conferences.org/ecic/ecic2011/ecic11-home.htm>  
[View Record](#)  
Database: PapersInvited  
Descriptors: [Knowledge Management](#) | [Management](#)  
Discovery Links: [Images, Definitions, etc.](#)
2. [10th International Congress on Marketing Trends, Paris, France, January 20, 2011-January 22, 2011](#)  
Organizer: Francoise Conchon  
Jean-Claude Andreani  
Umberto Collesei  
Tiziano Vescovi  
Last Day for Submission of Manuscripts: September 13, 2010  
Resource Location: <http://marketing-trends-congress.com/>  
[View Record](#)  
Database: PapersInvited  
Descriptors: [Management](#)  
Discovery Links: [Images, Definitions, etc.](#)
3. [17th International Symposium of the International Consortium for Social Development, Dhaka, Bangladesh, January 03, 2011-January 07, 2011](#)  
Organizer: International Consortium for Social Development (ICSD)  
Last Day for Submission of Abstracts: July 15, 2010  
Last Day for Submission of Manuscripts: November 01, 2010  
Resource Location: <http://www.monmouth.edu/icsd2011/>  
[View Record](#)  
Database: PapersInvited  
Descriptors: [Sociology](#) | [Social services](#)  
Discovery Links: [Images, Definitions, etc.](#)
4. [2010 Academy of International Business Southeast Asia Regional Conference, Renaissance Riverside Hotel Saigon, Ho Chi Minh City, Vietnam, December 02, 2010-December 04, 2010](#)  
Organizer: Hong Kong Institute of Business Studies (HKIBS), Lingnan University  
Last Day for Submission of Manuscripts: August 15, 2010  
Resource Location: <http://www.ln.edu.hk/hkibs/AIB/2010/aib2010/Flyer%202010AIB-0106.pdf>  
[View Record](#)  
Database: PapersInvited  
Descriptors: [Management](#)  
Discovery Links: [Images, Definitions, etc.](#)
5. [201 Conference of the Australian and New Zealand Marketing Academy \(ANZMAC 2010\), University of Canterbury, Christchurch, New Zealand, November 29, 2010-December 01, 2010](#)  
Organizer: Australian and New Zealand Marketing Academy  
Last Day for Submission of Manuscripts: June 25, 2010  
Resource Location: <http://www.anzmac2010.org/>  
[View Record](#)  
Database: PapersInvited  
Descriptors: [Management](#) | [Commerce](#)  
Discovery Links: [Images, Definitions, etc.](#)
6. [18th International Conference of the Israel Society for Quality, David Intercontinental Hotel, Tel Aviv, Israel, November 15, 2010-November 17, 2010](#)  
Organizer: The Israel Society for Quality  
Last Day for Submission of Abstracts: May 30, 2010  
Resource Location: <https://www.isas.co.il/quality2010/>  
[View Record](#)  
Database: PapersInvited  
Descriptors: [Manufacturing Engineering](#) | [Industrial Engineering](#) | [Instrumentation Engineering](#) | [Mechanical Engineering](#)  
Discovery Links: [Images, Definitions, etc.](#)
7. [International Conference on Knowledge Management \(ICKM 2010\), Phuket, Thailand, November 10, 2010-November 12, 2010](#)  
Organizer: WASET

# Discover

Quick Search Results - Windows Explorer

http://csaweb105v.csa.com/ids70/results.php?SID=mmbk9rio66u9kcajgq7poap557&id=7&Go\_expand=%2B&sort\_by=%23date&recnum=2&mark\_id=search%3A7%3A54%

Quick Search Results

3144 results found for: **Corporate Social Responsibility** in Multiple Databases - [Alert Me](#)

655	?	EconLit
1813	?	IBSS: International Bibliography of the Social Sciences
172	?	IMID: Institute of Management International Database
25	?	PAIS Archive
23	?	CSA Social Services Abstracts
452	?	CSA Sociological Abstracts
4	?	Recent References Related to the Social Sciences

Published Works 3144   [Scholars 2530](#)   [Web Sites 0](#)

All Publication Types 3144   [Journals 2282](#)   [Peer-Reviewed Journals 1724](#)   [Conferences 10](#)   [Books 202](#)

Mark or Clear all on page | [Update Marked List](#) | [Save, Print, Email](#) | [RefWorks](#)   Sort by: [Most Recent](#)

◀ Previous 1 2 3 4 5 Next ▶   Record #

1. [Gold mining and corporate social responsibility in the Wassa West district, Ghana](#)  
[Yankson, Paul W K](#)  
**Development in Practice**, vol. 20, no. 3, pp. 354-366, May 2010  
... alternative livelihood programmes (ALPs) as part of their **corporate social responsibility** (CSR) agenda. While the ALPs have provided some employment and income-earning opportunities and skills training, the prospects for their sustainability ...  
[View Record](#) | [Full-Text Linking](#) | [ULIRICH'S RESOURCE LINKER](#) | [InterLibrary Loan](#) | [Document Delivery](#)  
**Database:** CSA Sociological Abstracts  
**Descriptors:** \*Ghana | \*Employment Opportunities | \*Employment | \*Wages | \*Interest Groups | \*Unemployment  
**Discovery Links**  
[Images, Definitions, etc.](#)
2. [Employee well-being, firm leverage, and bankruptcy risk](#)  
[Verwijmeren, Patrick; Derwall, J.](#)  
**Journal of banking and finance**, vol. 34 no. 5, pp. 956-964, May 2010  
Employees of liquidating firms are likely to lose income and non-pecuniary benefits of working for the firm, which makes bankruptcy costly for employees. This paper examines whether firms take these costs into account when deciding on the optimal ...  
[View Record](#) | [Full-Text Linking](#) | [ULIRICH'S RESOURCE LINKER](#) | [InterLibrary Loan](#) | [Document Delivery](#)  
**Database:** IBSS: International Bibliography of the Social Sciences  
**Descriptors:** [Bankruptcy](#) | [Risk](#) | [Employees](#) | [Cost analysis](#) | [Well-being](#) | [Capital structure](#) | [More...](#)  
**Discovery Links**  
[Images, Definitions, etc.](#)
3. [Corporate environmental responsibility and criminology](#)  
[Bisschop, Lieselot](#)  
**Crime, Law and Social Change**, vol. 53, no. 4, pp. 349-364, May 2010  
This article addresses **corporate environmental responsibility** (CER) and aims to present a criminological analysis of it. We studied the opinion of a number of principle actors involved in CER in Europe in order to determine ...  
[View Record](#) | [ULIRICH'S RESOURCE LINKER](#) | [InterLibrary Loan](#) | [Document Delivery](#)  
**Database:** CSA Sociological Abstracts  
**Descriptors:** \*Criminology | \*Sustainable Development | \*Social Responsibility | \*Corporations | \*Definition  
**Discovery Links**  
[Images, Definitions, etc.](#)
4. [SA 8000 - the first decade: implementation, influence and impact](#)  
[Leipzigiger, Deborah](#) (Ed)  
**Development in practice**, vol. 20 no. 2, pp. 298-300, Apr 2010  
[View Record](#) | [Full-Text Linking](#) | [ULIRICH'S RESOURCE LINKER](#) | [InterLibrary Loan](#) | [Document Delivery](#)  
**Database:** IBSS: International Bibliography of the Social Sciences  
**Descriptors:** [Workers' rights](#) | [Corporate social responsibility](#) | [Standardization](#)  
**Discovery Links**  
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Done   Local intranet

Disc

Home Insert Page Layout

Table of Contents Add Text Update Table AB<sup>1</sup> Insert Footnote Footnote

Table of Contents

1 2 1 1 2

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

Done Page: 1 of 1 Words: 254 English (U.K.)

## Flying Capacitor Converter Applicative Direct-Drive Wind Power Generator System<sup>1</sup>

### Abstract

In direct-drive systems which has traditionally been used to interface a slowly rotating shaft with the generator shaft. (1) On the realization of high power electronic equipment, an important problem is that the working frequency of high power devices is too low to apply excellent modulated technique such as PWM. In large-power equipment, the switching frequency of power electronics devices is such low that good control performance can't be obtained with a single converter. Carrier phase-shifted SPWM technique (CPS-SPWM) has been researched. All this verified by simulation and experiment.

1. Carrejo C, Simon-Muela, E. Vidal-Idiarte, B. Estibal, C. Ramos-Paja, and C. Alonso. 2010. FPGA-based improvement of classical current tracking methods for high-frequency power converters.
2. Jianlin L, H. Shuju, S. Guiping, W. Xin, and X. Honghua. 2008. Proceedings of ISES World Congress 2007 (Vol. I-Vol. VI); CPS-Spwm Flying Capacitor Converter Applicative Direct-Drive Wind Power Generator System 2297 <last\_page> 2300.
3. Mazumder S. K. and S. Pradhan. 2010. Efficient and Robust Power Management of Reduced Cost Distributed Power Electronics for Fuel-Cell Power System. *Journal of Fuel Cell Science and Technology (Transactions of the ASME)* 7-011018 (11 pp).
4. Patino D, P. Biedinger, and F. Ruiz. 2010. A predictive control approach for DC-DC power converters and cyclic switched systems.
5. Wu B. In: Predictive Control of Grid Connected High Power Converters.

Journal of Experimental Medicine style:

## Flying Capacitor Converter Applicative Direct-Drive Wind Power Generator System<sup>1</sup>

### Abstract

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### References

1. Carrejo, C., A. Simon-Muela, E. Vidal-Idiarte, B. Estibal, C. Ramos-Paja, and C. Alonso. 2010. FPGA-based improvement of classical current tracking methods for high-frequency power converters.
2. Jianlin L, H. Shuju, S. Guiping, W. Xin, and X. Honghua. 2008. Proceedings of ISES World Congress 2007 (Vol. I-Vol. VI); CPS-Spwm Flying Capacitor Converter Applicative Direct-Drive Wind Power Generator System 2297 <last\_page> 2300.
3. Mazumder S. K. and S. Pradhan. 2010. Efficient and Robust Power Management of Reduced Cost Distributed Power Electronics for Fuel-Cell Power System. *Journal of Fuel Cell Science and Technology (Transactions of the ASME)* 7-011018 (11 pp).
4. Patino D, P. Biedinger, and F. Ruiz. 2010. A predictive control approach for DC-DC power converters and cyclic switched systems.
5. Wu B. In: Predictive Control of Grid Connected High Power Converters.

<sup>1</sup> Based on an existing summary of (Jianlin et al., 2008).

# Discover and arrange syllabus

The screenshot shows a ProQuest search results page. The browser address bar displays the URL: <http://proquest.umi.com/pqdweb?SQ=Corporate+Social+Responsibility&DBId=-1&date=ALL&onDate=&beforeDate=&afterDate=&fromDate=&toDate=&pubtitle=&author=>. The ProQuest logo is at the top left, and the interface language is set to English. The search results are for 'Corporate Social Responsibility' and show 12,560 documents found. The results are sorted by 'Most recent first'. The first eight results are listed below:

**Suggested Topics** [About](#)

- [Social responsibility AND Corporate responsibility](#)
- [Social responsibility AND United Kingdom--UK \(location\)](#)
- [Social responsibility AND Corporate](#)
- [Social responsibility AND Environmental management](#)
- [Social responsibility](#)
- [Social responsibility AND Sustainable development](#)
- [Social responsibility AND Business ethics](#)
- [Social responsibility AND Organizational behavior](#)

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12560 documents found for: *Corporate Social Responsibility* » [Refine Search](#) | [Set Up Alert](#) | [Create RSS Feed](#)

All sources: [Scholarly Journals](#) | [Magazines](#) | [Trade Publications](#) | [Newspapers](#) | [Books](#) | [Reference/Reports](#) | [Dissertations](#) | [Working Papers](#)

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1. [When Necessity Becomes a Virtue: The Effect of Product Market Competition on Corporate Social Responsibility](#)  
*Daniel Fernández-Kranz, Juan Santaló. Journal of Economics & Management Strategy. Cambridge: Summer 2010. Vol. 19, Iss. 2; p. 453*  
[Abstract](#)
2. [The Framing of Corporate Social Responsibility and the Globalization of National Business Systems: A Longitudinal Case Study](#)  
*Stefan Tengblad, Claes Ohlsson. Journal of Business Ethics. Dordrecht: Jun 2010. Vol. 93, Iss. 4; p. 653*  
[Abstract](#) | [Full Text - PDF \(215 K\)](#)
3. [The Relationship Between Individuals' Recognition of Human Rights and Responses to Socially Responsible Companies: Evidence from Russia and Bulgaria](#)  
*Petya Puncheva-Michelotti, Marco Michelotti, Peter Gahan. Journal of Business Ethics. Dordrecht: Jun 2010. Vol. 93, Iss. 4; p. 583*  
[Abstract](#) | [Full Text - PDF \(247 K\)](#)
4. [Enterprise strategy: A concept that explicates corporate communication's strategic contribution at the macro-organisational level](#)  
*Benita Steyn, Lynne Niemann. Journal of Communication Management. London: 2010. Vol. 14, Iss. 2; p. 106*  
[Abstract](#)
5. [Consumers' responses to CSR activities: The linkage between increased awareness and purchase intention](#)  
*Ki-Hoon Lee, Dongyoung Shin. Public Relations Review. Greenwich: Jun 2010. Vol. 36, Iss. 2; p. 193*  
[Abstract](#)
6. [The influence of corporate social responsibility and customer-company identification on publics' dialogic communication intentions](#)  
*Soo Yeon Hong, Sung-Un Yang, Hyejoon Rim. Public Relations Review. Greenwich: Jun 2010. Vol. 36, Iss. 2; p. 195*  
[Abstract](#)
7. [The social construction of crises in governmental and corporate communications: An inter-organizational and inter-systemic analysis](#)  
*Friederike Schultz, Juliana Raupp. Public Relations Review. Greenwich: Jun 2010. Vol. 36, Iss. 2; p. 112*  
[Abstract](#)
8. [Fifth Third Bancorp: Fifth Third Bank Releases First Report on Corporate Social Responsibility](#)  
*Anonymous. Investment Weekly News. Atlanta: May 22, 2010. p. 323*

# Syllabus...

## Lecture in Management

1. Introduction. Decision making, managerial functions.
2. **Organizational Culture and social environments. Stakeholders, limitations**
3. **Social responsibility vs business responsibility of managers**
4. **Planning in organizations**
5. **Managing the organization**
6. Tools and techniques of planning.
7. Changing structure of organizations
8. Leadership
9. Managerial control.

# Managerial responsibility

ProQuest

[Help](#)

**Basic** | **Advanced** | **Topics** | **Browse** | **Publications** | **My Research**  
0 marked items

Interface language:  
English



Databases selected: ABI/INFORM Dateline, ABI/INFORM Global, ABI/INFORM Trade & Industry

**Results** – powered by ProQuest® Smart Search


Suggested Topics [About](#)


<a href="#">Social responsibility</a>	<a href="#">Social responsibility AND Sustainable development</a>
<a href="#">Social responsibility AND Corporate responsibility</a>	<a href="#">Social responsibility AND Canada (location)</a>
<a href="#">Social responsibility AND Business ethics</a>	<a href="#">Social responsibility AND Stakeholders</a>
<a href="#">Social responsibility AND United Kingdom–UK (location)</a>	<a href="#">Social responsibility AND Ethics</a>

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22083 documents found for: SOCIAL RESPONSIBILITY > [Refine Search](#) | [Set Up Alert](#)  | [Create RSS Feed](#) 

**All sources** | [Scholarly Journals](#) | [Magazines](#) | [Trade Publications](#) | [Newspapers](#) | [Books](#) | [Reference/ Reports](#) | [Dissertations](#) | [Working Papers](#)

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*Daniel Fernández-Kranz, Juan Santaló.* **Journal of Economics & Management Strategy.** Cambridge: Summer 2010. Vol. 19, Iss. 2; p. 453  
[Abstract](#)
- 2. [Marketing to subsistence consumers: Lessons from practice](#)  
*Kelly L Weidner, José Antonio Rosa, Madhu Viswanathan.* **Journal of Business Research.** New York: Jun 2010. Vol. 63, Iss. 6; p. 559  
[Abstract](#)
- 3. [The Framing of Corporate Social Responsibility and the Globalization of National Business Systems: A Longitudinal Case Study](#)  
*Stefan Tengblad, Claes Ohlsson.* **Journal of Business Ethics.** Dordrecht: Jun 2010. Vol. 93, Iss. 4; p. 653  
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- 4. [The Relationship Between Individuals' Recognition of Human Rights and Responses to Socially Responsible Companies: Evidence from Russia and Bulgaria](#)  
*Petya Puncheva-Michelotti, Marco Michelotti, Peter Gahan.* **Journal of Business Ethics.** Dordrecht: Jun 2010. Vol. 93, Iss. 4; p. 583  
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- 5. [Enterprise strategy: A concept that explicates corporate communication's strategic contribution at the macro-organisational level](#)  
*Benita Steyn, Lynne Niemann.* **Journal of Communication Management.** London: 2010. Vol. 14, Iss. 2; p. 106  
[Abstract](#)
- 6. [Drivers of Brand Commitment: A Cross-National Investigation](#)  
*Andreas B Eisingerich, Gaia Rubera.* **Journal of International Marketing.** Chicago: Jun 2010. Vol. 18, Iss. 2; p. 64  
[Abstract](#)




# Social responsibility AND Corporate responsibility

ProQuest

Help

Basic Advanced Topics Browse Publications  My Research  
0 marked items

Interface language:

English  Go

Databases selected: ABI/INFORM Dateline, ABI/INFORM Global, ABI/INFORM Trade & Industry



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Narrow your results by: Topic | [Date](#) | [Publication](#) [About](#) [>> View all suggestions in Topic Guide](#)


<a href="#">Studies</a>	<a href="#">Case studies</a>
<a href="#">Business ethics</a>	<a href="#">Organizational behavior</a>
<a href="#">Ethics</a>	<a href="#">Multinational corporations</a>
<a href="#">Statistical analysis</a>	<a href="#">Public relations</a>


1-8 of 56 (sorted by number of documents)


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1495 documents found for: Social responsibility AND Corporate responsibility [» Refine Search](#) | [Set Up Alert](#)  | [Create RSS Feed](#) 

All sources  Scholarly Journals [Magazines](#) [Trade Publications](#) [Newspapers](#) [Reference/ Reports](#) [Dissertations](#) [Working Papers](#)

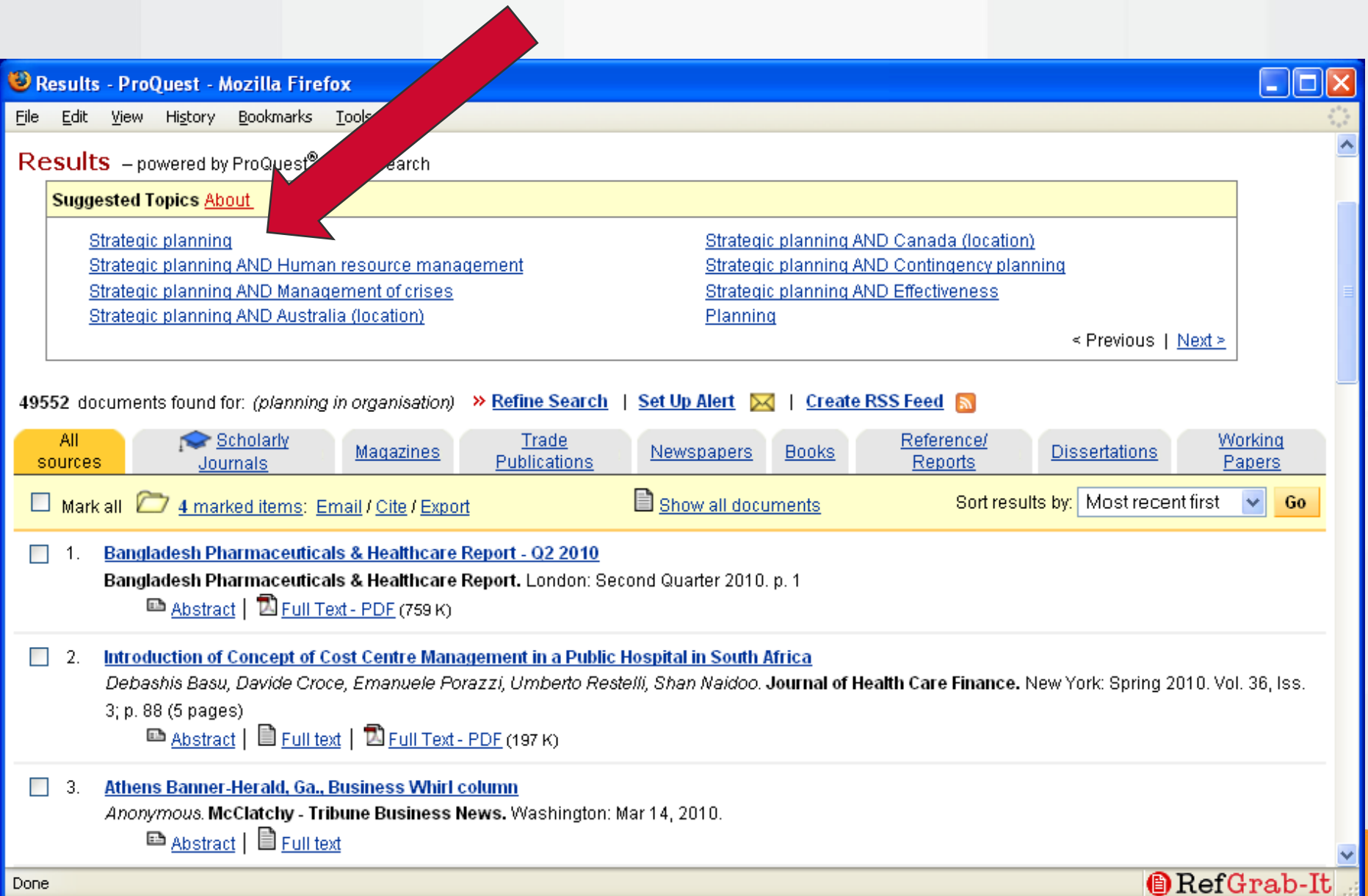
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- 1. [Campbell's Dave Stangis to Take Part in Conference Board's 'Future of Business' Roundtable](#)  
*Anonymous. Business Wire. New York: May 18, 2010.*  
[Abstract](#) | [Full text](#)
- 2. [Campbell Unveils 2020 Sustainability and Citizenship Goals in 2010 Corporate Social Responsibility Report](#)  
*Anonymous. Business Wire. New York: May 4, 2010.*  
[Abstract](#) | [Full text](#)
- 3. [Premier Farnell Americas Joins Green Certified Electronics Recycling Initiative As Part of its Ongoing Environmental Program](#)  
*Anonymous. Business Wire. New York: Apr 15, 2010.*  
[Abstract](#) | [Full text](#)
- 4. [Consumers Continue to Prioritize Social Responsibility across Business Sectors, Despite Recession](#)  
*Anonymous. Business Wire. New York: Mar 29, 2010.*  
[Abstract](#) | [Full text](#)
- 5. [McKesson Corporation: McKesson Named "Most Admired" Company Among Healthcare Distributors by FORTUNE Magazine and one of Nation's 100 Best Corporate Citizens by Corporate Responsibility Magazine](#)  
*Anonymous. Investment Weekly News. Atlanta: Mar 20, 2010. p. 403*  
[Abstract](#) | [Full text](#)
- 6. [Book says green is good business color](#)

# Planning in organisations



The screenshot shows a web browser window with the title 'Results - ProQuest - Mozilla Firefox'. The browser's menu bar includes 'File', 'Edit', 'View', 'History', 'Bookmarks', and 'Tools'. The page content is titled 'Results - powered by ProQuest® Search'. A prominent red arrow points from the top center towards the 'Suggested Topics' section.

**Suggested Topics** [About](#)

<a href="#">Strategic planning</a>	<a href="#">Strategic planning AND Canada (location)</a>
<a href="#">Strategic planning AND Human resource management</a>	<a href="#">Strategic planning AND Contingency planning</a>
<a href="#">Strategic planning AND Management of crises</a>	<a href="#">Strategic planning AND Effectiveness</a>
<a href="#">Strategic planning AND Australia (location)</a>	<a href="#">Planning</a>


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49552 documents found for: (*planning in organisation*) >> [Refine Search](#) | [Set Up Alert](#) | [Create RSS Feed](#)


**All sources** | [Scholarly Journals](#) | [Magazines](#) | [Trade Publications](#) | [Newspapers](#) | [Books](#) | [Reference/ Reports](#) | [Dissertations](#) | [Working Papers](#)

Mark all | [4 marked items: Email / Cite / Export](#) | [Show all documents](#) | Sort results by: [Most recent first](#)

1. [Bangladesh Pharmaceuticals & Healthcare Report - Q2 2010](#)  
**Bangladesh Pharmaceuticals & Healthcare Report.** London: Second Quarter 2010. p. 1  
[Abstract](#) | [Full Text - PDF \(759 K\)](#)
2. [Introduction of Concept of Cost Centre Management in a Public Hospital in South Africa](#)  
*Debashis Basu, Davide Croce, Emanuele Porazzi, Umberto Restelli, Shan Naidoo.* **Journal of Health Care Finance.** New York: Spring 2010. Vol. 36, Iss. 3; p. 88 (5 pages)  
[Abstract](#) | [Full text](#) | [Full Text - PDF \(197 K\)](#)
3. [Athens Banner-Herald, Ga., Business Whirl column](#)  
*Anonymous.* **McClatchy - Tribune Business News.** Washington: Mar 14, 2010.  
[Abstract](#) | [Full text](#)

Done 

# A Marketing Management course

- 
- 1 – Marketing for 21<sup>st</sup> century. Definition of basic concepts.
  - 2 – Market analysis
  - 3 – Creating a market strategy
  - 4 – Trademark and product strategy implementation.
  - 5 – Planning and managing services
  - 6 – Pricing strategies and policies
  - 7 – Sales management
  - 8 – Evolution of marketing and sales organisations.

# Market analysis

Browse topics

The screenshot shows the ProQuest website interface. At the top, there is a navigation menu with 'File', 'Edit', 'View', 'History', 'Bookmarks', 'Tools', and 'Help'. The ProQuest logo is prominently displayed. Below the logo, there are buttons for 'Basic', 'Advanced', and 'Browse'. A red arrow points from the 'Browse topics' text to the 'Browse' button. There is also a 'Publications' section with a 'My Research' folder icon and '0 marked items'. An 'Interface language' dropdown menu is set to 'English' with a 'Go' button. Below this, it lists 'Databases selected: ABI/INFORM Dateline, ABI/INFORM Global, ABI/INFORM Trade & Indu...'. The main content area is titled 'Browse Featured Content' and includes sections for 'Industry and Market Research' and 'Commodity Reports', each with a list of links to various reports and articles.

- Subject search: controlled vocabularies:  
“market analysis”  
Suggestions  
Smart search  
Basic search  
Advanced search
- Browsing tab to various kinds of market data –  
gathering market information



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AS A SOURCE OF A FIRM'S COMPETITIVE ADVANTAGE

by  
Yves M. Mayard

VIEW

# Search for valid results > Medical Evidence Matters

- Therapy
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**Medical Evidence Matters**

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Basic Search Advanced Search Articles Language Help

Basic Question Wizard ?

1 For patients with: -- Select a disease -- ?

2 what is the effect of: -- Select a therapy --

3 based on the outcome: -- Select an outcome --

[Advanced search](#) GO »

summary tables and graphs so they can be easily assessed. Results can be customised to allow you to assess alternative therapies, alternative patient characteristics (e.g. age, sex etc.), alternative treatment characteristics, and alternative research characteristics (e.g. type of research, place of research, quality of research etc.). You can also compare effectiveness of therapies based on a range of clinical outcomes.

# Medical Evidence Matters

## Therapy > Research > Teaching

1 Type in a word   
Need help? See our [Frequently Asked Questions](#).

Click to expand a term

- Disease
- [-] Cardiology (26443)
  - [-] Acute coronary disease
    - Acute myocardial infarction
    - Unstable angina
  - Hypertension (1589)
- [+] Endocrine and Metabolism
- [+] Gastroenterology (565)
- [+] Gynecology (7244)
- [+] Neurology (7816)
- [-] Oncology (149481)
  - Bladder cancer (400)
  - Breast cancer (3840)
  - Cervical cancer (6390)
  - Colorectal cancer (20454)
  - Endometrial cancer (3032)
  - Hepatocellular carcinoma (592)
  - [+] Leukemia (8387)
  - Lung cancer (34653)
  - Ovarian cancer (7748)
  - Pancreatic cancer (807)
  - Prostate cancer (18026)
  - Skin cancer (6502)
  - Stomach cancer (485)
- [+] Orthopaedics (919)
- [-] Pediatrics (3837)
  - ADHD (Child Attention-deficit /hyperactivity disorder) (3837)
- [+] Respiratory (14893)
- [+] Urology (2613)

Basic Search | Advanced Search | Articles | Language

### Basic Question Wizard

1 For patients with: Type I Diabetes Mellitus (Insulin dependent)

2 what is the effect of: Insulin

3 based on the outcome:

-- Select a therapy --  
All therapies  
Insulin  
-- See more therapies --

Basic Search | Advanced Search | Articles | Language

### Basic Question Wizard

1 For patients with: Type I Diabetes Mellitus (Insulin dependent)

2 what is the effect of: Insulin

3 based on the outcome: Hypoglycemia



**Question asked:**

For **Type I Diabetes Mellitus (Insulin dependent)**, what is the effect of **Insulin** compared by the outcome **Hypoglycemia** (rate of in %).

CHANGE >>

Results (202)

PubMed Results (577)

Found 202 outcome results View as: Table | List | Graph

Refine your search:

Patient Characteristics

Sex

- Female (155)
- Male (169)

Age range

- Teenagers (2)
- Adults (18 to 60) (4)
- Older adults (40 to 60) (4)

Race

- White or European or American or Caucasian (54)
- Black or African American or African ancestry (25)
- Asian or Pacific islander (21)
- Latino/Latina or Hispanic (22)
- more >>>

Medical history

- Nephropathy (2)
- Neuropathy (4)
- Retinopathy (4)

Study Characteristics

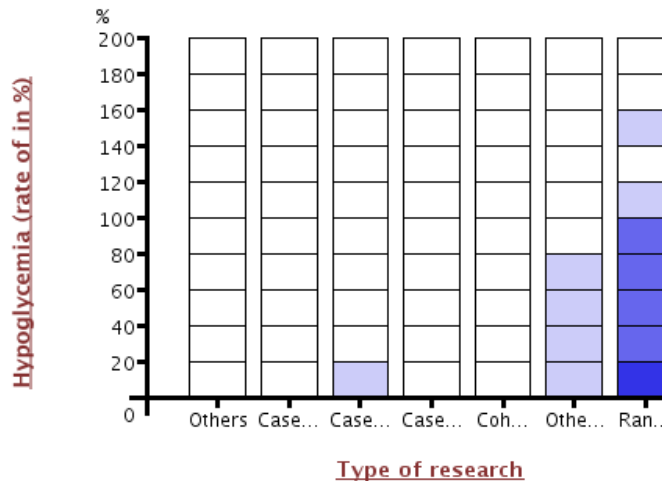
Type of research

- Randomized clinical trial (193)
- Other experimental designs (5)
- Case series (4)

Name of countries in study

Legend:

Number of statistics  
0 1 5 15 50  
Insulin :



In this box there are 30 outcomes from 10 different articles with results of 40 to 60 %. (Click on the box to view the references)

\*Hold your cursor over any element to see a small help box with explanation

more >>>

#	Interventions *experimental	Study Outcome (rate of in %)	Timing of the	References
Declared interest by author(s)				

Done

Group by: Type of Research Up  
Sort by: Timing Down

5, vol.28:1562-7  
of rosiglitazone on overweight diabetes...

Abstract

Abstract

2006, vol.60:228-34  
a self-management-based patient  
the treatment and prevention of  
problems in type 1 diabetes.

Abstract

Abstract

# Teach

## Clip 08. Jim Prevor - Interview - Perishable Pundit: Jim Prevor States Businesses Have Responsibility To Be Strong Businesses

Jim Prevor. [eClipsNet Digital Database](#). Oct 29, 2008(Video)



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Speaker(s): [Jim Prevor](#)

Speaker bio: Jim Prevor is the Founder and Editor of the Perishable Pundit which has quickly become the industry's most important forum for the discussion and analysis of issues relevant to the fresh foods industry including the trade's primary forum for discussing food safety and sustainability issues. Jim Prevor is widely recognized as a leader in understanding and assessing the state of the perishable food industries and analyzing the prospects for the retail and foodservice venues in which perishable foods are sold. His comments and insights on issues such as food safety, sustainability and the competitive dynamics in the food retailing industry have been seen and heard on CNN, the Fox Business Channel, the [BBC](#), [National Public Radio](#) and many network affiliates as well as over 100 newspapers and magazines, including The [Washington Post](#), The [New York Times](#), The Chicago Tribune, The Los Angeles Times and The Wall Street Journal. The founder and editor-in-chief of both PRODUCE BUSINESS and DELI BUSINESS magazines, Prevor also spearheads substantial trade and consumer research projects focusing on consumer attitudes toward various shopping venues. These research initiatives include the world's largest comparison of perishable food prices between [Wal-Mart](#) and competing shopping venues and a project comparing and contrasting consumer attitudes on sustainability in the UK and North America. Prevor is also the founder of Perishable Solutions, a consultancy specializing in bringing strategic thinking to the fast-moving business of perishables. He travels the world visiting retail, foodservice, wholesale and production organizations and has given keynote addresses, workshops and seminars on every continent save Antarctica.

Lecture/Series: [Jim Prevor - Interview - Perishable Pundit](#)

Clip Length: 00:01:38

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### Abstract (Summary)

Jim Prevor States Businesses Have **Responsibility** To Be Strong Businesses

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# Variety of resources

- That give subject coverage from different angles
  - DNSA
  - DOBOP
  - Historical Newspapers
  - PAO

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DNSA currently contains thirty-th

1. Afghanistan: The Making of
2. The Berlin Crisis, 1958-1961
3. China and the United States
4. The Cuban Missile Crisis, 1961
5. The Cuban Missile Crisis Revisited: the Bay of Pigs to the Brink
6. Death Squads, Guerrilla Warfare in the United States, 1954-1999
7. El Salvador: The Making of
8. El Salvador: War, Peace, and
9. Iran: The Making of U.S. Policy
10. The Iran-Contra Affair: The
11. Iraqgate: Saddam Hussein's Invasion of Kuwait, 1980-1994
12. Japan and the United States, 1945-1976
13. Japan and the United States, 1977-1992
14. The Kissinger Telephone Conversations, 1977
15. The Kissinger Transcripts: 1969-1977
16. The National Security Agency's
17. Nicaragua: The Making of U.S. Policy
18. Peru: Human Rights, Drug Trafficking, and U.S. Policy
19. The Philippines: U.S. Policy and the
20. Presidential Directives on the Vietnam War (Part I)
21. Presidential Directives on the Vietnam War (Part II)
22. South Africa: The Making of U.S. Policy
23. The Soviet Estimate: U.S. Intelligence on the Soviet Union
24. Terrorism and U.S. Policy, 1969-1977
25. U.S. Espionage and Intelligence
26. The U.S. Intelligence Community's
27. The U.S. Intelligence Community's
28. U.S. Intelligence on Weapons of Mass Destruction
29. U.S. Military Uses of Space
30. U.S. Nuclear History: Nuclear Energy and the
31. U.S. Nuclear Non-Proliferation Policy
32. U.S. Policy in the Vietnam War, Part I: 1969-1975
33. U.S. Policy in the Vietnam War, Part II: 1969-1975

## THE PROBLEM

To examine the impact of the fall of Khrushchev's policies on the USSR, assess their impact over the next 5-10 years.

## CONCLUSIONS

A. Recent developments have led to significant changes in the fall of Khrushchev's policies. Among the alternative decisions concerning the USSR, the one that was adopted will depend on the Soviet leadership, upon the leadership of the USSR.

B. The focus of the relationships with the USSR has greatly strengthened. The USSR has overtaken the US in many areas. Its willingness to accept a more acceptable strategy reflects this judgment.

## Study Unit

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## Eastern Europe, 1945-1991

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The pattern of the Soviet Union's domination in the region of Eastern Europe had a major impact on the cultural, economic and social development of the countries affected. Each Eastern European state had a communist government loyal to the Soviet Union, while each state's economy was also tied to the Soviet economy. Moreover, the Warsaw Pact signed in 1955 allied together Eastern Europe's states and the Soviets. Despite this apparent cohesion, there were varying degrees of success in the Sovietization of Eastern Europe. For instance, the experience of Bulgaria's genuine indigenous communism and loyalty to the USSR was dissimilar from the Soviet-imposed communist government in **Czechoslovakia**. Along with the development of the Cold War, among the most significant events that took place during the Soviet era in Eastern Europe were the 1956 Hungarian Revolution, the erection of the Berlin Wall, the 1968 Prague Spring, Poland's Solidarity movement, **Czechoslovakia's** Velvet Revolution and the toppling of Romania's Nicolae Ceausescu in 1989.



Image © Archive Photos/Getty Images  
*Marshal Tito*  
Josip Tito was president of Yugoslavia from 1953 to 1980.

## Highlights



- [The Collapse of Communism.](#)  
*KnowledgeNotes History Guides* Cambridge, ProQuest Information and Learning, 2002. This KnowledgeNotes History Guide investigates the causes and effects of the collapse of Communism in the Soviet Union and Eastern Europe.
- Anderson, Raymond H., "[They Open Fire on Crowds in Prague.](#)"  
*ProQuest Historical Newspapers: New York Times* (21 Aug. 1968): 1. On the morning of 21 August 1968 Soviet and other Warsaw Pact forces invaded Czechoslovakia,

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## 1968: Prague, Paris and Josef

## Document View

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Translate document

By MILAN KUNDERA When in September of 1968, with my eyes still filled with the image of Russian tanks parked along Prague streets, I arrived for a few days in the West, a rather sympathetic young man asked me with an aggressiveness he did not try to conceal, "What exactly do you Czechs want? Are you already tired of socialism? Would you have preferred our society of mass consumption?" Today, over ten years later, the Western Left is almost unanimous in its approval of the Prague Spring. But I am not certain that the misunderstanding has been cleared up.

The Western intellectual in his proverbial egocentricity often takes interest in certain issues not so much in order to have a thorough knowledge of them as to integrate them, like a pebble, into the mosaic of his own theoretical speculations. Alexander Dubček is thus confused, according to the situation, sometimes with Allende or Trotsky and sometimes with Lumumba or Che Guevara. The Prague Spring is acknowledged and placed—but really it remains unknown.

I would like, above all, to emphasize this fact: the Prague Spring did not come as a revolutionary explosion succeeding the night of the Stalinist era; it had been prepared by a whole process of liberalization, long and intense, that developed during the sixties. It is even possible that it all started slightly earlier, maybe in 1956 with the revelations of the Twentieth Congress in Moscow, or even in 1948, at the birth of Czech Stalinism. Its origins were with the critical minds that gradually decomposed the dogmas of the regime, called Marx to witness against Marxism, common sense against ideological delirium, humanist sophisms against inhumane ones. By dint of laughing at the system they led the system to be ashamed of itself; sustained by an overwhelming majority of the population, they slowly but inevitably laid the guilt at the feet of the state which was gradually less and less capable of believing in itself and in its truth.

At home we would say cynically that the ideal political regime is a dictatorship in decomposition; the oppressive machinery functions more and more defectively, and yet its existence alone suffices to keep the national spirit in a maximally creative tension. A dicta-

## Lover, Traitor, Soldier, Spy?

*Christine Toomey*. [Sunday Times](#). London (UK): [Aug 10, 2008](#). pg. 38

## Abstract (Summary)

It is hard to say whether the young woman her mother describes as a "serious student and devout communist" was more attracted by [Che Guevara]'s revolutionary credentials or by his charisma. But she must have seen in him much that she missed about the country where both of them were born. What is certain is that the following year, [Tamara Bunke] travelled to Cuba as an interpreter for the Cuban national ballet, adopted the nom de guerre of [Tania], and never returned to live in Germany. Inspired by the idealism of the Cuban revolution, she sought out voluntary work, teaching and building homes and schools in the countryside, alongside her hero Guevara. Until, that is, he gave the order that she was to receive "special training". By then he had set his sights on spreading revolution far beyond Cuba's shores, to Africa and throughout Latin America. It was decided Bolivia would become the next seedbed for a peasant uprising: a strategic "focus" from which rebel armies would spread into five neighbouring countries: Argentina, Paraguay, Brazil, Peru and Chile. It was a grave miscalculation: Bolivia had already undergone limited land reform and the population there had little appetite for revolt.

Throughout the spring of 1964, Tania was hidden on a small farm on the outskirts of Prague, where she was schooled in the art of espionage, in preparation for infiltrating high society as [Laura Gutierrez Bauer] in Bolivia's administrative capital of La Paz. She arrived there in October 1964 with a brief to gather intelligence on Bolivia's political elite and the strength of its armed forces. Her ultimate weapon was her attractiveness to men. "You could call her a [Mata Hari]. As a spy she was one of the best," says [Benigno]. "But I do not believe she slept around. She did not need to. She knew how to manipulate men perfectly without doing that." He tells how, shortly after arriving in La Paz, she learnt that the son of the country's army chief and junta head, General Alfredo Ovando Candia, was planning to study in Germany. After finding out where the general lived, she rented a room nearby and put a sign in the window advertising "German lessons". The ploy worked; she started teaching the general's son German.

Most of the pages here that do mention Tania relate to her former "handler", the man referred to in the documents as "the traitor" or "deserter" - [Gunter Mannel]. These documents date from after his defection to the West in 1961, and lament how this compromised the GDR's intelligence services. One states that "a series of secret agents working abroad in capitalist countries have had to be warned and withdrawn from service". This document confirms that Mannel did know of one female "GM" - geheime Mitarbeiter, or secret agent - working in La Paz. But, confusingly, it states that she died in March 1967 - and Tania was shot in August of that year.

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Full Text (3319 words)

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	<b>Authors</b> <a href="#">Pavlicek,Vladimir</a>	
	<b>Title</b> [Havana 1960, Visit of the Czechoslovakian Deputy Minister of Foreign Affairs, Jiri Hajek; Czech Language; Translation Appended]	
	<b>Source</b> 1960, 1	

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**Ref ID** 645 Journal Article Reference 1 of 9 [All Czechoslovak policies](#)

**Authors**

**Title** Captive behind the iron curtain

**Source** [VFW, Veterans of Foreign Wars Magazine](#), 1996, 84, 4, 26

**Ref ID** 634 Web Page Reference 2 of 9 [All Czechoslovak policies](#)

**Authors**

**Title** YouTube - Cold War: Czechoslovakia Invasion - part 1/5

**Source** 2010, 5/19/2010, <http://www.youtube.com/watch?v=m1u1T7rMZSw>

**Ref ID** 648 Journal Article Reference 3 of 9 [All Czechoslovak policies](#)

**Authors** [Brown, Bryan](#)

**Title** The Prague Spring

**Source** [Junior Scholastic](#), 2007, 109, 18, 14

**Ref ID** 646 Newspaper Article Reference 4 of 9 [All Czechoslovak policies](#)

**Authors** [Finn, Peter](#)

**Article Title** Archives Illuminate Prague Spring, but Public Looks Away

**Source** [The Washington Post](#), 1998, A.11

**Ref ID** 636 Video/DVD Reference 5 of 9 [All Czechoslovak policies](#)

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- ProQuest offers a wide variety of resources that cover different aspects of the research and teaching cycle – making it more effectively concentrated on the core academic activity
- Linking people and information
- Full text discovery resources, wide abstract resources, historical documents, videos, Dissertations and Theses
- Writing and communication tools for research and teaching



Thank you very much for your attention

**QUESTIONS?**