HELP講堂

認識商管資料庫–

ABI/INFORM
Business Source Elite(BSE)
Emerald Management Xtra

圖書館學科服務組
tul@ntu.edu.tw
2015.01.19

管理類資料庫在哪裡?-1

常用資料庫(Hot)
主題排列(Subject)
藝術與人文-Arts & Humanit
(210)
生命科學與醫學-Life Science
& Medicine (66)
社會科學-Social Sciences
(194)
科學與工程-Science &
Technology (67)
類型排列(Type)
題名排列(Title)
語文別排列(Language)
試用資源(Trial)
免費資源(Free)
新增資料庫(New)
熱門點閱(Popular)
商業管理 Business Management (48)
教育 Education (7)
經濟 Economics (34)
圖書資訊學 Library & Information Science (7)
政治 Political Science (23)
社會科學 Social Science (40)
法律 Law (24)
心理 Psychology (3)
不限欄位
精確檢索
查詢
進階查詢
(48 筆)
11 13+
C D E F H I J O P S T W
共 48 筆 每頁筆數 50
GO 第 筆
編號 No.
題名 Title
收錄年代 Year
其它註記 Notes
Web2.0
1
ABI/INFORM Archive[ProQuest]
收錄擷取自ABI/INFORM商學資訊資料庫之130種完整回溯期刊。
以瀏覽器IE開啟為亂碼或無回應？參見「調整相容性檢視設定」說明
1905-1985
NTU+VPN
Manual
Tutorials
Feedback
點閱：249
收藏：54
推薦：0
2
ABI/INFORM Complete [ProQuest]
提供商業、管理與貿易等學術性與商業性期刊文章、學位論文、市場報告、產業報告、商業案例及全球和貿易新聞。
1971-
NTU+VPN
Manual
點閱：883
收藏：31
推薦：0

管理類資料庫在哪裡?-2

【資源查詢】
管理
不限欄位
精確檢索
查詢
進階查詢
不限欄位
資源名稱(DB title)
平台名稱(Platform Name)
下一頁 共 78 筆 每頁筆數 50
編號 No.
題名 Title
收錄年代 Year
其它註記 Notes
Web2.0
1
ABI/INFORM Archive[ProQuest]
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1971-
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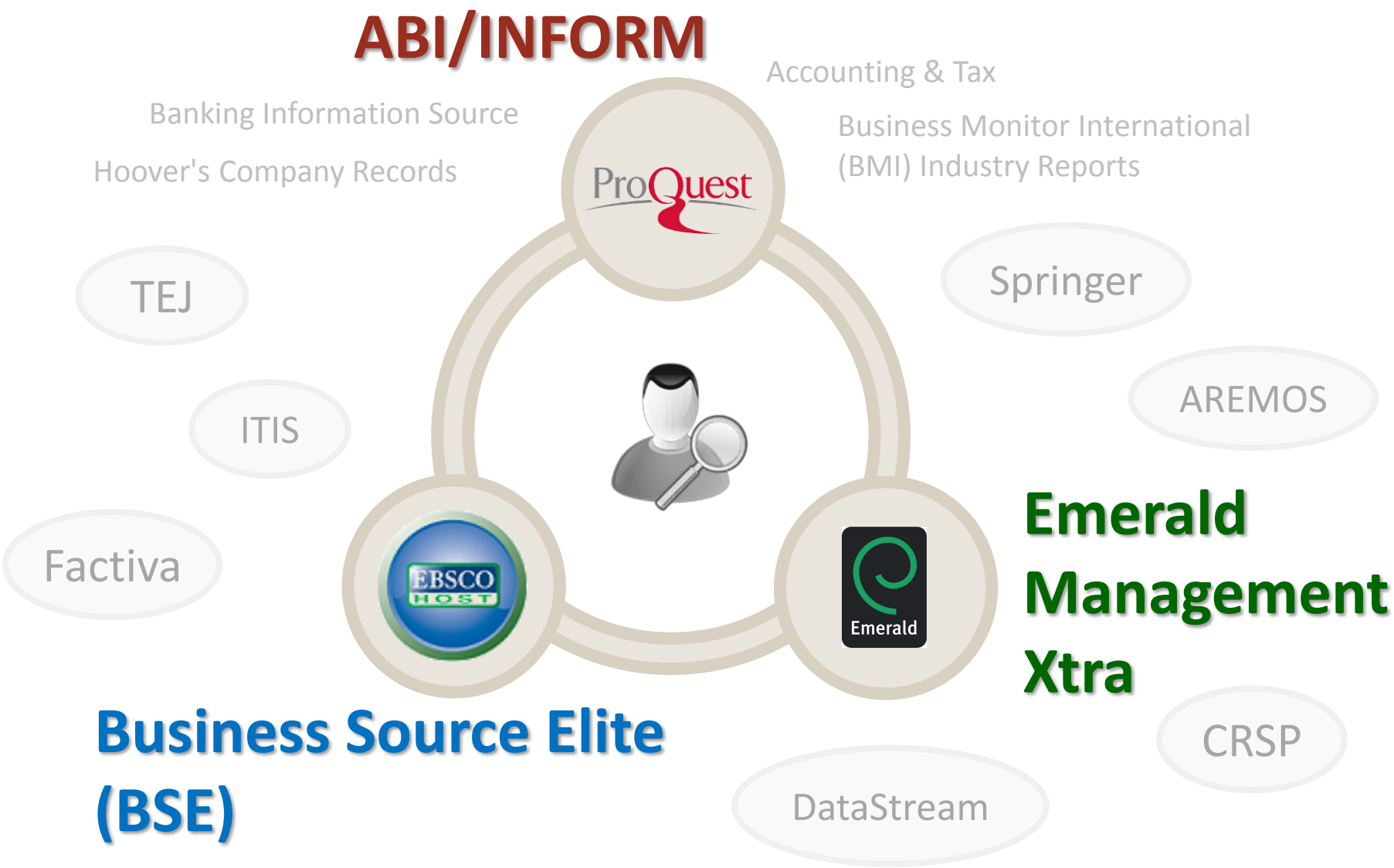
Tutorials
Feedback
點閱：883
收藏：31
推薦：0

商管類資料庫搜尋平台


ABI/INFORM
Accounting & Tax
Banking Information Source
Business Monitor International (BMI) Industry Reports
Hoover's Company Records
ProQuest
TEJ
Springer
AREMOS
ITIS
Factiva
EBSCO HOST
Emerald
Emerald Management Xtra
Business Source Elite (BSE)
CRSP
DataStream

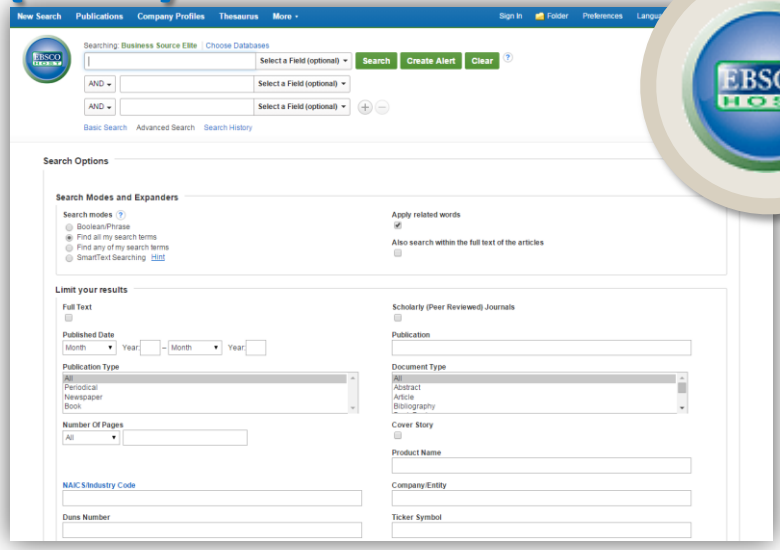
如何進入資料庫?

ABI/INFORM

ProQuest

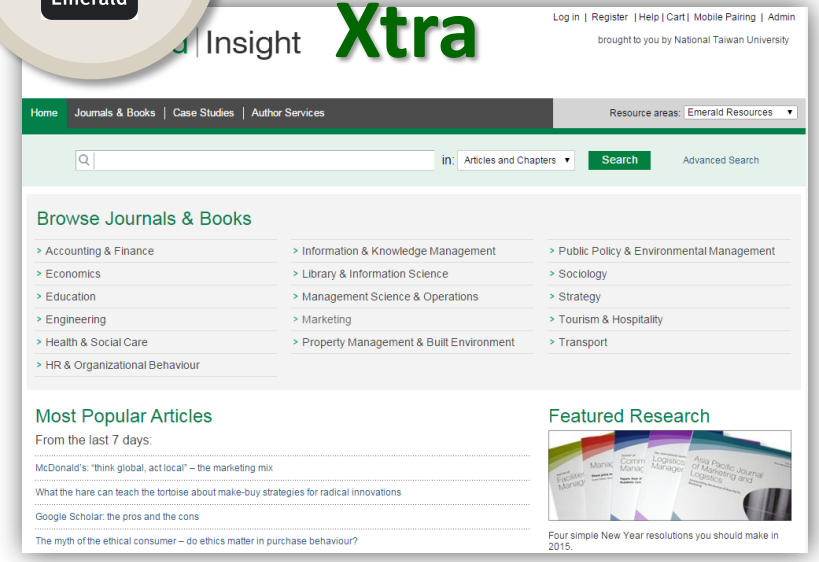
Business Source Elite (BSE)

EBSCO HOST



Emerald

Emerald Management Xtra



ABI/INFORM

編號 No.	題名 Title	收錄年代 Year	其它註記 Notes	Web2.0
1	ABI/INFORM Archive[ProQuest] 收錄擷取自ABI/INFORM商學資訊資料庫之13 刊。 以瀏覽器IE開啟為亂碼或無回應？參見「調整 說明			
2	ABI/INFORM Complete [ProQuest] 提供商業、管理與貿易等學術性與商業性期刊文章、學位論文、市場報告、產業報告、商業案例及全球和貿易新聞。 以瀏覽器IE開啟為亂碼或無回應？參見「調整相容性檢視設定」說明	1971-	NTU+VPN Manual Tutorials Feedback	點閱：910 收藏：31 推薦：0
3	ABI/INFORM Dateline [ProQuest] 商情分析全文資料庫 以瀏覽器IE開啟為亂碼或無回應？參見「調整相容性檢視設定」說明	1985-	NTU+VPN Manual Tutorials Feedback	點閱：98 收藏：37 推薦：0

ABI/INFORM請選Complete版進入，可查詢較完整資訊

ProQuest

國立台灣大學圖書館

進階檢索

以引文查找全文 | 命令列 | 尋找相似項目 | 資料與報告

索引典 | 欄位代碼 | 檢索提示

					於	全部欄位
AND	(		OR		) 於	全部欄位
AND	(		OR		) 於	全部欄位

新增一列 | 移除一列

檢索 清除表單

檢索選項

限制在: 全文 同儕評審

出版日期: 所有日期

顯示更少內容

人物: 尋找 人員

NAICS 代碼: 尋找 NAICS 代碼

地點: 尋找 地點

分類代碼: 尋找 分類代碼

產品名稱:

檢索學科領域

使用專為每個主題自訂的檢索表單。

藝術

商業

健康與醫療

Business Source Elite (BSE)

記得確認是否已進入BSE資料庫

若直接從EBSCO平台登入，記得要勾選BSE後再進入

Searching: Business Source Elite | Choose Databases

NATIONAL TAIWAN UNIV

Select a Field (optional) | Search | Create Alert | Clear

AND | Select a Field (optional)

AND | Select a Field (optional)

Basic Search | Advanced Search | Search History

Search Options

Reset

Search Modes and Expanders

Search modes

- ○ Boolean/Phrase
- ◉ 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

☐

Scholarly (Peer Reviewed) Journals

☐

Published Date

Month | Year: – Month | Year:

Publication

Publication Type

All
Periodical
Newspaper
Book

Document Type

All
Abstract
Article
Bibliography

Number Of Pages

All

Cover Story

☐

Product Name

NAICS/Industry Code

Company/Entity

Duns Number

Ticker Symbol

Emerald Management Xtra

Emerald | Insight

Browse Journals & Books

- Accounting & Finance
- Economics
- Education
- Engineering
- Health & Social Care
- HR & Organizational Behaviour
- Information & Knowledge Management
- Library & Information Science
- Management Science & Operations
- Marketing
- Property Management & Built Environment
- Public Policy & Environmental Management
- Sociology
- Strategy
- Tourism & Hospitality
- Transport

Most Popular Articles

From the last 7 days:

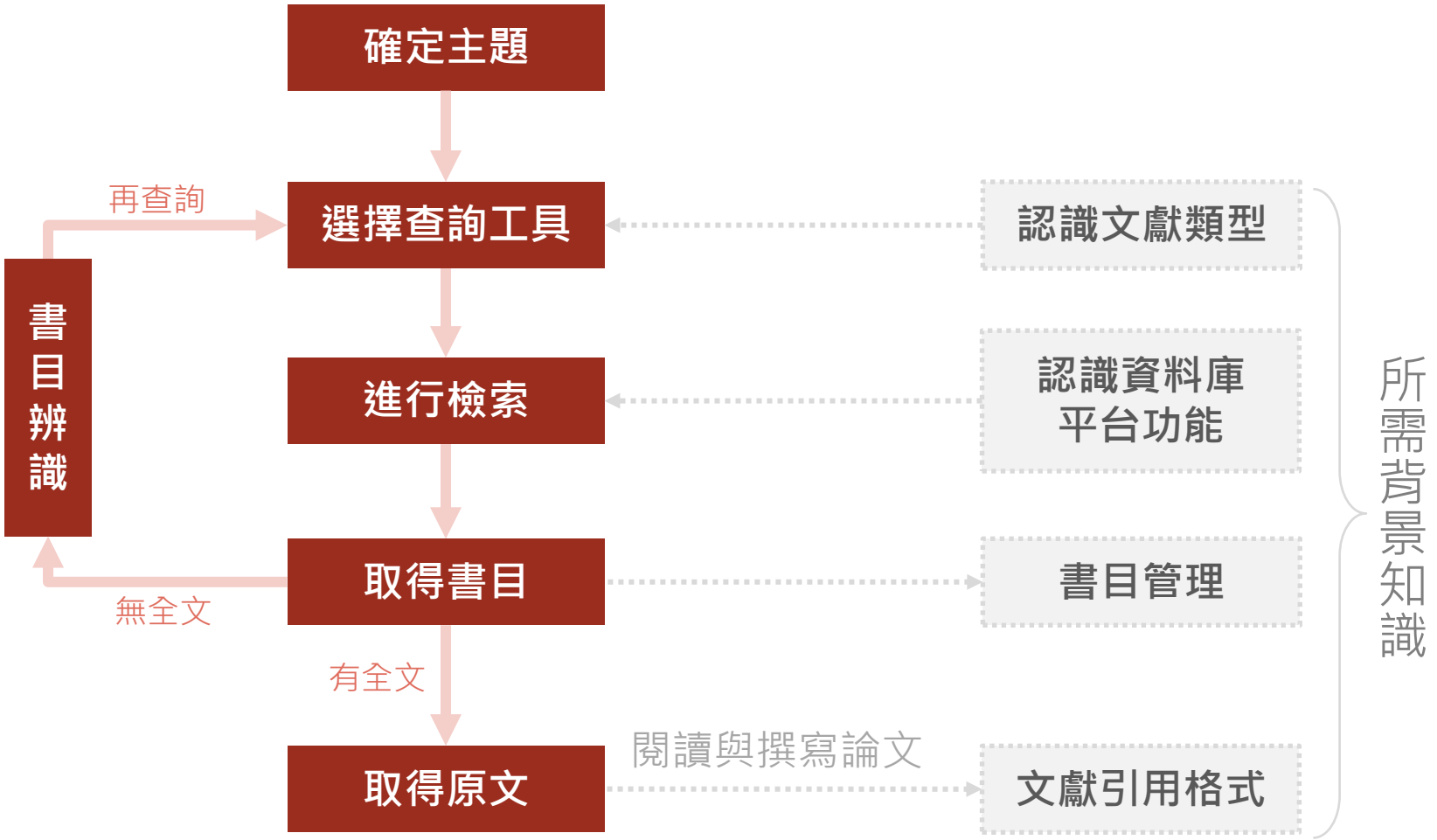
- McDonald's: "think global, act local" – the marketing mix
- What the hare can teach the tortoise about make-buy strategies for radical innovations
- Google Scholar: the pros and the cons
- The myth of the ethical consumer – do ethics matter in purchase behaviour?

Featured Research

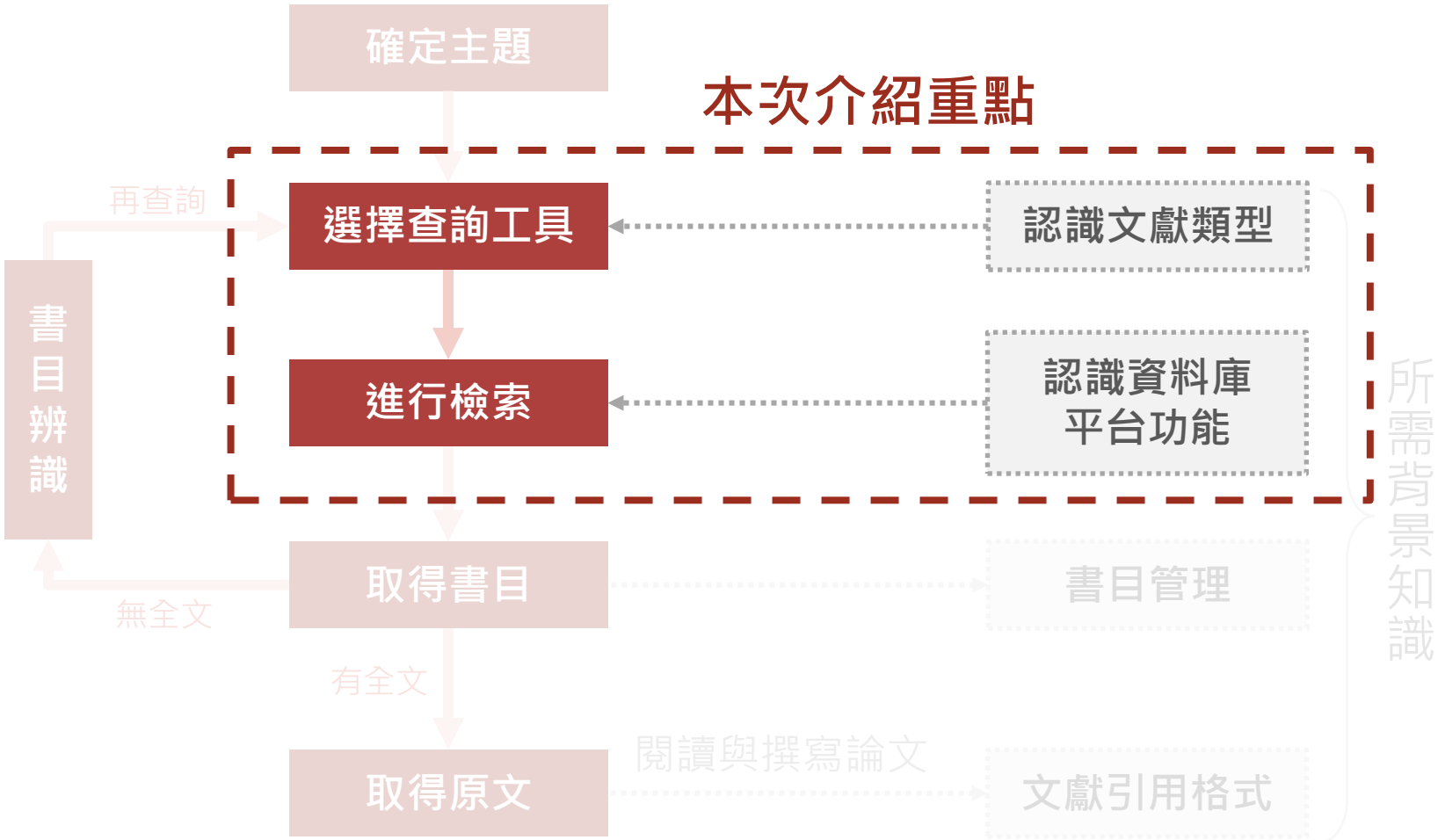
Four simple New Year resolutions you should make in 2015.

查詢歷程

查詢歷程


確定主題
選擇查詢工具
進行檢索
取得書目
取得原文
書目辨識
再查詢
無全文
有全文
閱讀與撰寫論文
認識文獻類型
認識資料庫
平台功能
書目管理
文獻引用格式
所需背景知識

查詢歷程


確定主題
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再查詢
選擇查詢工具
認識文獻類型
書目辨識
進行檢索
認識資料庫
平台功能
所需背景知識
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閱讀與撰寫論文
取得原文
文獻引用格式

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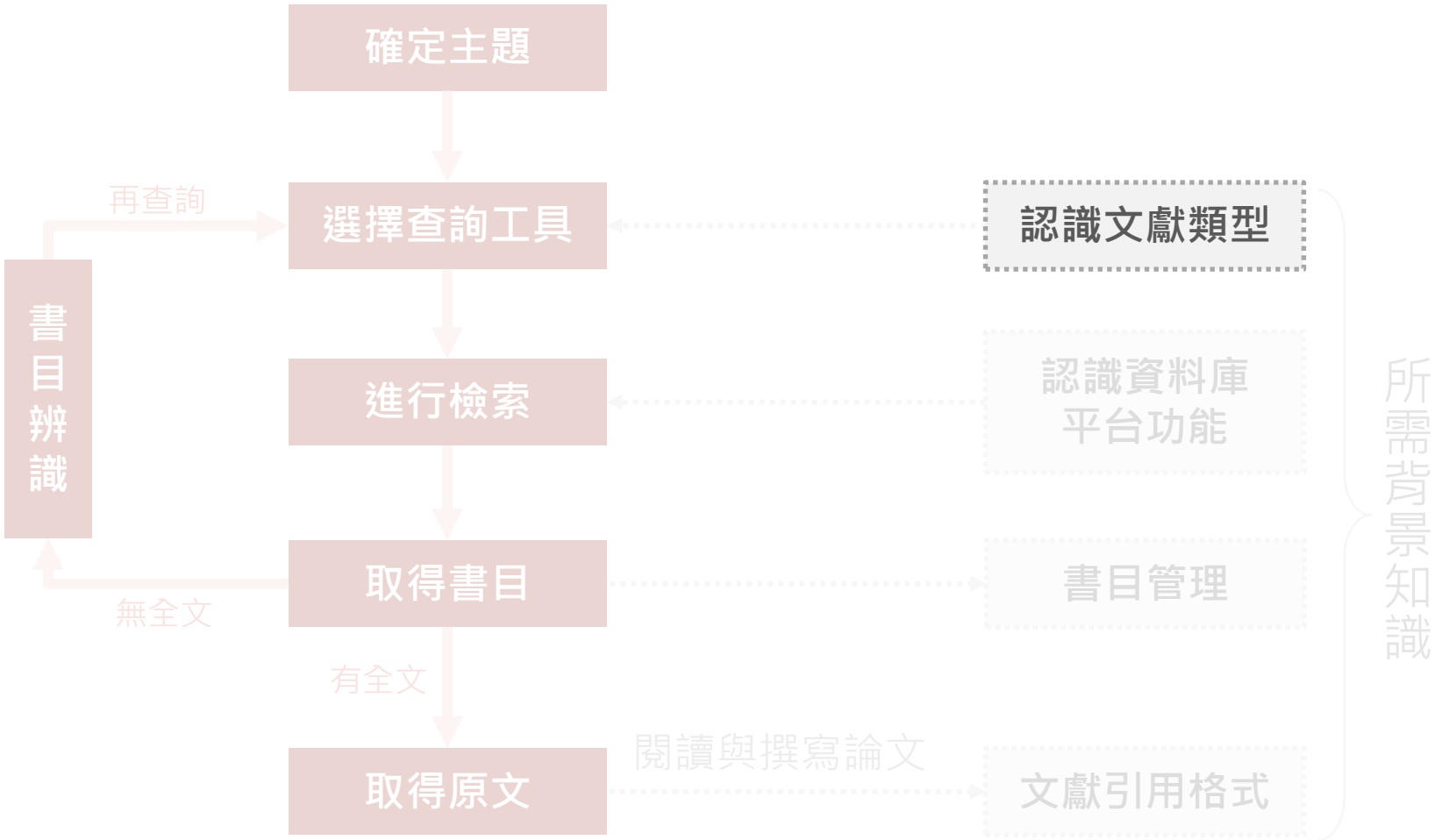
確定主題
選擇查詢工具
進行檢索
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無全文
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閱讀與撰寫論文
認識文獻類型
認識資料庫
平台功能
書目管理
文獻引用格式
所需背景知識

文獻類型

ABI/INFORM

全文

- ☑ 收錄8,860多種期刊
- ☑ 資料類型
  - ✓ 產業&市場研究
  - ✓ 商品報告
  - ✓ 公司年報
  - ✓ 論文、工作底稿
  - ✓ 國家（經濟、財務、發展趨勢等）報告
- ☑ 涵蓋主題包括：商業、經濟情勢、企業策略、管理技巧及競爭和產品資訊等

BSE

全文&索摘

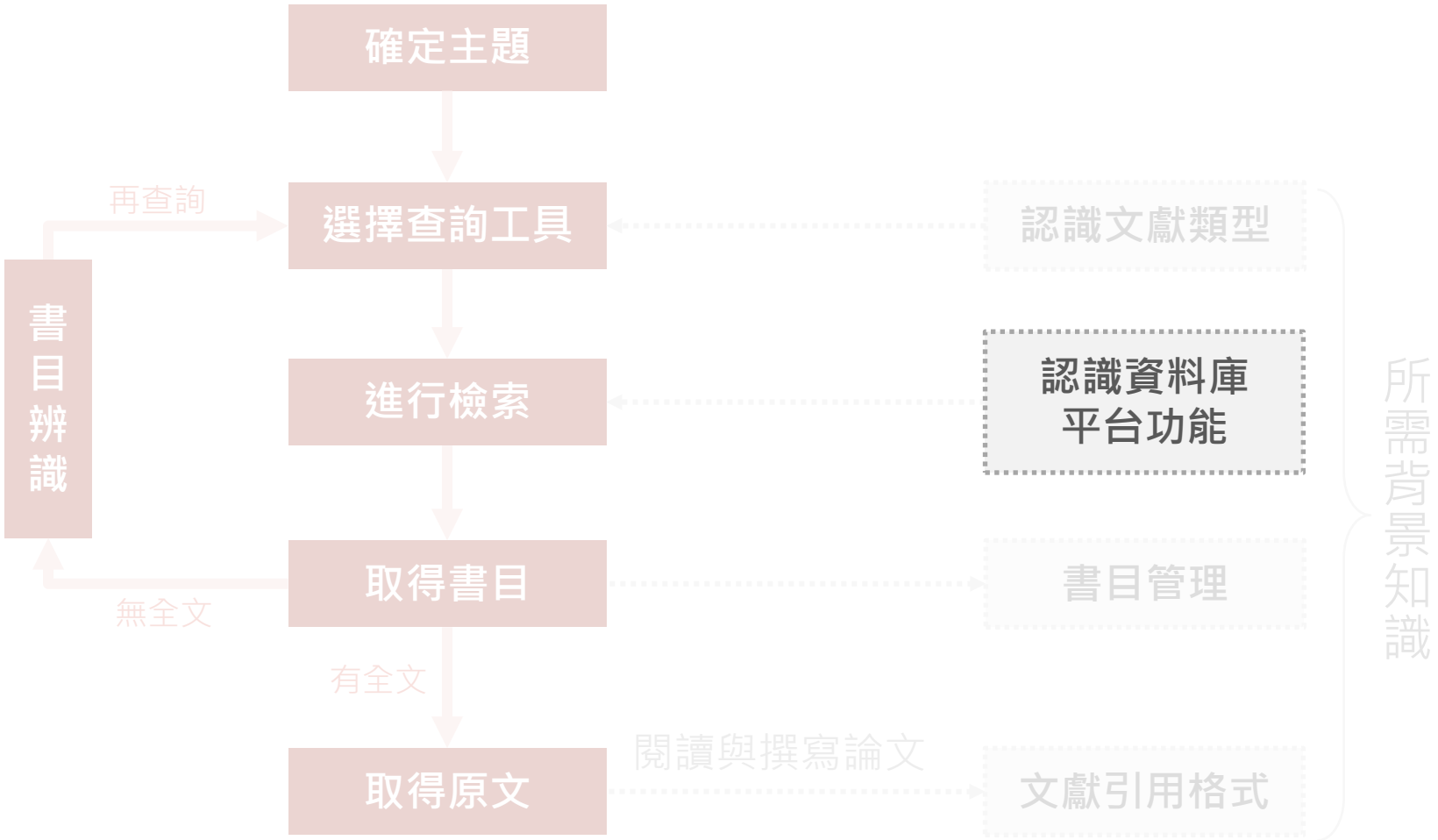
- ☑ 收錄自1985年至今1,111 種全文期刊
- ☑ 涵蓋領域如商業管理、經濟、金融、會計、國際貿易等
- ☑ 包括Harvard Business Review 、Journal of Marketing Research (JMR) 、MIS Quarterly等多種全球知名之學術性期刊等知名刊物及數百種peer-review期刊

Emerald Management Xtra

全文＆索摘

- ☑ 收錄120種期刊的索摘及全文
- ☑ 資料類型
  - ✓ 期刊文章摘要
  - ✓ 個案研究
  - ✓ 訪談錄
  - ✓ 書評
- ☑ 主要為商學領域，包括管理學、經濟學、會計、行銷學、人力資源管理、圖書館與資訊科學、教育、電子與電機工程等。

查詢歷程


確定主題
選擇查詢工具
進行檢索
取得書目
取得原文
再查詢
書目辨識
無全文
有全文
閱讀與撰寫論文
認識文獻類型
認識資料庫
平台功能
書目管理
文獻引用格式
所需背景知識

資料庫查詢四部曲

輸入檢索辭彙

1.查詢介面—Basic vs. Advanced
2.查詢技巧—布林邏輯、切截……

點選Search

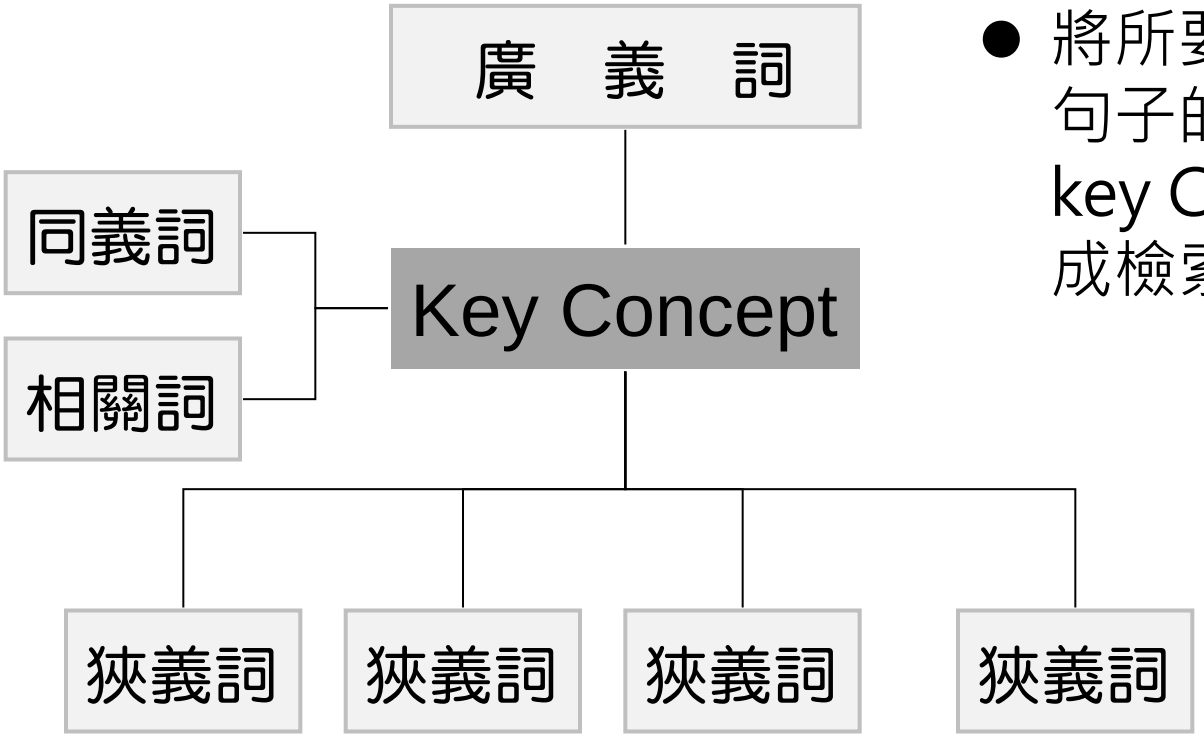
檢索結果

1.條列式檢索結果→詳細書目資料
2.可自行調整書目資料呈現方式

輸出

1.勾選輸出項目→ marked list
2.輸出方式(print、save、e-mail)

資料庫檢索小技巧：
選擇主題，轉換為檢索詞彙

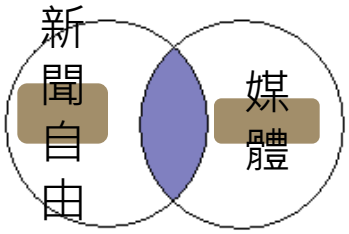


- 將所要研究的主題，以句子的方式陳述，抽取key Concept，再轉化成檢索詞彙

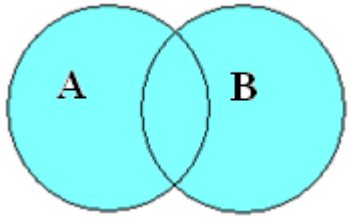
找出詞彙間的階層關係 ⋯⋯▸ 利用索引典、標題表等工具

檢索基本概念：布林邏輯(Boolean Operators)

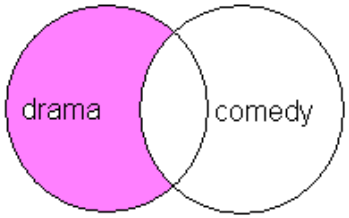
- **AND**：檢索結果包含以and結合之檢索詞彙，可以縮小檢索範圍。例如：「新聞自由and媒體」可以找到同時包括「新聞自由」及「媒體」兩個概念的資料



- **OR**：檢索結果含任一以or結合之檢索詞彙，可以擴大檢索範圍。(例如：同義字)



- **NOT** ：檢索結果排除以not結合之檢索詞彙，可以篩選檢索主題。



檢索基本概念：切截(Truncation)

- 代表符號：星號 *
- 位置：只能緊接於檢索字母之後
- 用途：檢索有**相同字根**的詞彙
- 範例：

  輸入 politic*

  可檢索到 politic, political, politicize,
  politician, politicization,
  politicking, politics

檢索基本概念：萬用字元(Wildcard)

- 代表符號：問號？
- 位置：檢索字母與字母之間
- 用途：檢索時取代1個字元
- 範例：

  輸入 wom?n

  可檢索到 woman, women

ABI/INFORM [ProQuest]

ProQuest

國立台灣大學圖書館

進階檢索

以引文查找全文 | 命令列 | 尋找相似項目 | 資料與報告

索引典 | 欄位代碼 | 檢索提示

					於	全部欄位
AND	(		OR		) 於	全部欄位
AND	(		OR		) 於	全部欄位

新增一列 | 移除一列

檢索 清除表單

檢索選項

限制在: 全文 同儕評審

出版日期: 所有日期

顯示更少內容

人物: 尋找 人員

NAICS 代碼: 尋找 NAICS 代碼

地點: 尋找 地點

分類代碼: 尋找 分類代碼

產品名稱:

檢索學科領域

使用專為每個主題自訂的檢索表單。

藝術

商業

健康與醫療

運算元	說明	範例
NEAR/n 或 N/n	尋找包含相隔指定字數內的兩個檢索術語 (順序不限) 的文件。	media N/3 women
PRE/n 或 P/n 或 -	尋找包含在第二個檢索術語之前指定字數內出現的一個檢索術語的文件。 連字號 (-) 在結合檢索內的兩個術語時，等同於 PRE/0 或 P/0。	shares P/4 technologies nursing-education
EXACT 或 X	尋找完全相同的檢索術語。主要用來檢索特定的欄位，例如 [主題]。例如，檢索 su.exact("higher education") 會傳回主題術語為 "higher education" 的文件，但是不會傳回主題術語為 "higher education funding" 的文件。	SU.EXACT("higher education") SU.X("higher education")
LNK	在 [索引典] 視窗中選擇適當的限定詞，或是在 [基本檢索]、[進階檢索] 或 [命令列檢索] 中使用連接符號 LNK(或 --)，將描述元術語連結到副標題 (限定詞)。 此外，將兩個相關的資料元素連結在一起，可確保檢索具有適當的特定性。	IND("dry eye") LNK RG(Canada) 會擷取指出在加拿大地區治療乾眼症之藥物的文件。

字元	說明	範例
?	萬用字元 - 用來取代任一個單一字元，不論是在字的中間或是最後都可以。可以使用多個萬用字元來代表多個字元。	sm?th → smith 和 smyth ad??? → added、adult、adopt
*****	截斷字元 (*) - 擷取檢索術語的變化。在檢索術語的開頭 (左邊截斷)、結尾 (右邊截斷) 或中間使用截斷字元。每一個截斷的字詞最多可以傳回 500 個字詞變化。 標準截斷 (*) 擷取檢索術語的變化，最多可以取代 10 個字元。 已定義的截斷 ([*n] 或$n) 最多可取代指定的字元數例如 [*50]。可以輸入的字元數上限為 125。	nurse* → nurse、nurses、nursed colo*r → colour、color *old → told、household、bold [*5]beat → upbeat、downbeat、offbeat、heartbeat

ProQuest

Internet of Things (IoT)

全文 同儕評審 修改檢索 | 提示

相關檢索 隱藏

Powered by ProQuest® Smart Search

- Internet
- Internet AND Radio frequency identification
- Internet AND Technological change
- Internet AND Supply chains

7074 個結果 *

結果裡再檢索 建立新知通報 建立 RSS 訂閱 儲存檢索

0 個選擇的項目 [清除] 儲存至 [我的檢索] 電子郵件 列印 引用 匯出/儲存

選擇 1-20 簡單檢視 | 詳細檢視

1 預覽

Sensors Market in Internet of Things Industry (IoT) Forecasts to 2020: RnRMarketResearch.com adds "The Market for Sensors in the Internet-of-Things Market: 2013-to-2020" to its store. This report contains granular eight-year forecasts of all of these applications with kinds of sensors and hubs used in each and in both volume and value terms.

PR Newswire [New York] 10 July 2014.

...2014 /PRNewswire-iReach/ -- The Internet-of-Things (IoT) is essentially all ...NanoMarkets believes that Internet-of-Things arrival will mean a surge in

引文/摘要 全文 Find It@NTU

2 預覽

Internet of Things (IoT) & Machine-To-Machine (M2M) Communication Market - Advanced Technologies, Future Cities & Adoption Trends, Roadmaps & Worldwide Forecasts (2012 - 2017)

PR Newswire [New York] 18 Sep 2012.

...available in its catalogue: Internet of Things (IoT) & Machine-To-Machine ... 3.1 MARKET DEFINITION - INTERNET OF THINGS (IOT) & MACHINE-TO-MACHINE ...TABLES TABLE 1 INTERNET OF THINGS (IOT) AND MACHINE-TO-MACHINE

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Vogler, Kathy. **ImageSource** 16.6 (Jun 2014): 32-33.

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- Internet
- Internet AND Radio frequency identification
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61 Vivante Reports Less than 1 mm2 OpenGL ES 2.0 GPU for Wearables and Internet of Things (IoT) Devices 預覽

Wireless News (Oct 10, 2013).

...President and CEO. "This huge number of interconnected smart devices ...smartphone through to the breadth of IoT devices with screens of any size." ...operating system for the "Internet of Things" -- Silicon Valley's voguish

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62 Research and Markets: Internet of Things (IoT) & Machine-To-Machine (M2M) Communication Market - Advanced Technologies, Future Cities & Adoption Trends, Roadmaps & Worldwide Forecasts (2012 - 2017) 預覽

Business Wire [New York] 07 Sep 2012.

...(http://www.researchandmarkets.com/research/sslt54/internet_of_things) has

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63 Patents; Patent Application Titled "USER PRESENCE BASED CONTROL OF REMOTE COMMUNICATION WITH INTERNET OF THINGS (IoT) DEVICES" Published Online 預覽

Telecommunications Weekly (Jan 21, 2015): 936.

...with each other. The Internet of Things (IoT) is based on the idea that ...methods related to an Internet of Things (IoT) SuperAgent/Gateway for ...remote communication with a Internet of Things (IoT) proximal network comprising

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1
Sensors Market in Internet of Things Industry (IoT) Forecasts to 2020: RnRMarketResearch.com adds "The Market for Sensors in the Internet-of-Things Market: 2013-to-2020" to its store. This report contains granular eight-year forecasts of all of these applications with kinds of sensors and hubs used in each and in both volume and value terms.
PR Newswire [New York] 10 July 2014.
...2014 /PRNewswire-iReach/ -- The Internet-of-Things (IoT) is essentially all ...NanoMarkets believes that Internet-of-Things arrival will mean a surge in
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Why you need to understand the INTERNET OF THINGS (IoT)

Vogler, Kathy. **ImageSource** 16.6 (Jun 2014): 32-33.

隱藏反白

摘要 (摘要) 翻譯

The Internet of Things (IoT) has evolved from the convergence of wireless technology, micro-electromechanical systems, and the Internet. Originally, radio-frequency identification (RFID) was viewed as a prerequisite for the IoT. Nowadays, in addition to RFID, the tagging of things can be done through technologies such as near field communication, barcodes, QR codes, and digital watermarking. If all of your tangible items were tagged with identifiers, you would no longer run out of stock or waste products. Restocking alerts would bring in more materials at precisely the right time and be exactly the products that are consumed and required. According to Gartner, by 2020, there will be nearly 26 billion devices on the IoT. Additionally, ABI Research believes that by that time more than 30 billion devices will be wirelessly connected to the IoT, while Cisco is predicting 50 billion. The trends and characteristics of the IoT may change over time and with new technology discoveries, but ambient intelligence and autonomous control are not currently part of the IoT.

全文 翻譯 | 開啟檢索術語導覽

The term the "Internet of Things (IoT)" was coined in 1999 by Kevin Ashton, MIT Auto-ID Director, though the concept had been in discussion since the early 90's. The very first Internet application developed was a Coke machine at Carnegie Melon University, where the programmers could connect to the machine over the Internet, and check inventory to determine whether or not it was worth a walk down the hall for a cold pop <d. And, that was in the early 80's.

After all, if all objects and people were equipped with unique identifiers and the ability to automatically transfer data over a network without requiring human-to-human or human-to-computer interactions, they could easily be managed and inventoried by computers. The IoT has evolved from the convergence of wireless technology, micro-electromechanical systems, and the Internet. Originally, radio-frequency identification (RFID) was viewed as a prerequisite for the IoT. Now days, in addition to RFID, the tagging of things can be done through technologies such as near field communication, barcodes, QR codes, and digital watermarking (2).

其他格式:

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Building the Internet of Things with IPv6 and MIPv6 : The Evolving World...

2.

Designing the Internet of Things

3.

Internet of Things : Key Applications and Protocols (2nd Edition)

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請以「物聯網 Internet of Things (IoT)」和「小米機(Xiaomi)」為關鍵字檢索資料庫，看看能找到什麼資料？

請以「智慧型手機(Smartphone)」和「小米機(Xiaomi)」為關鍵字檢索資料庫，看看能找到什麼資料？

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- ○ Boolean/Phrase
- ◉ Find all my search terms
- ○ Find any of my search terms
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Apply related words

☑

Also search within the full text of the articles

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Product Name

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Image Quick View Types

- ☐ Black and White Photograph
- ☐ Color Photograph
- ☐ Graph
- ☐ Chart
- ☐ Diagram
- ☐ Illustration

【1. 布林邏輯 / 檢索指令】

查詢框內可用布林邏輯 AND、OR、NOT 結合多組關鍵詞：

指令	範例	用途
AND	Organic Food AND Marketing	查找同時包含「Organic Food」和「Marketing」的文獻
OR	Genetically modified corn OR Transgenic Corn	查找包含「Genetically modified corn」或「Transgenic Corn」兩者之一的文獻
NOT	Low Fertility NOT Agricultural Product	查找包含「Low Fertility」但不包含「Agricultural Product」的文獻
括號	(Organic Food OR Organic Product) AND (Marketing OR Purchase Behavior)	查找包含「Organic Food」或「Organic Product」其中之一， 且包含「Marketing」或「Purchase Behavior」其中之一的文獻

左右兩圖為相同的查詢策略：

可利用同一檢索框，自行輸入 AND、OR、NOT (左圖)

或利用多個檢索框與下拉選單中的布林邏輯 (右圖)

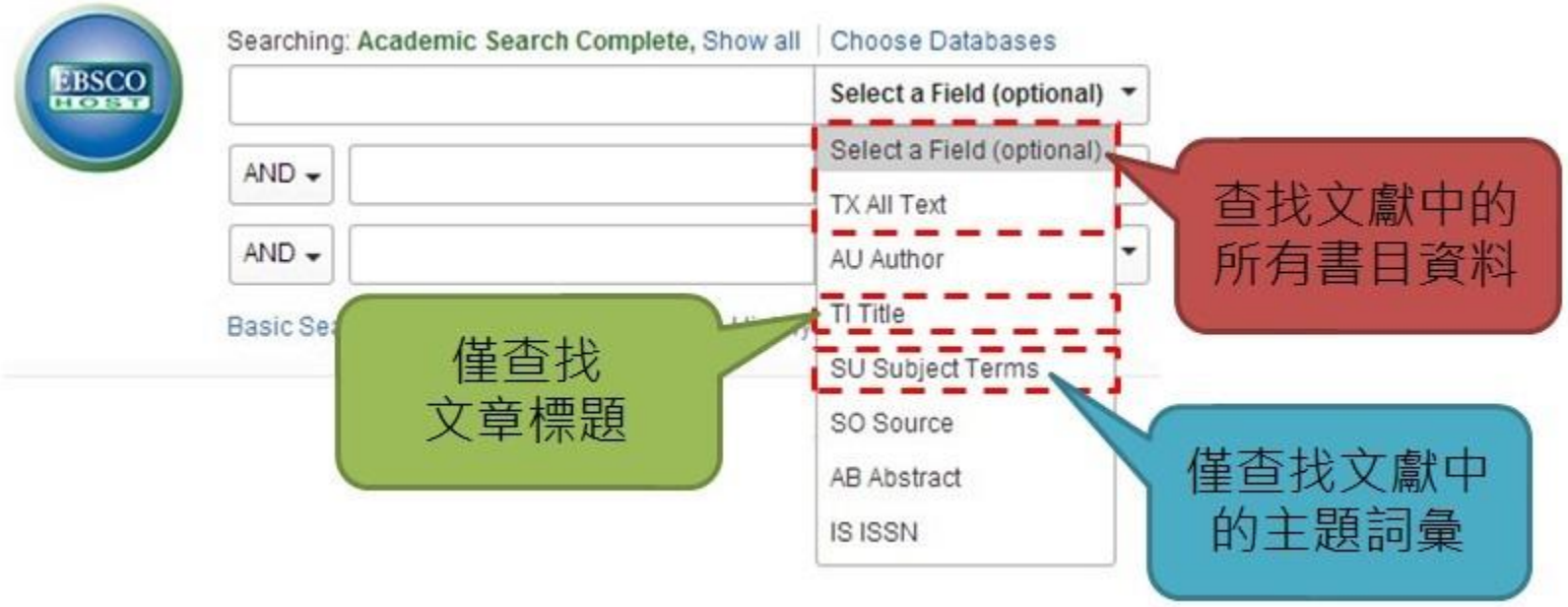
還可加入下列檢索指令，使查詢結果更精確或周延：

指令	範例	用途
引號	"Social Marketing"	查找「Social Marketing」緊鄰出現、未被拆開的文獻
N 數字	Social N3 Marketing	Social 和 Marketing 相距 3 字
W 數字	Social W3 Marketing	Social 和 Marketing 相距 3 字且 Social 在前
*星號	Econom*	*代表 0~多個字元，輸入 Econom*可查到 Economy, Economic 等
#井號	Cat#	#代表 0~1 個字元，輸入 Cat#可找到 Cat, Cats，但不會找到 Catagory

【2. 限縮欄位】

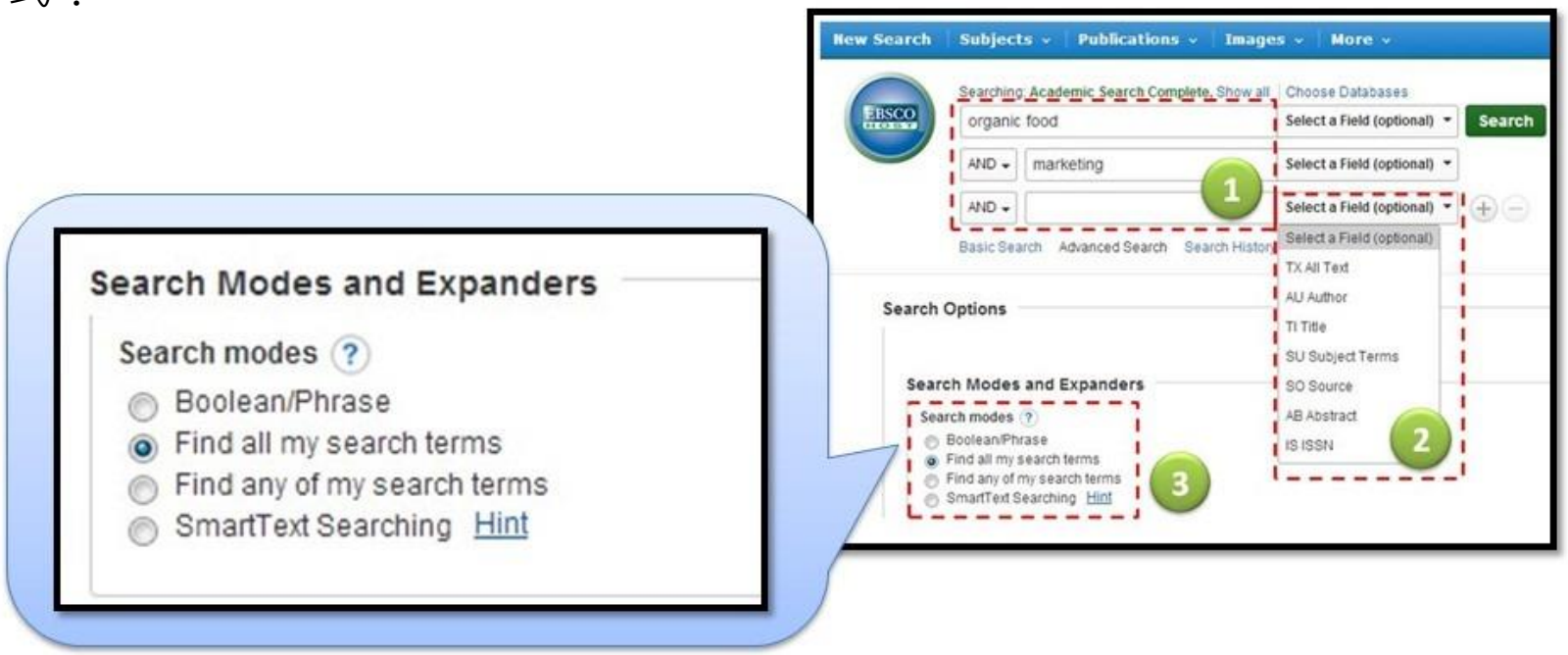
下拉選單可指定關鍵詞的查找欄位。不同資料庫可限縮的欄位不同，若於整合查詢多種資料庫的狀態下，僅能限縮共通欄位，常用如下：

- All Text：查找所有欄位。
- Title：僅查找文章標題。
- Subject Terms：僅查找資料庫建置者為文章標註的主題關鍵詞。



【3. 查詢模式 / Search Modes】

最後是下方的四種查詢模式，用於定義在同一查詢框內輸入多個關鍵詞時的比對方式：



- Boolean / Phrase（布林邏輯 / 完整的字句）
- Find all my search terms（包含全部的字詞）
- Find any of my search terms（包含任何一個字詞）
- SmartText Searching（檢索整段文章）

【4. 其他】

支援停用字（stop words）

支援雙引號

支援萬用字元（wildcard）

? 一個字元，例如： ne?t → neat / nest / next

同義但不同拼法的字，例如：colo#r → color / colour

支援切截符號（ ）

***** 字尾切截，例如： comput* → computer / computing

中間切截，例如： a midsummer * dream → a midsummer night's dream

不支援標點符號

Searching: **Business Source Elite** | Choose Databases

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Internet of Things (IoT) | Select a Field (optional) | Search | Create Alert | Clear

AND | Select a Field (optional)

AND | Select a Field (optional)

Basic Search | Advanced Search | Search History

Refine Results

Current Search

Limit To

- [ ] Full Text
- [ ] Scholarly (Peer Reviewed) Journals
- [ ] Cover Story

1997 Publication Date 2015

Show More

Source Types

- [x] All Results
- [ ] Trade Publications (306)
- [ ] Magazines (199)
- [ ] Academic Journals (128)

Show More

Subject: Thesaurus Term

Subject

Publication

Company

Search Results: 1 - 50 of 702

Relevance | Page Options | Share

1. The **Internet** of **Things** vision: Key features, applications and open issues.

By: Borgia, Eleonora. Computer Communications. Dec2014, Vol. 54, p1-31. 31p. DOI: 10.1016/j.comcom.2014.09.008.

Subjects: APPLICATION software; **INTERNET** protocols; Software publishers (except video game publishers); Custom Computer Programming Services; Software Publishers; **INTERNET** of **things**; FEATURE extraction (Data processing); UBIQUITOUS computing

Academic Journal

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2. Physical assets and service sharing for **IoT**-enabled Supply Hub in Industrial Park (SHIP).

By: Qiu, Xuan; Luo, Hao; Xu, Gangyan; Zhong, Runyang; Huang, George Q. International Journal of Production Economics. Jan2015, Vol. 159, p4-15. 12p. DOI: 10.1016/j.ijpe.2014.09.001.

Subjects: INDUSTRIAL districts; BUSINESS enterprises; INFORMATION sharing; BUSINESS models; MUNICIPAL services; **INTERNET** of **things**

Academic Journal

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3. **IoT** sensing framework with inter-cloud computing capability in vehicular networking.

By: Wan, Jiafu; Zou, Caifeng; Zhou, Keliang; Lu, Rongshuang; Li, Di. Electronic Commerce Research. Nov2014, Vol. 14 Issue 3, p389-416. 28p. DOI: 10.1007/s10660-014-9147-2.

Subjects: ELECTRONIC commerce; RESEARCH; BUSINESS models; Electronic shopping and mail-order houses; Electronic Shopping; **INTERNET** of **things**; VEHICULAR ad hoc networks (Computer networks); CLOUD computing; TELEMATICS

Academic Journal

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4. Opportunistic **IoT**: Exploring the harmonious interaction between human and the **internet** of **things**.

By: Guo, Bin; Zhang, Daqing; Wang, Zhu; Yu, Zhiwen; Zhou, Xingshe. Journal of Network & Computer Applications. Nov2013, Vol. 36 Issue 6, p1531-1539. 9p. DOI: 10.1016/j.jnca.2012.12.028.

Subjects: COMPUTER networks; INFORMATION superhighway; CELL phones; INFORMATION storage & retrieval systems; Electronics Stores; Wireless Telecommunications Carriers (except Satellite); Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing; Electronic components, navigational and communications equipment and supplies merchant wholesalers; **INTERNET** of **things**; AD hoc networks (Computer networks)

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練習

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Icon key: You have access | Partial access | B Backfile | E Earlycite | A Abstract only

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1 Lightweight security scheme for IoT applications using CoAP
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Arijit Ukil , Soma Bandyopadhyay , Abhijan Bhattacharyya , Arpan Pal , Tulika Bose
International Journal of Pervasive Computing and Communications, Volume: 10 Issue: 4, 2014
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Sensor Review, Volume: 33 Issue: 3, 2013
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3 Putting things to work: social and policy challenges for the Internet of things
Type: Research paper
William H. Dutton
info, Volume: 16 Issue: 3, 2014
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AND
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Virginia Bodolica, Martin Spraggon, Anam Shahid
Subject: Entrepreneurship
Title – Future Internet: on a continuous path for achieving "a vision beyond expectations".
Subject area – Firm success, organizational structure and values, business challenges, corporate change, decision making.
Study level/applicability – Senior ...
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2 *Web Portals Division in a quandary*
Talha Salam Muhammad
Title – Web Portals Division in a quandary.
Subject area – Marketing, e-marketing, strategy.
Study level/applicability – Suited for final-year undergraduate and graduate courses in marketing strategy, strategic sales management, e-marketing and ...
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3 *Phanindra Sama: founding redBus*

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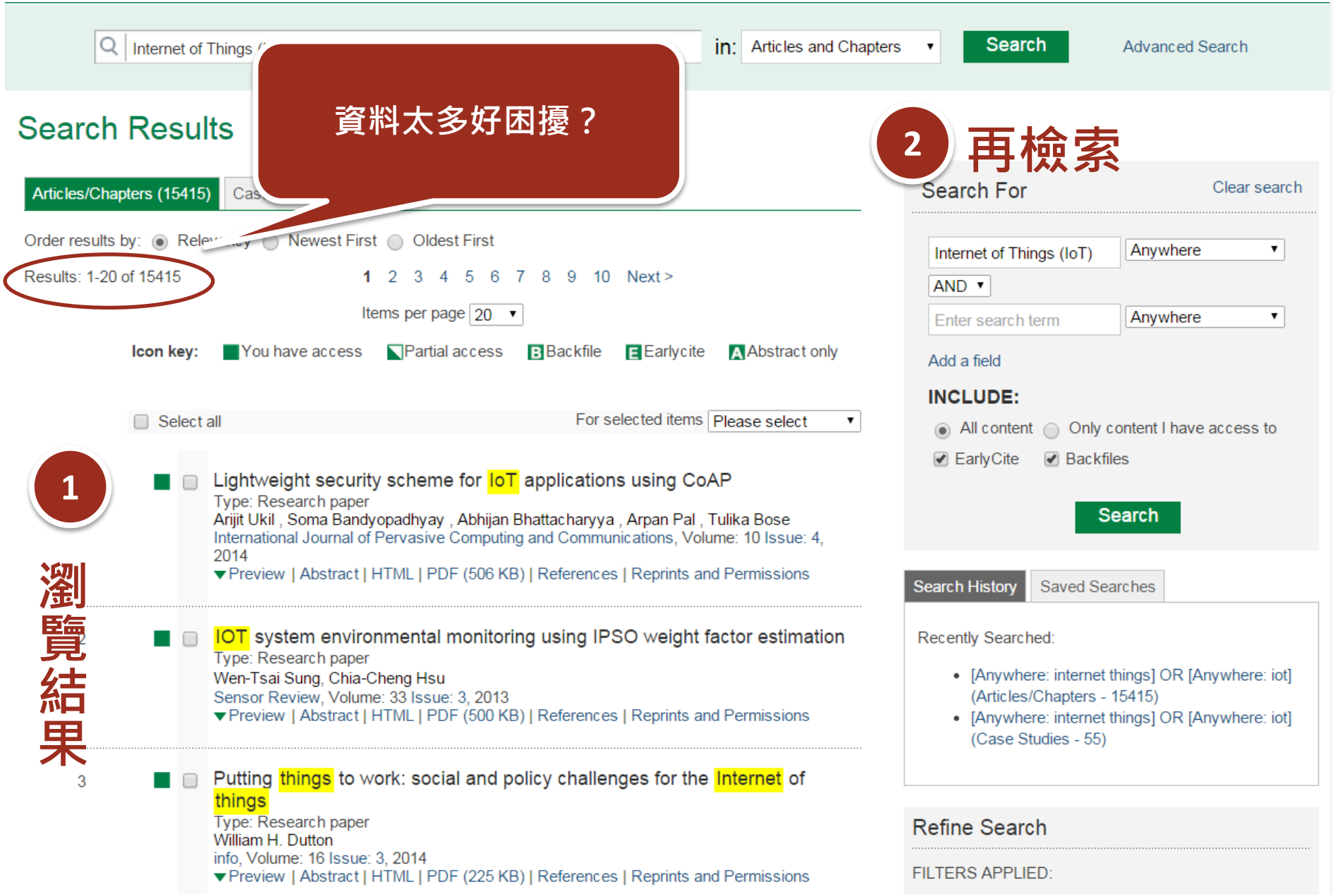
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in: Articles and Chapters
Search
Advanced Search
資料太多好困擾？
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Articles/Chapters (15415)
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1 2 3 4 5 6 7 8 9 10 Next >
Items per page 20
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1
Lightweight security scheme for IoT applications using CoAP
Type: Research paper
Arijit Ukil , Soma Bandyopadhyay , Abhijan Bhattacharyya , Arpan Pal , Tulika Bose
International Journal of Pervasive Computing and Communications, Volume: 10 Issue: 4, 2014
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Wen-Tsai Sung, Chia-Cheng Hsu
Sensor Review, Volume: 33 Issue: 3, 2013
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Type: Research paper
William H. Dutton
info, Volume: 16 Issue: 3, 2014
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Refine Search
FILTERS APPLIED:

Asia Pacific Journal of Marketing and Logistics

ISSN: 1355-5855
Previously published as: Asia Pacific International Journal of Marketing
Online from: 1993
Subject Area: Marketing

Fulltext:

A unified perspective on the factors influencing consumer acceptance of internet of things technology

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Author(s): Lingling Gao (School of Management, University of Tasmania, Hobart, Australia)
Xuesong Bai (School of Business and Economics, University of Tasmania, Hobart, Australia)

Citation: Lingling Gao , Xuesong Bai , (2014) "A unified perspective on the factors influencing consumer acceptance of internet of things technology", Asia Pacific Journal of Marketing and Logistics, Vol. 26 Iss: 2, pp.211 - 231

DOI http://dx.doi.org/10.1108/APJML-06-2013-0061

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Abstract:

Purpose
– With recent advances in internet technologies, internet of things (IoT) technology is having an increasing impact on our daily lives, and beginning to offer interesting and advantageous new services. The current research aims to develop and test an integrative model of factors determining consumers' acceptance of IoT technology.

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練習

請以「物聯網 Internet of Things (IoT)」和「小米機(Xiaomi)」為關鍵字檢索資料庫，看看能找到什麼資料？

請以「智慧型手機(Smartphone)」和「小米機(Xiaomi)」為關鍵字檢索資料庫，看看能找到什麼資料？

用對工具&找對地方撒網
才能滿載而歸

綜合練習

小明修個案研究課程，老師要同學以**家樂福量販店(Carrefour)**為目標對象，針對下述各層面進行文獻研究探討(註：只要近五年的資料)：

- ✓ **全球/地區經營模式之差異分析**
- ✓ **行銷策略**
- ✓ **產業供應鏈管理模式**
- ✓ **顧客關係管理**
- ✓ **員工激勵模式**
- ✓ **與外部競爭對手的SWOT分析**

請以今日講授之ABI/INFORM、BSE和Emerald Management Xtra平台檢索資料

滿意度問卷

http://www.lib.ntu.edu.tw/HELP