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**Your literature search for your thesis –
make the most of the library's resources & services!**

Agenda





1 Learn & Work

Where do you like work when writing a paper?

1 Fachbibliothek Wirtschaftswissenschaften

- Von-Melle-Park 5, staircase A, 1st floor
- Opening hours:
mon-fri 9-21, sat-sun 10-18
 - Borrowing: Books
 - Working: 2nd monitors, laptops, WLAN
 - Searching: information desk
 - 730 quiet individual working & group study spaces
 - Book carts (upon reservation)

www.wiso.uni-hamburg.de/en/bibliothek.html





2 Hard- & Software

Who has VPN installed on her/his laptop?

2.1 Prepare Hard-/Software / Library WISO/BWL

- Set bookmarks:
 - [Library WISO/BWL](#)
 - [Katalogplus, Elektronische Zeitschriftenbibliothek](#)
 - [Campuslieferdienst](#)
- [Library card](#)
 - Check-out, [Put a hold on a checked-out book](#)
 - Delivery services
- Install software
 - [VPN](#) (accessing electronic resources off-campus)
 - [Literature management software](#)

& and more

- Set bookmarks
 - [ZBW: requesting material](#)
 - [Recommend a purchase](#)
 - [GoogleBooks](#)
 - [VHB-JOURQUAL](#)
- Prepare interlibrary loan
 - [Online-Fernleihe](#) (GBV)
(Sent to Stabi)
- Prepare [subito](#)
 - [Document delivery](#) via subito
(Sent to your home address)

2.2 VPN – why it matters!

Without VPN: „Get Access“, no UHH link

Google Scholar search results for "coronavirus entrepreneurship changing life work landscape". The search results show the article "Coronavirus (covid-19) and entrepreneurship: changing life and work landscape" by Vanessa Ratten. The "Full Article" link is highlighted with a red box, and the "Get access" button is also highlighted with a red box.

With VPN: PDF, „UHH Full text“

Google Scholar search results for "Coronavirus entrepreneurship life". The search results show the article "Coronavirus (covid-19) and entrepreneurship: changing life and work landscape" by Vanessa Ratten. The "Full Article" link is highlighted with a red box, and the "UHH Full text" link is also highlighted with a red box.

Article Commentary
Coronavirus (covid-19) and entrepreneurship: changing life and work landscape
Vanessa Ratten
Pages 503-516 | Received 29 Jun 2020, Accepted 30 Jun 2020, Published online: 21 Jul 2020
Download citation | <https://doi.org/10.1080/08276331.2020.1790167> | Check for updates
Full Article | Figures & data | References | Citations | Metrics | Reprints & Permissions | **Get access**
Listen
Article Commentary
Coronavirus (covid-19) and entrepreneurship: changing life and work landscape
Vanessa Ratten
Pages 503-516 | Received 29 Jun 2020, Accepted 30 Jun 2020, Published online: 21 Jul 2020
Download citation | <https://doi.org/10.1080/08276331.2020.1790167> | Check for updates
Full Article | Figures & data | References | Citations | Metrics | Reprints & Permissions | **PDF**

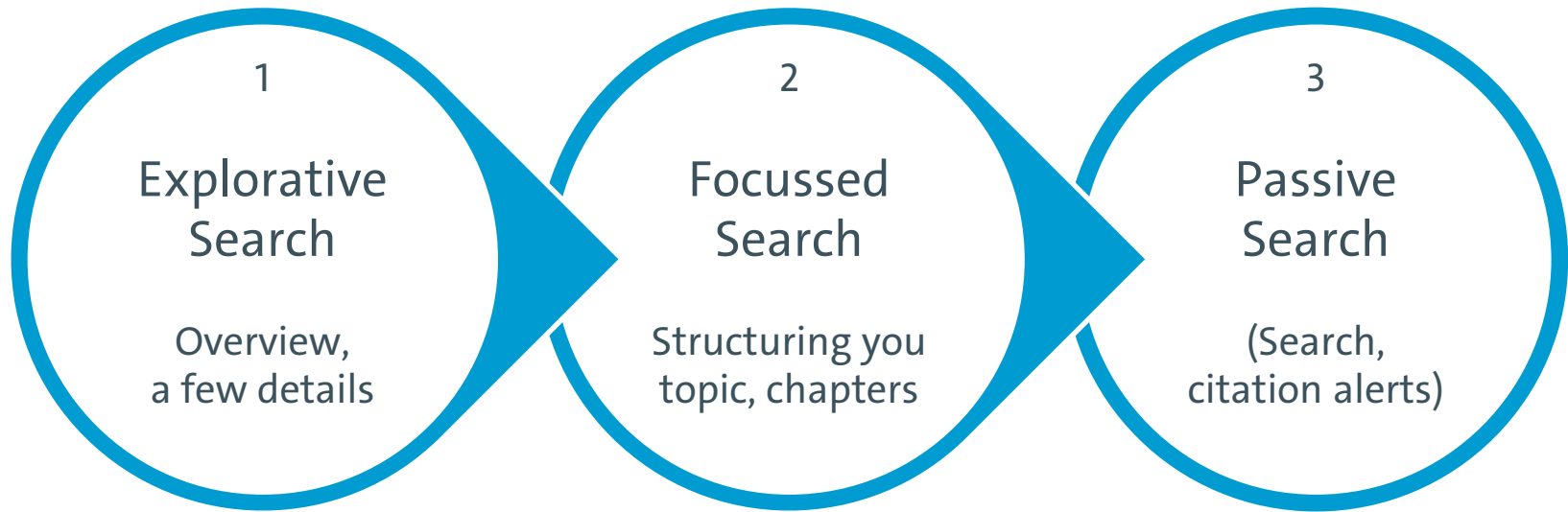


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3 Manage your time

Is your literature search
a linear process?
Yes/No

3.1 Time frame



3.2 Hermeneutic Circle

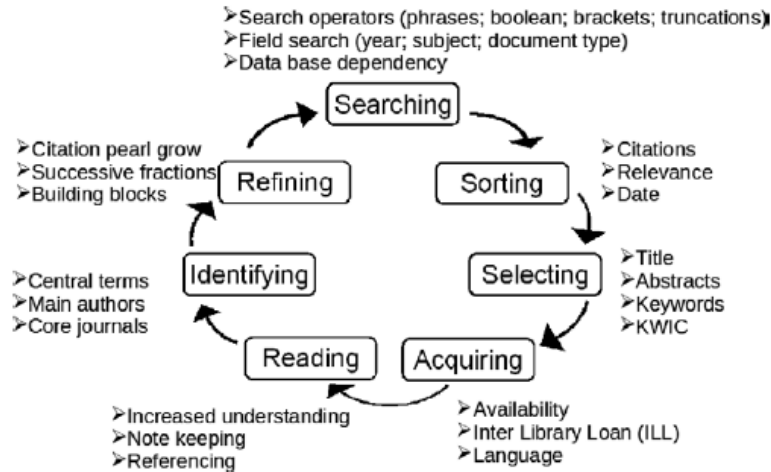


Figure 1: The hermeneutic circle of reviewing literature and techniques associated with different stages of the hermeneutic circle.



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4 Find search terms

Do you write down
your search terms?

4.1 Search terms

Search tip: How and where do I find good search terms? [German]

<https://www.wiso.uni-hamburg.de/bibliothek/ueber-die-bibliothek/neues-aus-der-bibliothek/recherchetipps/nachricht19-030-recherchetipp58.html>

[Vom Thema zur Suche \(PDF\) \(Stand: März 2025\)](#)

[Vorlage Arbeitsblatt Suchbegriffe \(Word\) \(Stand: März 2024\)](#)

Tool: Concept box

- Encyclopedias
- Dictionaries and thesaurus
- Interdisciplinary and/or subject-specific handbooks

4.2 Search terms: Concept box

Ihr Thema/
Ihre Fragestellung

sinntragende Begriffe = UND / AND

1. Begriff	AND	2. Begriff	AND	3. Begriff	AND	4. Begriff	AND	5. Begriff

„abgewandelte Begriffe“ = ODER / OR

Synonyme	OR		OR		OR		OR		OR
Ober-/Unterbegriffe									
verwandte Begriffe									

4.3 Resources: encyclopedias/thesauri – German/Englisch

- Wikipedia / <http://de.wikipedia.org>
- Google / <http://www.google.de>
 - limit to PDF files by using filetype:pdf, access open access fulltexts
 - use VPN to get access to all licensed electronic resources within the Bibliothekssystem Universität HH
- GoogleScholar / <http://scholar.google.de>
 - „Cited by“, „Related articles“, „Find it UHH“
- OpenThesaurus / <https://www.openthesaurus.de/>
- Webster Thesaurus / <https://www.merriam-webster.com/thesaurus>
- Synonyms via [UHHGPT](#)
- Standard Thesaurus Wirtschaft / <http://zbw.eu/stw/>
- Thesaurus Sozialwissenschaften / <https://data.gesis.org/cvbrowser/thesoz/de/>
Keywords/Subjects/Descriptors that are used in the bibliographic databases

4.4 Take-out: AI tools for finding synonyms

i.e. [UHHGPT](#): brainstorming for synonyms and alternative terms

Prompt:

For my literature search on the topic „Knowledge transfer between generations“, I would like to apply the Blockbuilding/Building Blocks method.

- 1) Identify the keywords in my topic.
- 2) Find 20 English synonyms for: „Knowledge transfer“. Rank these by relevance.
- 3) Find 20 English broader and narrower terms for: „Knowledge transfer“. Rank these by relevance.
- 4) Find 20 English related terms for: „Knowledge transfer“. Rank these by relevance.

4.5 Search terms: Concept box - Example

Main Concepts	Knowledge transfer	(between) Generations	Variable
Synonyms	Knowledge spillover, knowledge sharing, Know-how transfer	Altersgruppe, Jahrgang, Kohorte,	Kennzeichen, Merkmale, Determinante, Aspekt, Facette, Einflussvariable, Kriterium, Merkmal
Broader/ Narrower Terms	Informationsverbreitung, Wissensmanagement Erfahrungswissen, Fachwissen Transfer, Weitergabe	Ältere Menschen, Generation 50plus, Baby boomers, mid agers, Ältere Arbeitskräfte; elderly workforce, aging workforce, older workers; junge Arbeitskräfte, young employees; Altersstufe; Senior-Experte	Erklärende Variable, Rahmenbedingung
Related Terms	Übermittlung, Übertragung, Austausch	Intergenerativ, intergenerationell, intergenerational	

4.6 Truncate and combine

Topic: Knowledge transfer between generations

(„knowledge transfer*“ OR „knowledge shar*“ OR „knowledge exchange*“)

AND

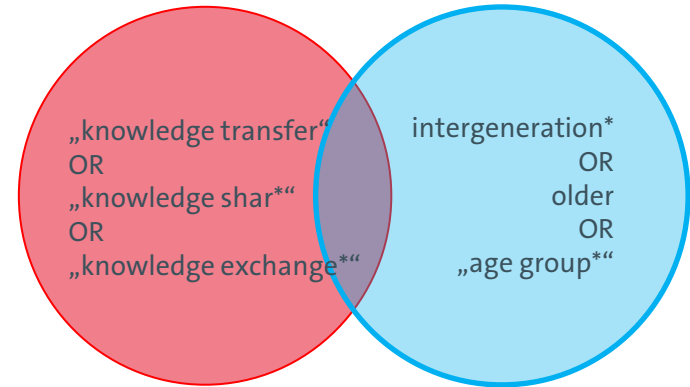
(intergeneration* OR older OR „age group*“)

Applied:

- Truncation: Word stem, Wildcard (#/*/?)
- Phrase search: „xxx xxx“

For the search strategy (Block Building Approach):

- Boolean Operators: AND / OR





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5 Library collections

Which libraries in Hamburg
have you used so far?

5 Libraries in Hamburg



Bibliothek
WISO/BWL,
FB Wiwi
+ other libraries at
BSUHH

Staats- und
Universitäts-
bibliothek
Hamburg
- UHH

ZBW – Deutsche
Zentralbibliothek
Wirtschafts-
wissenschaften
- Germany



6 Bibliographic databases & KI

Which literature databases do you know?

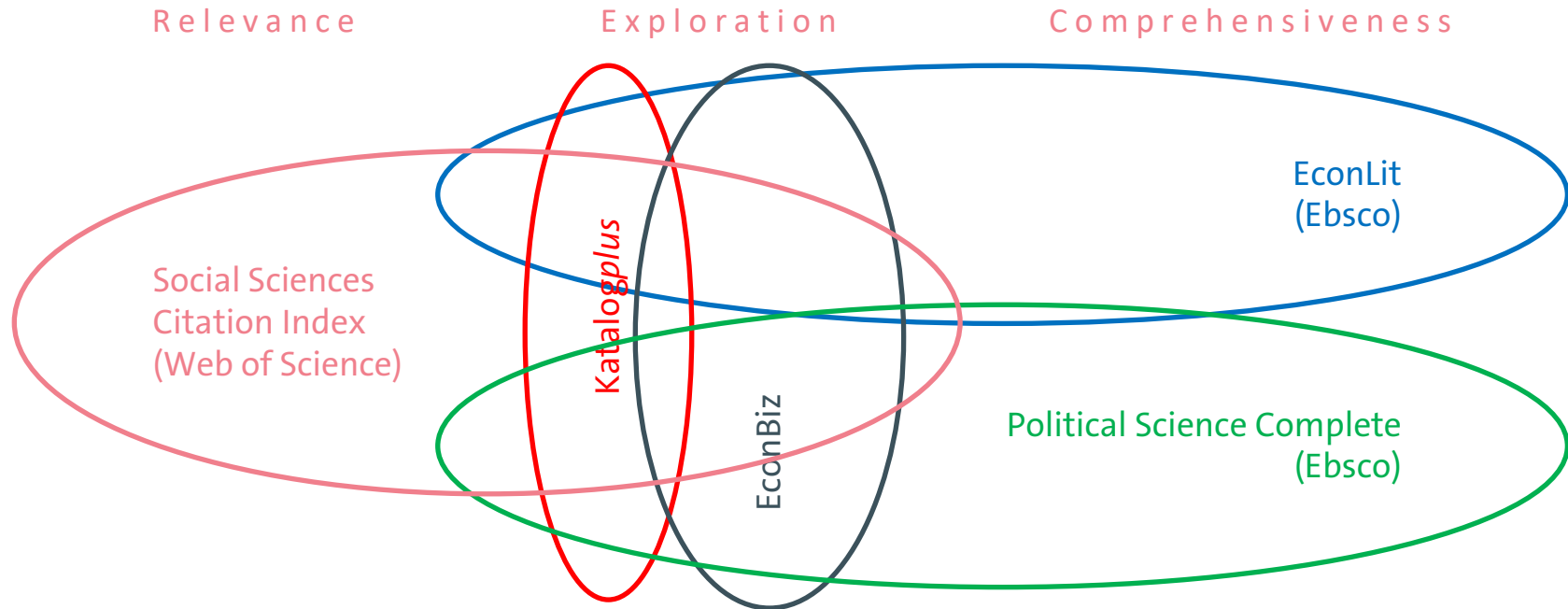
6.1 Databases: Universe



6.2 Databases: Starting points

- Bibliothek WISO/BWL > Recherche > Datenbanken und Portale > Kataloge
 - Selected Catalogs (Books)
 - <https://www.wiso.uni-hamburg.de/en/bibliothek/recherche/kataloge.html>
- Bibliothek WISO/BWL > Recherche > Datenbanken und Portale > Artikel und Bücher
 - Selected databases (journal articles)
 - <https://www.wiso.uni-hamburg.de/en/bibliothek/recherche/datenbanken/buecher-und-artikel.html>
- DBIS – Datenbank-Informationssystem
 - All databases available at UHH (free + licensed)
 - <https://dbis.ur.de/SUBHH/>

6.3 Datenbases: Business & Management



6.4 Databases: Business & Management

(1) Introductions, Working papers

[Econbiz](#) (ZBW)

(2) Most cited articles (all subjects)

[SSCI](#) (Web of Science)

(3) Subject-specific: Economics, Politics
relevant (precision) & complete (recall)

[EconLit](#) (Ebsco)

[Political Science Complete](#) (Ebsco)

(4) Adjacent disciplines, i.e. Philosophy

List in [DBIS](#), [ConnectedPapers](#)

6.5 Katalog*plus*

URL: <https://katalogplus.sub.uni-hamburg.de/vufind/>

For finding books

- Collections of the Bibliothekssystem UHH
- For introductions, overviews, summaries as well as up-to-date studies and research results, helps to get a context for the topic

Suche

- Alle Felder, Titel
- Limiters
- Sort by Relevance and Date



6.6 Subject-specific Search Portals

Business, Management, Economics: **Econbiz** / <http://www.econbiz.de>

Sociology: **SocioHub** / <https://www.sociohub-fid.de/>

Politics: **POLLUX** / <https://pollux.suub.uni-bremen.de/>

Media science, Journalism: **adlr.link** / <https://katalog.adlr.link/>

Health and Medicine: **LIVIVO** / <https://www.livivo.de/>



6.7 Social Sciences Citation Index

URL: <https://dbis.ur.de/SUBHH/resources/360>

For finding the most important journal articles for a topic

- Interdisciplinary, publications worldwide
- Who cites whom?

Suche

- Syntax: „labo\$r market*“
- Clarivate: **Citation Report** ([Tutorial](#))
- Cited References, Times Cited



6.7 Social Sciences Citation Index: Citation Report

56 Publications		Citations						
Sort by Citations: highest... ▾		< Previous year 1 of 2 > Next year					Average per year	Total
		2021	2022	2023	2024	2025		
Total		104	118	116	103	87	39.15	1,331
⊖ ₁	Groups Make Better Self-Interested Decisions Charness, G and Sutter, M Sum 2012 JOURNAL OF ECONOMIC PERSPECTIVES ▾ 26(3), pp.157-176	33	20	17	11	16	15.79	221
⊖ ₂	PREFERENCES FOR REDISTRIBUTION AND PERCEPTION OF FAIRNESS: AN EXPERIMENTAL STUDY Durante, R; Putterman, L and van der Weele, J Aug 2014 JOURNAL OF THE EUROPEAN ECONOMIC ASSOCIATION ▾ 12(4), pp.1059-1086	14	22	20	18	20	14.5	174
⊖ ₃	<u>Is the 'hard bargaining' image of the Council misleading? The Committee of Permanent Representatives and the local elections directive</u> Lewis, J Dec 1998 JOURNAL OF COMMON MARKET STUDIES ▾ 36(4), pp.479-504	3	6	3	2	0	5.43	152

6.8 Databases: Search syntax

EconLit (Ebsco)	Web of Science (ISI)
"labo#r market*"	"labo\$r market*"
Business Thesaurus JEL classif. system	KeyWords Plus
Basic Search = alle Felder	Basic Search: Topic = Titel, Abstract, KW
N3 W3	NEAR NEAR/3
Scholarly Journals	[Peer reviewed]

How often have you used AI tools for your literature search?

6.9 Take-out: AI tools (1)

Category	Description	Tools
Assistants	Provide support, especially at the beginning of a project, i.e. in finding a topic or formulating the research question.	ChatGPT 4/4o , Microsoft Copilot , Google Gemini , HuggingChat
Analysis	Analyze uploaded PDFs (i.e., essays), enable discussion of the content of the documents (i.e., summaries, explanations of text passages), and filter out the basic ideas of the texts.	ChatPDF , Humata , Elicit , ChatGPT 4/4o , Docanalyzer.ai , Explainpaper
Search	Assist in the search for (academic) literature and often offer additional services (i.e. preparation of summaries of the core theses of the literature).	Consensus , Elicit , Keenious , Perplexity AI , SciSpace , Semantic Scholar , Undermind , ChatGPT 4/4o
Networks	Map existing literature based on a seed paper and highlight (new) connections between essays using thematic classification.	Litmaps , Connected Papers , Research Rabbit , Open Knowledge Maps

6.9 Take-out: AI tools (2)

- Refine research question: [UHHGPT](#) (acting as feedback buddy)
- Find search terms and synonyms: [UHHGPT](#), [Perplexity.ai](#)
- Search literature >> **use only in combination with bibliographic subject databases!**
 - Connections: [Connected Papers](#), [Litmaps](#), [Inciteful](#), [Open Knowledge Maps](#)
 - Analyses: [Consensus](#), [Elicit](#), [ASReview](#)
- Generate texts, summarize articles: [UHHGPT](#), [Perplexity.ai](#), [R Discovery](#)
- Translate texts: [Google Übersetzer](#), [DeepL Translator](#)
- Write texts: [Trinka](#), [Grammarly](#), [DeepL Write](#)

6.9 Take-out: AI tools (3)

Please note

1) the **rules**

- [Bylaws and Guidelines for Safeguarding Good Scientific Practice](#) at UHH,
- [Recommendations for dealing with generative AI in teaching and examinations at the Faculty of Business, Economics and Social Sciences](#) [PDF],
- [Leitfaden zum Umgang mit KI-Tools](#) [PDF] (BWL)

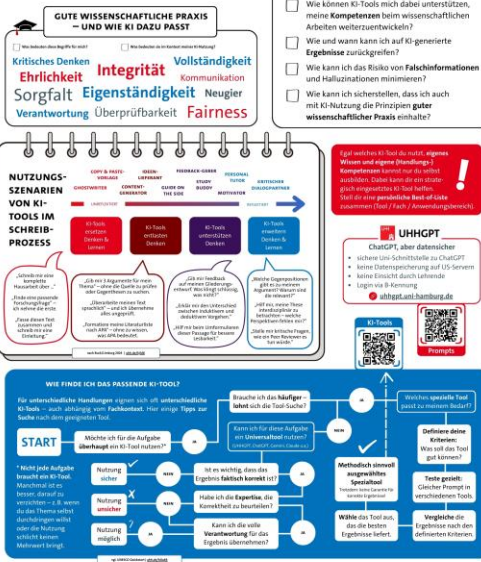
2) the **limits**

- Data protection: AI learns from the data entered
- Quality? (AI hallucinates, i.e., invents answers)
- Reproducibility? Comprehensiveness?

6.9 Take-out: AI tools (4)

study smart – with AI DEIN GUIDE FÜR KLUGE ENTSCHEIDUNGEN MIT KI

KI im Studium? Du entscheidest, wie.
 Dieser Guide hilft dir dabei, generative KI-Tools reflektiert zu nutzen – fürs Lernen, Schreiben und Denken.
 Mit Tipps, Beispielen und Fragen, die dich wirklich weiterbringen.



WIE FUNKTIONIERT EIN KI-TEXT-GENERATOR WIE Z.B. CHATGPT?

- TEXTE ANALYSIEREN**
Internet, Wikipedia, Foren, Bücher
- MUSTER ERKENNEN**
Welche Wörter und Wortteile folgen häufig aufeinander?
- STATISTISCH BERECHNEN**
Was ist das „wahrscheinlich“ nächste Wort?
- TEXT ERZEUGEN**
Wort für Wort – ohne Verständnis für den Inhalt

NUTZUNGSSZENARIEN AUS DEM ORIENTIERUNGSRAHMEN DER UHH

„Studierende können gut unter anderem...“

- zur **Identifizierung und Verbesserung** von Schreibproblemen
- zur **Generierung von Ideen** für Thesen, Projekte, Hausarbeiten
- zur **Strukturierung und Klärung** von Texten
- zur **Überprüfung und Verbesserung** selbst erstellter Texte
- zur **Überprüfung und Verbesserung** selbst erstellter Texte

RISIKEN DER KI-NUTZUNG

Welche Nebenwirkungen hat der KI-Einsatz im Studium – und darüber hinaus?

- Verpasste Lernzeiten**
- Deskilling**
- Datensicherheit**
- Disziplinierung**
- Kontrollverluste**
- Ressourcenverbrauch**

KI GONE WRONG: 7 SZENARIEN

- Copypaste-Hausarbeit**
- Fantastische Literaturerfahrungen**
- Fachbegriffe à la KI**
- Automatisch-eintragungen**
- KI als dein Ghostwriter**
- Datenschutzfreie Zone**
- KI KANN VIEL, ABER NICHT FÜR DICH STUDIEREN**

FRAGE DEINE LEHRENDEN!

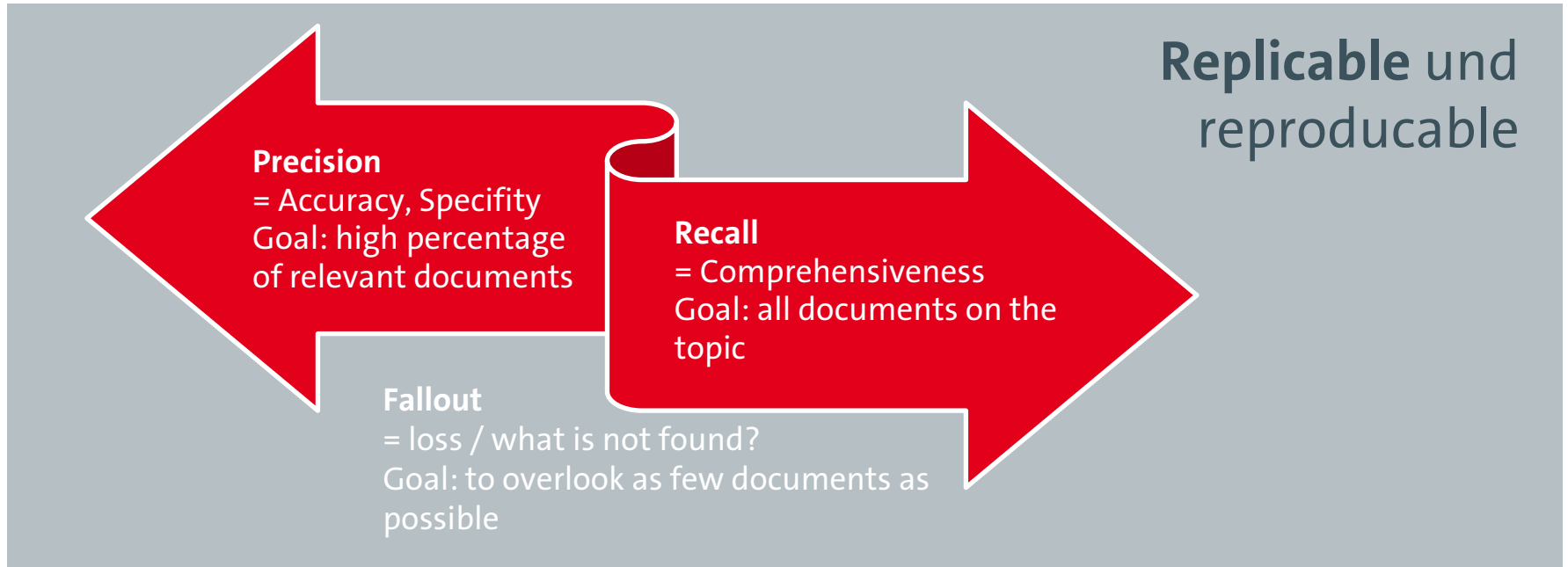
Wie oft du KI-generierte Passagen in deinen Texten verwendest, ist eine Entscheidung, die du selbst treffen musst.



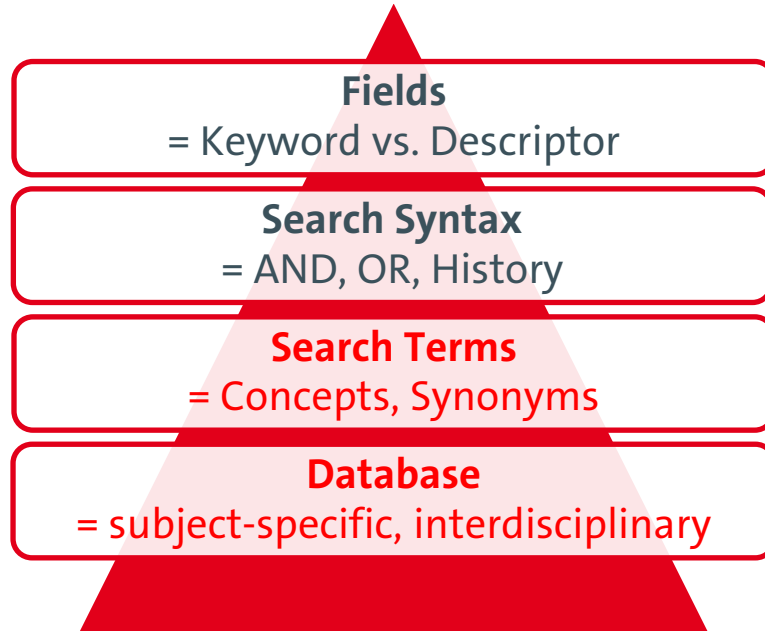
7 Adapting search strategies

What are your criteria for a successful literature search?

7.1 Precision & Recall



7.2 Checklist: Databases and Search terms



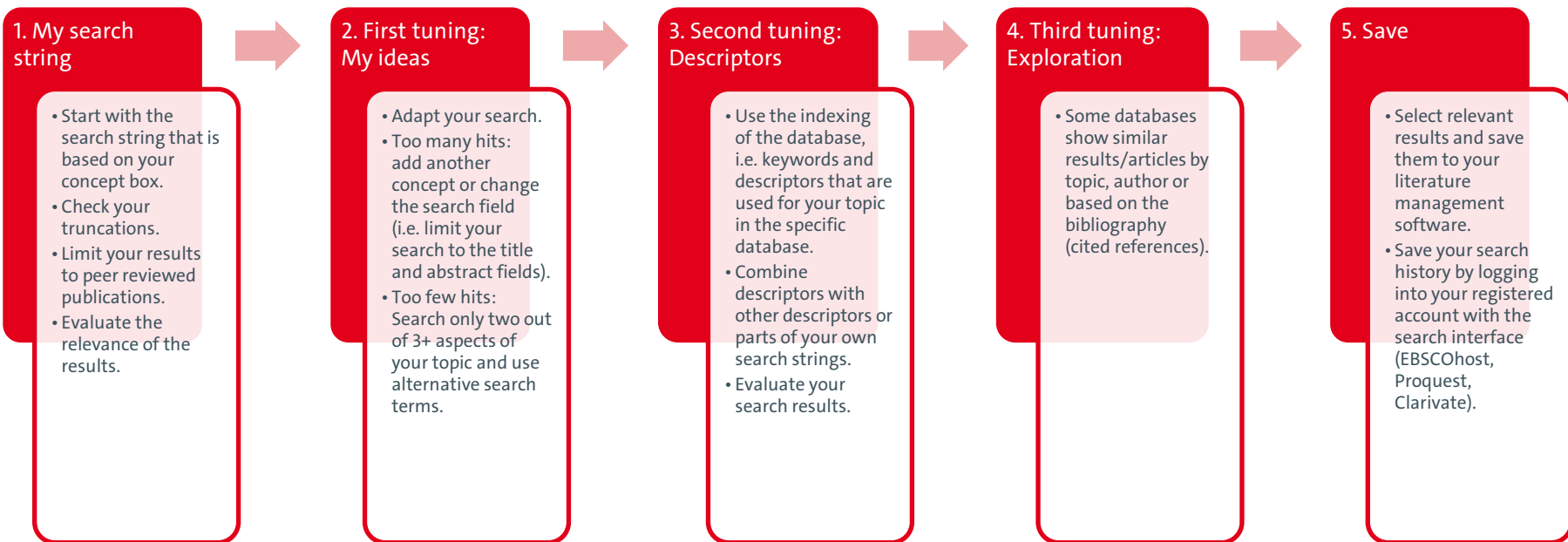
7.3 Checklist: Search strategy quality



- Databases (all relevant databases, search options used)
- Translation of the search query into individual concepts
- Variants (spelling variations, truncation, related terms, typos)
- Operators (AND, OR, brackets)
- Search filter (Peer Reviewed)
- Descriptors, Keywords
- Search fields (title, author, keywords)

[PRESS Peer Review of Electronic Search Strategies: 2015 Guideline Statement](#)

7.4 Search strategies in practice



7.5 Search strategies in theory

Citation Pearl Growing Approach (Snow ball effect)	Successive Fractions Approach (AND/NOT)	Block Building Approach (AND/NOT)
If you have found a relevant article on your topic, you can use this article to find related publications on the topic by scanning the bibliography, checking if this article has been cited, having a look at the provided keywords, or checking for other publications of the author.	You start with a general search and add more specific search terms with each new search.	You dissect your topic into separate concepts and combine those with Boolean operators AND or OR.
= from 1 to 10+ results	= from 100 to 80 to 50 to 10 results	= from 300 plus 500 to 20 results
Expansion	Excerpt / Specificity	Overlap



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8 Evaluate

Which journal rankings do you know?

8.1 CRAAP test and SIFT test

Online Research: CRAAP Test

Learn how to choose the best websites to use as resources for your research! <https://libguides.cornell.edu/libref/craap/>

[Home](#)
[U+H](#)
[CRAAP Test](#)
[Lateral Reading and SIFT](#)
[Evaluating Example Websites](#)
[Fake News](#)
[Website References](#)
[Open Access Resources](#)

CRAAP Test

It can be tempting to use any source in your paper that seems to agree with your thesis, but remember that **not all information is good information**, especially in an online environment. Developed by librarians at California State University-Chico (see below for the link), the **CRAAP Test** is a handy checklist to use when evaluating a web resource (or ANY resource). The test provides a lot of questions to ask yourself when deciding whether or not a source is reliable and credible enough to use in your academic research paper. CRAAP stands for Currency, Relevance, Authority, Accuracy, and Purpose. For more information, please see below.

Something to keep in mind: the CRAAP test is only one method for evaluating content. There are other methods out there that may be more appropriate such as **RICHARD** (Relevance, Authority, Date, Appearance, Reason for writing). CRAAP is a first-line examination of the website you're on - also called vertical reading. On the next page we'll discuss the **lateral reading** method, which asks you to verify information on the website with other sources.

CURRENCY

The timeliness of the information

- When was the information published or posted?
- Has the information been revised or updated?
- Does your topic require current information, or will older sources work as well?
- Are the links functional?

Another thing to consider: does the website's copyright date match the content's currency? Or is it just a standard range?

C

RELEVANCE

The importance of the information for your needs

- Does the information relate to your topic or answer your question?
- Who is the intended audience?
- Is the information at an appropriate level (i.e. not too elementary or advanced for your needs)?
- Have you looked at a variety of sources before determining this is one you will want?

R

AUTHORITY

The source of the information

- Who is the author/publisher/organization?
- What are the author's credentials or organizational affiliations?
- Is the author qualified to write on the topic?
- Is there contact information, such as a publisher or email address?
- Does the URL reveal anything about the author or source?

A

Note: To help answer Authority and Purpose questions, check out a website's About page.

ACCURACY

The reliability, truthfulness and correctness of the content

- Where does the information come from?
- Is the information supported by evidence?
- Has the information been reviewed or refereed?
- Can you verify any of the information in another source or from personal knowledge?
- Does the language or tone seem unbiased and free of emotion?
- Are there spelling, grammar or transcription errors?

A

PURPOSE

The reason the information exists

- What is the purpose of the information? Is it to inform, teach, sell, entertain or persuade?
- Do the author/perspectives make their intentions or purpose clear?
- Is the information fact, opinion or propaganda?
- Does the point of view appear objective and impartial?
- Are there political, ideological, cultural, religious, institutional or personal biases?

P

Note: To help answer Authority and Purpose questions, check out a website's About page.

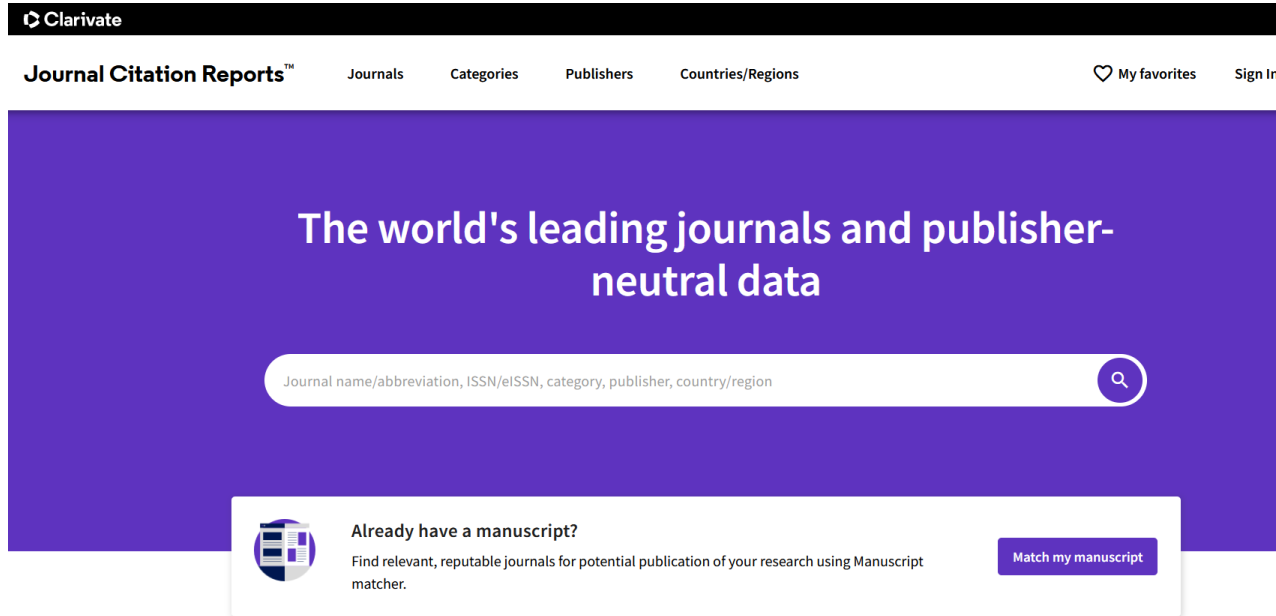
Other Evaluation Methods

- RADAR**
Relevance, Authority, Date, Appearance, Reliability
- SIFT**
Stop, Investigate the Source, Find Better Coverage, Trace Claims, Quotes and Media to the Original Content
- SW6**
Ask the 5W questions (Who, What, When, Where, Why) to help determine if a source is reliable, credible, and appropriate for your assessment.



Infographic showing the steps of SIFT: Stop, investigate the source, find trusted coverage, trace claims, quotes and media to the original context.

8.2 Journal Citation Report



The screenshot shows the homepage of the Journal Citation Reports (JCR) website. At the top, there is a black header with the Clarivate logo. Below this is a navigation bar with the text "Journal Citation Reports™" and links for "Journals", "Categories", "Publishers", and "Countries/Regions". On the right side of the navigation bar are links for "My favorites" and "Sign In". The main content area has a purple background with the text "The world's leading journals and publisher-neutral data". Below this text is a search bar with the placeholder text "Journal name/abbreviation, ISSN/eISSN, category, publisher, country/region" and a magnifying glass icon. At the bottom of the screenshot, there is a white box with a document icon and the text "Already have a manuscript? Find relevant, reputable journals for potential publication of your research using Manuscript matcher." and a button labeled "Match my manuscript".

8.3 VHB Jourqual

Teilratings der Wissenschaftlichen Kommissionen

Das VHB-Rating 2024 umfasst 18 spezialisierte Teilratings, die die wissenschaftliche Qualität von Publikationsmedien in der deutschsprachigen Betriebswirtschaftslehre bewerten.

Jedes Teilrating spiegelt die Expertise der verschiedenen wissenschaftlichen Kommissionen wider und berücksichtigt die vielfältigen Themen und Forschungsansätze innerhalb der BWL. Die Kriterien und Methodik hinter diesen Bewertungen bieten einen umfassenden Überblick über relevante und hochwertige Publikationsmöglichkeiten.

[VHB-Rating 2024 - Bankbetriebslehre / Finanzierung](#)

[VHB-Rating 2024 - Betriebswirtschaftliche Steuerlehre](#)

[VHB-Rating 2024 - Dienstleistungsmanagement](#)

[VHB-Rating 2024 - Hochschulmanagement](#)

[VHB-Rating 2024 - Internationales Management](#)

[VHB-Rating 2024 - Logistik](#)

[VHB-Rating 2024 - Marketing](#)

[VHB-Rating 2024 - Nachhaltigkeitsmanagement](#)

[VHB-Rating 2024 - Öffentliche Betriebswirtschaftslehre](#)

[VHB-Rating 2024 - Operations Research](#)

[VHB-Rating 2024 - Organisation](#)

[VHB-Rating 2024 - Personal](#)

[VHB-Rating 2024 - Produktionswirtschaft](#)



9 Finding full texts

9.1 Finding fulltexts

➡ Is it a **book** / book chapter or a **journal article**?



Do you find the book in Katalogplus?

- Write down the library and the shelf mark, check if an ebook is available.
- You only need a chapter? Order a scan via the [Scan & deliver service](#)

The book is not in our collection?

- Is the title available at ZBW: [ZBW requesting material](#)
- for literature published in recent years (i.e. 2024/2025): [Recommend a purchase](#)
- for older literature: check the slow ([GBV Online-Fernleihe](#)) or the fast ([subito](#)) document delivery service
- check [Google Books](#) for a first glimpse at the title

Is the fulltext (of the article, Working Paper) available on the internet?

- Search the title of the journal article or the working paper in [Google](#) („search for a phrase“ by using quotation marks, if nec. limit to filetype:pdf)
>> be on campus or login via VPN to get access to our licenced resources

Do you find the journal title in Katalogplus?

Do you find the journal title in the ZDB?

9.2 Scan, order & request options

Library WISO/BWL

Bibliothekssystem UHH

+ Library WISO/BWL

Bücher

*Before you order:
Please check for an
electronic version
via [Katalogplus](#)*

Request

Closed stacks
at FB Sowi
via [Katalogplus](#)

Request

Closed stacks
via [Katalogplus](#)

+ ZBW

ZBW: request materials
to be sent to FB Wiwi
via [web form](#)

Artikel, Kapitel

*Before you order:
Please check for
electronic versions of
articles via [Google](#), or
journals via [EZB](#).*

Scan & deliver service

Request scans
via [Katalogplus](#)

Scan & deliver service

Request scans
via [Katalogplus](#)

+ Elsevier Dokumentlieferdienst

Elsevier
(only for WISO/BWL
members)
via [web form](#)

Germany

ZBW Remote Access

via [ZBW-Nutzerkarte](#)
POLLUX via [Konto](#)
SocioHub via [Benutzerkonto](#)

Fernleihe / Interlibrary Loan

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 3 EUR/request after
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9.3 Find it UHH

2. Behavioural psychology, marketing and consumer behaviour: a literature review and future research agenda.



Academic Journal

By: Wells, Victoria K. Journal of Marketing Management. Sep2014, Vol. 30 Issue 11/12, p1119-1158. 40p. 1 Diagram, 16 Charts. DOI: 10.1080/0267257X.2014.929161.

Subjects: CONSUMER behavior; CONSUMER research; MARKETING research; Marketing Research and Public Opinion Polling; OPERANT conditioning; CLASSICAL conditioning; BEHAVIORISM (Psychology)

Cited References (29)

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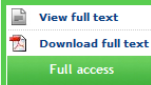
Behavioural psychology, marketing and consumer behaviour: a literature review and future research agenda

DOI: 10.1080/0267257X.2014.929161

Victoria K. Wells^{a*}
pages 1119-1158

Publishing models and article dates explained

Published online: 30 Jun 2014



Universitätsklinikum
Hamburg-Eppendorf

Titel: Behavioural psychology, marketing and consumer behaviour research agenda
Quelle: Journal of marketing management [0267-257X] Wells, V S.:1119 -1158

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Volltext verfügbar über [Taylor & Francis Journals Complete](#)

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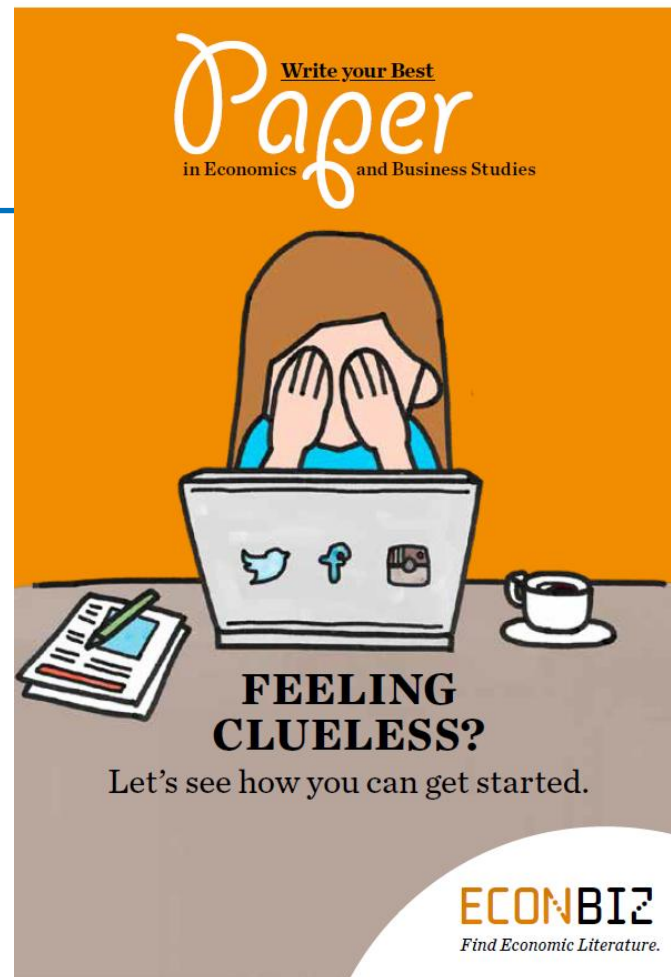


10 Getting help

10.1 Online Materials

- Search tips (in German)
<https://www.wiso.uni-hamburg.de/bibliothek/recherche/recherchetipps.html>
- Materials from training sessions (in German)
<https://www.wiso.uni-hamburg.de/bibliothek/service/beratung-und-schulungen/materialien.html>
- Materials of database providers
 - Econbiz: [Hilfe](#), [Inhalte](#), Einführung als [PDF](#) oder [Prezi](#)
 - Business Source Complete (EBSCOhost): [Basic Searching](#), [Advanced Searching](#), [Using the EBSCOhost Search History](#)
 - ABI/Inform Complete (Proquest): [Basic Search](#), [Advanced Search](#)
 - Web of Science: [Clarivate Citation Report](#)

10.2 Brochure: Write your best paper in economics (PDF)



10.3 Ask your questions

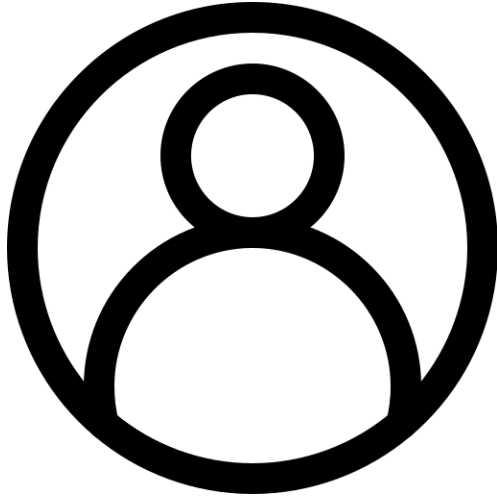
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- Using the library, library card, library loan periods, fines, holds
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- Contact form: <https://www.wiso.uni-hamburg.de/bibliothek/kontakt.html>

■ Information desk

- Finding electronic full texts, requesting books and articles that are not available at Bibliothekssystem UHH
- mon-fri: 10 am – 3 pm
- E-Mail: wiwi-information.wiso@uni-hamburg.de

10.4 Workshops and consultations

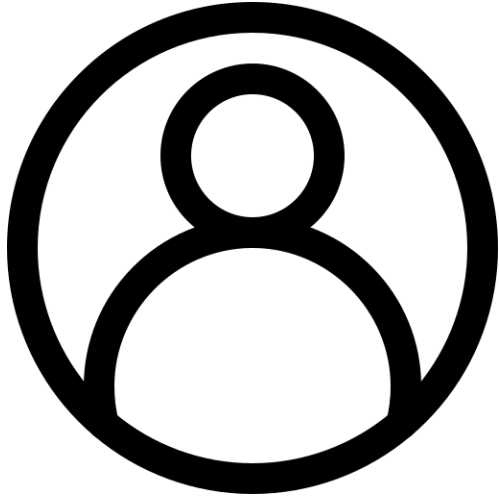


- **Literature search** for your seminar/master thesis
 - Tailored to your needs, for groups of 5+
- **Reference management software**
 - Introduction to Citavi and Zotero, for groups of 5+
- **F2F Consultation** (ca. 30 min)
 - Upon request.

Please send an e-mail to:

bib-schulung.wiso@uni-hamburg.de

10.5 Take-out: Writing Center



- [Workshops](#)
 - Hallo Abschlussarbeit!, Meine Abschlussarbeit angehen
 - Schreiben mit UHHGPT
- [Writing Consultation](#)
 - With [registration](#)
 - Drop in: FB Sowi, Wed 2 pm-4 pm
- [Weekly Write-In](#)
 - Mon, Wed 10 am-12 pm, online
 - Thu 10 am-12 pm 10-12 pm in the Stabi



Kathy Kimpel: Smile, 26.07.2011, <https://flic.kr/p/rfzhV3>

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