

Library Subject Guide (Marketing)

UOW Malaysia KDU Library collections can be found via Library catalogue either in print or electronic.

1. Quick Guide

1.1. Call Number

Call numbers for Marketing (**HF5410-5417.5**):

Call number	Subject
HF5410-5417.5	Marketing
HF5415.123-.124	Communication of information. Communication in marketing
HF5415.13 - 16	Marketing management
HF5415.165-.17	Merchandising
HF5415.2-.34	Marketing research
HF5415.5-.53	Customer relations
HF5415.6-.9	Physical distribution of goods
HF5416.5-5417	Pricing

1.2. Location of Call Number

The above call number of books of subject marketing listed in UOWM KDU Library. The books are mainly located at:

- Open Shelf (Damansara Jaya Library)
- Open Shelf (Teo Soo Pin Library, Glenmarie – First Floor)

1.2.1. Search and locate Library materials

User can search the titles by using our webPAC (Online Public Access Catalogue) as a tool to locate what is in the Library. You search a catalogue to see what a library has and to know where to locate the item required.

Access to our webPAC with the link below:

<http://webpac.kdu.edu.my/search/query?theme=kdu>

Users can also use Advance Search if they have the information of the “Title” and “Author” of the book, or either one.

<http://webpac.kdu.edu.my/search/advanced?theme=kdu>

1.3. Search Guides

The following links will assist you to access the several guides on how to use:

- Web Public Access Catalogue

<https://library.uowmkdu.edu.my/index.php/how-to-use-online-catalogue>

- e-Database search tips

<https://library.uowmkdu.edu.my/index.php/the-e-databases-search-tips>

- Referencing and Citation

<https://library.uowmkdu.edu.my/index.php/referencing>

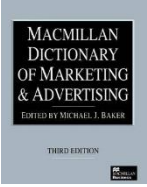
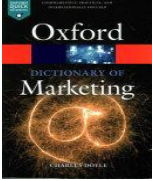
- Subject guide

<https://library.uowmkdu.edu.my/index.php/subject-guides>


2. Reference

Reference materials such as dictionaries, encyclopaedias, and handbook can only be use inside the library.

2.1. Dictionaries & Encyclopaedias

Call Number	Titles
	<p>Macmillan dictionary of marketing and advertising <i>Call number: HF5415 Mac 1998</i></p>
	<p>A dictionary of marketing <i>Call number: HF5412 Doy 2016</i></p>

2.2. Handbooks

Call Number	Titles
	Better resumes for sales and marketing personnel <i>Call number: HF5383 Lew 1985</i>

2.3. Periodicals (Magazines / Journals)

2.3.1. Printed

- SME
- Smart Investor
- The Economist
- Economic Today
- Fortune
- Harvard Business Review

2.3.2. Electronic

- Economist
- Harvard Business Review

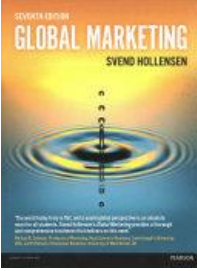
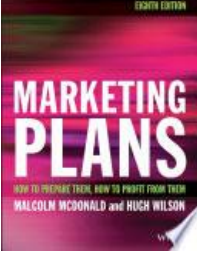
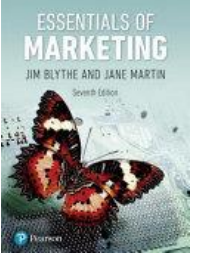
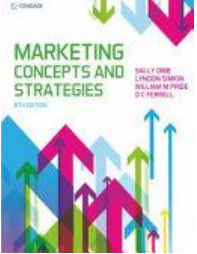


3. Books




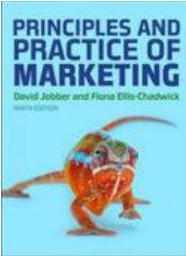
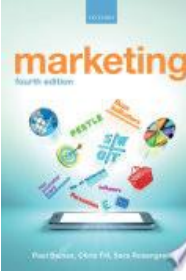
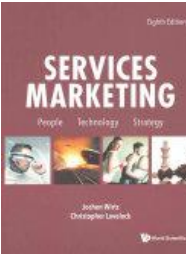
3.1. Library Books

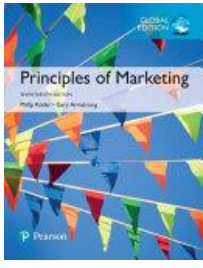
Besides searching using Online Catalogue (webPAC), user can also search the titles available under Reading List for Chester, Accounting and Business programmes.

The link below will lead to the page where user can search using Course ID, Course Name, Programme Name, and Title.

<http://webpac.kdu.edu.my/reserves/search?theme=kdu>

Titles / Authors	Title
	<p>Global marketing by Svend Hollensen.</p> <p><i>Call number:</i> HF1416 Hol 2017</p>
	<p>Marketing plans: how to prepare them, how to profit from them by Malcolm McDonald</p> <p><i>Call number:</i> HF5415.13 Macd 2016</p>
	<p>Essentials of marketing by Jim Blythe</p> <p><i>Call number:</i> HF5415 Bly 2019</p>
	<p>Marketing: concepts and strategies by Sally Dibb</p> <p><i>Call number:</i> HF5415 Mar 2019</p>
	<p>Marketing management by Philip Kotler</p> <p><i>Call number:</i> HF5415.13 Kot 2016</p>
	<p>Digital marketing by Dave Chaffey</p> <p><i>Call number:</i> HF5415.1265 Cha 2019</p>

	<p>Understanding digital marketing: marketing strategies for engaging the digital generation by Damian Ryan</p> <p><i>Call number:</i> HF5415.1265 Rya 2017</p>
	<p>Social marketing: changing behaviors for good by Nancy R. Lee</p> <p><i>Call number:</i> HF5414 .Lee 2016</p>
	<p>Marketing: an introduction by Gary Armstrong</p> <p><i>Call number:</i> HF5415 Kot 2017</p>
	<p>Principles and practice of marketing by David Jobber</p> <p><i>Call number:</i> HF5415 Job 2020</p>
	<p>Marketing by Paul Baines</p> <p><i>Call number:</i> HF5415 Bai 2017</p>
	<p>Services marketing: people, technology, strategy by Jochen Wirtz,</p> <p><i>Call number:</i> HF5415.13 Lov 2016</p>

	<p>Principles of marketing by Philip Kotler Call number: HF5415 Kot 2018</p>
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3.2. e-Books

Ebook can be search in webPAC or use the following books collection to search for your topics.

- [ProQuest Ebook Central](#)
- [EBSCOhost eBook Collection](#)
- [Elsevier](#)
- [Amacom](#)
- [Kogan Page](#)
- [Business Expert Press](#)

3.3. Other Open Source e-Books Resources

- **Directory of Open Access Books (DOAB)**

A growing collection of nearly 3000 online, open access scholarly books. The primary aim of DOAB is to increase discoverability of Open Access books. Academic publishers are invited to provide metadata of their Open Access books to DOAB. Metadata will be harvestable in order to maximize dissemination, visibility and impact. Aggregators can integrate the records in their commercial services and libraries can integrate the directory into their online catalogues, helping scholars and students to discover the books. The directory is open to all publishers who publish academic, peer reviewed books in Open Access and should contain as many books as possible, provided that these publications are in Open Access and meet academic standards.

<https://www.doabooks.org>

➤ **BCcampus OpenEd**

A subset of OER, open textbooks, including those found in the B.C. Open Textbook Collection, can help improve the learning experience for students while mitigating the financial barriers keeping them from achieving their academic goals.

<https://open.bccampus.ca/>

➤ **Ebooks and textbooks from bookboon.com**

Free access to hundreds of free textbooks written by professors from the world's top universities, all on one easy-to-access online ebook platform.

<https://bookboon.com/en/textbooks>

➤ **Lyryx Advanced Learning**

Lyryx combines free open textbooks with affordable high quality online homework, comprehensive editorial services, and dedicated in-house support.

<https://lyryx.com/>

➤ **OER Commons**

Offers a comprehensive infrastructure and search tool for curriculum experts and instructors to identify high-quality OERs.

<https://www.oercommons.org/>

➤ **Open Course Library**

Dedicated to providing easy pathways for faculty to learn, find, share, use and apply OER for free.

<https://open.umn.edu/opentextbooks/>

➤ **Open Textbook Library**

Provide textbooks that have been funded, published, and licensed to be freely used, adapted, and distributed. These books have been reviewed by faculty from a variety of colleges and universities to assess their quality.

<https://open.umn.edu/opentextbooks/>

➤ **OpenStax CNX (Rice University)**

Publishes high-quality, peer-reviewed, openly licensed textbooks that are free online and low cost in print.

<https://cnx.org/>

➤ **Teaching Commons (Bepress)**

Brings together high-quality open educational resources from leading colleges and universities.

<https://teachingcommons.us/>

➤ **University of Hawai'i OER (University of Hawai'i)**

Free instructional materials anyone can customize for their own learning or teaching that comes in the form of textbooks, full courseware, and more.

<https://oer.hawaii.edu/>

➤ **Ebooks and textbooks**

Free access to hundreds of free textbooks written by professors from the world's top universities, all on one easy-to-access online ebook platform.

<https://bookboon.com/en/textbooks>

4. Subscribed e-Databases

UOWM KDU Library subscribed databases can be found here:

<https://library.uowmkdu.edu.my/index.php/online-databases>

➤ **EBSCOhost (Academic Search Complete – ASC)**

Designed specifically for academic institutions, ASC is comprehensive, scholarly, and multi-disciplinary with more than 8,500 full-text periodicals, including nearly 7,300 peer-reviewed journals.

➤ **EBSCOhost (Business Source Complete)**

The world's definitive scholarly and comprehensive business database; indexes and abstracts of the most important scholarly business journals date as far back as 1886.

➤ **Emerald**

Emerald is a leading scholarly publisher in business and management. This database provides a comprehensive collection of 213 peer-reviewed management journals.

5. Free Online Resources

5.1. e-Database

Database	Links
<p>Elsevier Open Access</p> <p>All articles in open access journals which are published by Elsevier have undergone peer review and upon acceptance are immediately and permanently free for everyone to read and download.</p>	<p>https://www.elsevier.com/about/open-science/open-access/open-access-journals</p>
<p>Emerald Subject Zone</p> <p>With over 170,000 articles from more than 300 journals updated weekly, we offer comprehensive coverage of a multitude of subjects.</p>	<p>https://www.emeraldgrouppublishing.com/products/collections/zones.htm</p>
<p>ProQuest Open Access Dissertations</p> <p>PQDT Open provides the full text of open access dissertations and theses free of charge.</p>	<p>https://pqdtopen.proquest.com/search.html</p>
<p>Sage Podcasts and Vodcasts</p> <p>SAGE podcasts and vodcasts span a wide range of subject areas including business, humanities, social sciences, and science, technology, and medicine.</p>	<p>https://uk.sagepub.com/en-gb/asi/podcasts</p>
<p>Springer Open Access</p> <p>Springer Open journals and books are made freely and permanently available online immediately upon publication.</p>	<p>https://www.springeropen.com/all-subjects?utm_source=website&utm_medium=Referral&utm_campaign=SpringerComSOPage</p>
<p>Taylor & Francis Open Access</p> <p>Provides full open access available online for users.</p>	<p>https://www.tandfonline.com/openaccess/openjournals</p>

5.2. e-Journals

Name of e-journals	Links
<p>Journal of Management and Marketing Research</p> <p>Publishes original, unpublished manuscripts related to contemporary issues in management and marketing.</p>	<p>http://www.aabri.com/jmmr.html</p>
<p>Journal of Marketing and Consumer Research</p> <p>The scope of the journal includes product marketing, pricing, distribution, service, retail , brand management, licensing, ethics, research methods & operations, social marketing, identity, digital marketing, new technologies in marketing and consumer research, behavior and dynamics of consumers, etc.</p>	<p>https://iiste.org/Journals/index.php/JMCR/index</p>
<p>African Journal of Marketing Management</p> <p>The African Journal of Marketing Management (AJMM) is a peer reviewed open access journal.</p>	<p>https://academicjournals.org/journal/AJMM</p>
<p>International Journal of Marketing Studies</p> <p>An international, double-blind peer-reviewed, open-access journal for marketing academics and practitioners.</p>	<p>http://www.ccsenet.org/journal/index.php/ijms</p>
<p>International Journal of Business Administration</p> <p>International Journal of Business Administration is devoted to publishing research papers for academics and professors to share advances in business and management theory and practice</p>	<p>http://www.sciedupress.com/journal/index.php/ijba</p>
<p>European Journal of Management and Marketing Studies</p> <p>An international open access peer-reviewed publication aimed to provide a knowledge platform for academic researchers in the area of management, marketing and related.</p>	<p>https://oapub.org/soc/index.php/EJMMS/</p>

5.3. Conference Proceedings

Name of conference proceedings	Links
Society for Marketing Advances All proceedings related to society for marketing advances	https://www.societyformarketingadvances.org/Conference-Proceedings
Marketing Management Association Conference Sharing knowledge in teaching effectiveness and ideas for professional development with marketing colleague.	http://www.mmaglobal.org/publications/proceedings-archive/
ANZMAC Conference Conference conducted by Australia & New Zealand Marketing Academic which are useful for professionals.	https://anzmac.wildapricot.org/events