

## OBJECTIVES

At the end of this session the participants should be able to:

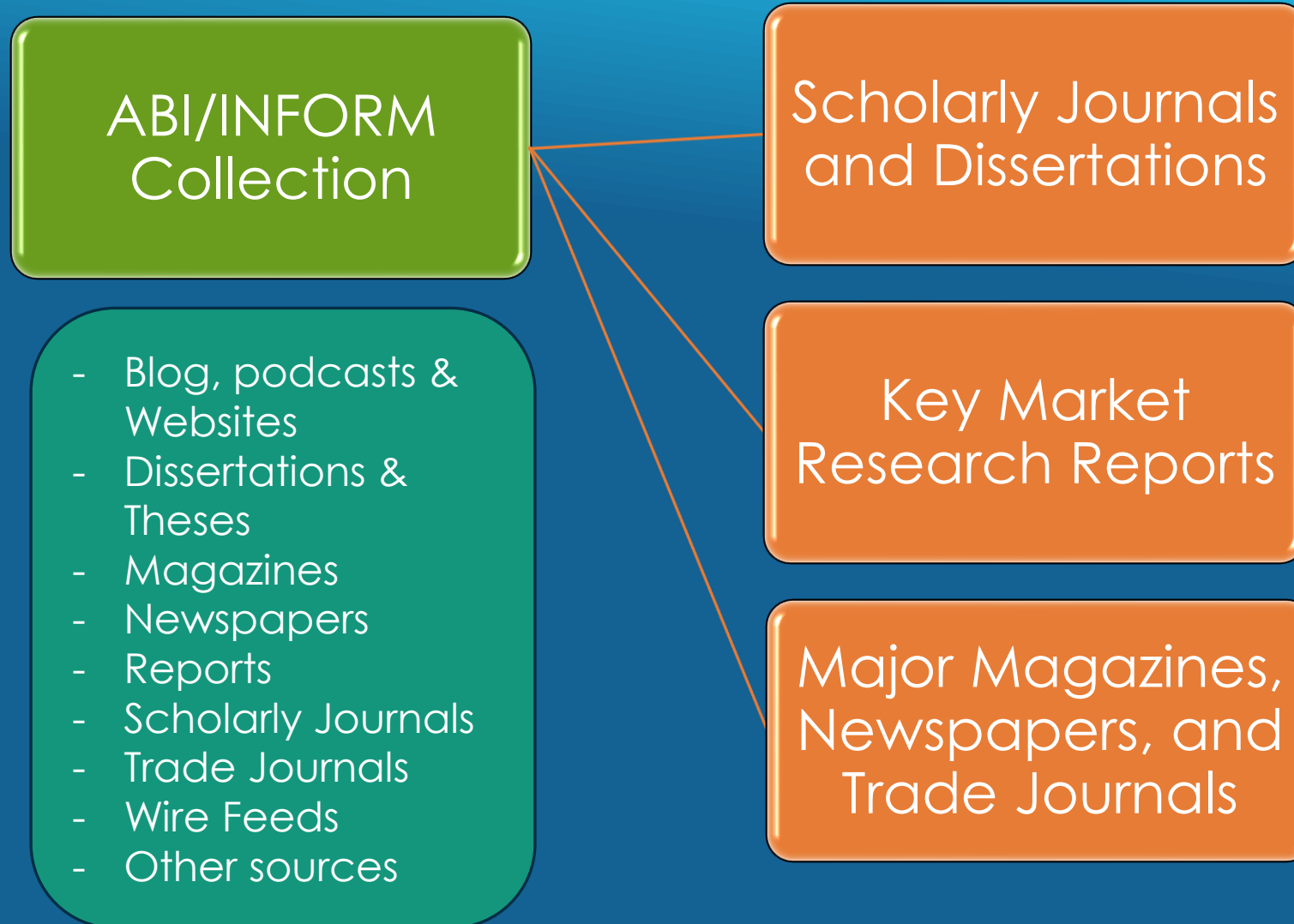
- Finding Scholarly Journals and Dissertations Theses using Simple or Advanced Search
- Searching for Journals Titles and search within this journal.
- Finding the last Swot Analyses of different companies
- Cite Journal Articles and Thesis using APA format



# WHAT IS ABI/INFORM COLLECTION?



# WHY SEARCH ABI/INFORM COLLECTION?



# SEARCHING IN ABI INFORM COLLECTION

## ABI/INFORM Collection

Basic Search | Advanced Search | Publications | Browse | About | Change databases

marketing "insurance industry"



Full text  Peer reviewed ⓘ

Recent searches | Search tips

**SIMPLE SEARCH**

▶ « Search Tips » helps you to create your search. Use quotes for exact phrase search.

# ABI/INFORM Collection

Basic Search | Advanced Search | Publications | Browse | About | Change databases

marketing "insurance industry"

178,338 results

Modify search | Recent searches | Save search/alert

Sorted by

Relevance

Limit to

Full text

Peer reviewed

Source type

Scholarly Journals (5,602)

Books (1)

Audio & Video Works (1)

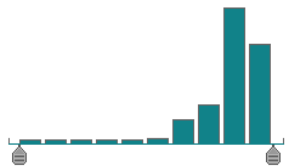
Dissertations & Theses (1,320)

Newspapers (2,606)

More >

Publication date

1937 - 2021 (decades)



Select 1-20

1



### Insurance Industry Marketing Trends

Goldberg, Irwin W. *Best's Review, Life/health insurance edition; Oldwick* Vol. 81, Iss. 3, (Jul 1980): 10.

...a unique vantage point to observe the life insurance industry, as they are able...  
...Insurance Marketing & Research Assn. (LIMRA...  
...and trends in several critical areas of industry marketing. Some developments are...

Abstract/Details

Citation/Abstract

Show Abstract

2



### Insurance Industry Marketing Trends

Goldberg, Irwin W. *Manager's Magazine; Farmington* Vol. 55, Iss. 4, (Apr 1980): 3.

...Life Insurance Marketing and Research Association's (LIMRA...

Abstract/Details

Citation/Abstract

Show Abstract

3



### BrandMuscle Releases First Study on Local Marketing for Insurance Industry: The State of Local Marketing in Insurance Report identifies top local marketing priorities for insurance marketers

NASDAQ OMX's News Release Distribution Channel; New York [New York]29 Oct 2019.

...marketing maturity. The State of Local Marketing in Insurance Report is the...  
...guide, as an extension to the annual The State of Local Marketing Report. This...  
...report examines investment and knowledge in local marketing, corporate and...

Details Full text

Full Text

Show More

4



### Immersant(TM) Announces Life Insurance Vertical with the Hire of Denise Garth as Vice President, Insurance Industry Marketing

PR Newswire; New York [New York]06 Dec 2000: 1.

...insurance industry marketing. With this appointment, Immersant also announces...  
... Development (ACORD(TM)) to Promote XML Standards in Insurance...

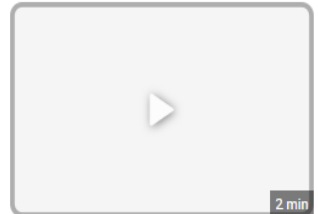
Full Text

#### Books that match your search



20 Entrepreneurship  
Aldrich, Howard E.  
*The Handbook of Economic Sociology*. 4  
51-477,727. Princeton: Princeton Universi...

#### Videos that match your search



Episode: 114; Part: 02 - Something Vent...  
INTELECOM Business Video Collection. Pas...

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ABI/INFORM Collection






Basic Search | Advanced Search | Publications | Browse | About | Change databases

< Back to results 1 of 5,080 >

Full Text | Scholarly Journals

## Relevance of the 4E Marketing Model to the Indian Insurance Industry

Sharma, Rachna. *IUP Journal of Brand Management; Hyderabad* Vol. 14, Iss. 1, (Mar 2017): 45-56.

Full text | Full text - PDF | Abstract/Details Hide highlighting

### Abstract

Translate ▾

The insurance sector in India is at a crossroads. Traditionally, insurance companies have relied on a large team of human agents to sell their products. However, the internet proved that customers are willing to purchase insurance products online. Going digital is therefore the key to future business. Companies willing to disrupt conventional beliefs will be the ones that will retain a competitive edge. However, in order to succeed, companies also need to move beyond a product-centered approach to a customer-centric service-focused approach. Insurance is more intangible than tangible. And thus, service becomes a key to customer satisfaction and delight. This paper attempts to look at how insurance companies, using 'pull' strategies, can attract and retain customers. Starting with the conventional 4P model of **marketing**, it examines how this can be adapted into a '4E model' to be in tune with the current digitally-oriented business environment.

### Full Text

Translate ▾

[Turn on search term navigation](#)

#### Headnote

The insurance sector in India is at a crossroads. Traditionally, insurance companies have relied on a large team of human agents to sell their products. However, the internet proved that customers are willing to purchase insurance products online. Going digital is therefore the key to future business. Companies willing to disrupt conventional beliefs will be the ones that will retain a competitive edge. However, in order to succeed, companies also need to move beyond a product-centered approach to a customer-centric service-focused approach. Insurance is more intangible than tangible. And thus, service becomes a key to customer satisfaction and delight. This paper attempts to look at how insurance companies, using 'pull' strategies, can attract and retain customers. Starting with the conventional 4P model of **marketing**, it examines how this can be adapted into a '4E model' to be in tune with the current digitally-oriented business environment.

Search this database...

#### Related items

- [An Approach Of The Product View Through The Perspective Of The Marketing - Mix](#)  
Gherasim, Toader.  
**Economy Transdisciplinarity Cognition; Bacau** Vol. 14, Iss. 1, (2011): 402-409.
- [Embracing Digital Technology: A New Strategic Imperative](#)  
Fitzgerald, Michael; Kruschwitz, Nina; Bonnet, Didier; Welch, Michael.  
**MIT Sloan Management Review; Cambridge** Vol. 55, Iss. 2, (Winter 2014): 1-12.
- [Employing social media as a marketing strategy in college sport: an examination of perceived effective ...](#)  
Dixon, Anthony W; Martinez, J Michael; Martin, Christina L; L.  
**International Review on Public and Non-Profit Marketing; Heidelberg** Vol. 12, Iss. 2, (Jul 2015): 97-113.
- [Strategic shift in marketing mix –](#)



# CITE (YOU CAN CHOOSE THE FORMAT (APA 6<sup>TH</sup> or 7<sup>TH</sup> EDITION))

The screenshot displays the ProQuest interface with a citation pop-up window. The background shows the article 'Relevance of the 4E Marketing Model' by Sharma, R. (2017). The pop-up window, titled 'Cite', provides the following options:

- Copy citations directly into your paper:** A dropdown menu is set to 'APA 7th (basic) - No Case Changes (No Title Casing), DOI: empty'. Below this, the citation text is displayed: 'Sharma, R. (2017). Relevance of the 4E Marketing Model to the Indian Insurance Industry. *IUP Journal of Brand Management*, 14(1), 45-56. <https://www.proquest.com/scholarly-journals/relevance-4e-marketing-model-indian-insurance/docview/1891105743/se-2?accountid=180358>
- RefWorks:** A green 'Copy' button is present next to the text 'Consult RefWorks style guidelines to check the accuracy and completeness of your citations.'
- Export to a citation manager or file:** Five icons represent different export options: RefWorks, RIS (EndNote, Citavi, etc.), NoodleTools, EasyBib, and XLS (Microsoft Excel Format).
- Other options:** A row of icons for 'Download PDF', 'Cite', 'Email', 'Print', and 'All Options' is shown at the bottom of the pop-up. A red arrow points to the 'Cite' icon.



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< Back to results 1 of 5,080 >

Full Text | Scholarly Journals

## Relevance of the 4E Marketing

Sharma, Rachna. IUP Journal of Brand Management; Hyderabad

Full text | Full text - PDF | Abstract/Details

### Abstract

The insurance sector in India is at a crossroads. Traditionally, however, the internet proved that customers are willing to move beyond a product-centered approach to a customer-centric one. This becomes a key to customer satisfaction and delight. This study examines how this can be adapted into a '4E model' to be in tune with the current digitally-oriented business environment.

### Full Text

Turn on search term navigation

#### Headnote

The insurance sector in India is at a crossroads. Traditionally, however, the internet proved that customers are willing to move beyond a product-centered approach to a customer-centric one. This becomes a key to customer satisfaction and delight. This study examines how this can be adapted into a '4E model' to be in tune with the current digitally-oriented business environment.

### Email

Content: (where available) Full text (citation, abstract, full text, images, indexing)

Original file formats (e.g., PDF, video, presentation, spreadsheet) will not be saved.

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Citation style: APA 7th (basic) - No Case Changes (No Title Casing), I

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- Embracing Digital Technology: A New Strategic Imperative  
Fitzgerald, Michael; Kruschwitz, Nina; Bonnet, Didier; Welch, Michael.  
**MIT Sloan Management Review; Cambridge** Vol. 55, Iss. 2, (Winter 2014): 1-12.
- Employing social media as a marketing strategy in college sport: an examination of perceived effective ...  
Dixon, Anthony W; Martinez, J Michael; Martin, Christina L; L.  
**International Review on Public and Non-Profit Marketing; Heidelberg** Vol. 12, Iss. 2, (Jul 2015): 97-113.
- Strategic shift in marketing mix -

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Basic Search | **Advanced Search** | Publications | Browse | About | Change databases

Advanced Search

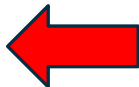
Command Line | Thesaurus | Field codes | Search tips

in   
 in

+ Add a row

Limit to:  Full text  Peer reviewed

Publication date:



Search Clear form

Company/organization:  Look up Companies/organizations  
NAICS code:  Look up NAICS codes  
Classification code:  Look up Classification codes  
Location:  Look up Locations  
Person:  Look up People



Show more fields

Source type: <input type="checkbox"/> Select all <input type="checkbox"/> Audio & Video Works	Document type: <input type="checkbox"/> Select all <input type="checkbox"/> Advertisement	Language: <input type="checkbox"/> Select all <input type="checkbox"/> Serbian
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**ADVANCED SEARCH**

► **Search Tips »** help you to create your search. Use quotes for exact phrase search. I recommend to use Document Title, if you need more recent use Publication Date and specific languages use English and Spanish

# ABI/INFORM Collection

Basic Search | Advanced Search | Publications | Browse | About | Change databases

ti("digital marketing")



Additional limits - Date: Last 3 years; Language: English, Spanish

3,028 results

Modify search | Recent searches | Save search/alert

Sorted by

Relevance

Limit to

- Full text
- Peer reviewed



Source type

- Scholarly Journals (41)
- Newspapers (132)
- Magazines (47)
- Trade Journals (144)
- Reports (5)

More >

Publication date

2018 - 2021 (years)



Select 1-20



- 1 The Top **Digital Marketing** Companies in August, According to **Digital Marketing** Agency Rating Platform: **Digital marketing** agency rating platform, TopMarketingCompanies.com, issued the global August report of the Top **Digital Marketing** Companies. Among the ranked **digital marketing** companies are AlchemyLeads, CGT Marketing LLC and ContentwriterIreland.  
**PR Newswire; New York** [New York]04 Aug 2020.  
Details Full text Show More
- 2 The Top **Digital Marketing** Agencies, According to **Digital Marketing** Agency Rating Platform: U.S. **digital marketing** spend will rise to \$332 billion by 2021. TopMarketingCompanies.com ranked the best agencies that develop **digital marketing** campaigns and strategies for businesses across industries.  
**PR Newswire; New York** [New York]05 Mar 2020.  
Details Full text Show More
- 3 DesignRush Ranks the Top **Digital Marketing** Companies in March: DesignRush has listed the best **digital marketing** companies in March of 2021.  
**PR Newswire; New York** [New York]11 Mar 2021.  
Details Full text Show More
- 4 UPS Hosts Webinar To Help Small Businesses Adapt **Digital Marketing** During Novel Coronavirus: Experts convene to discuss **digital marketing** strategies during pandemic  
**NASDAQ OMX's News Release Distribution Channel; New York** [New York]14 Apr 2020.  
Details Full text Show More

### Publication Search

In title

Source type Scholarly Journals (14)

Publication title

Language

Database

14 publications

« Back to full list | View summary | View title only

- 1 African Journal of Business Ethics; Stellenbosch Full text available Open access  
Full text coverage Jan 2008 (Vol. 3, no. 1) - present  
Citation/Abstract coverage Jan 2008 (Vol. 3, no. 1) - present  
Publisher Business Ethics Network (BEN) Africa  
ISSN 1817-7417  
Place of publication Stellenbosch
- 2 Asian Journal of Business Ethics; Dordrecht Full text available  
Full text coverage Jan 2012 (Vol. 1, no. 1) - present (delayed 1 year)  
Citation/Abstract coverage Jan 2012 (Vol. 1, no. 1) - present  
Publisher Springer Nature B.V.  
ISSN 2210-6723  
Place of publication Dordrecht
- 3 Business Ethics Quarterly; Chicago Full text available  
Full text coverage Jan 2015 (Vol. 25, no. 1) - present (delayed 1 year)  
Citation/Abstract coverage Jan 1994 (Vol. 4, no. 1) - present  
Publisher Cambridge University Press

Full text only

# PUBLICATION SEARCH

▶ « Search Tips » Choose Full Text Only, if you need to find the Journal with specific subject choose the Title.

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ABI/INFORM Collection

Basic Search | **Advanced Search** | Publications | Browse | About | Change databases

### Advanced Search

Command Line | Recent searches | Thesaurus | Field codes | Search tips

Coca Cola in Company/organization – ORG

AND SWOT Analyses in Document title – TI

Limit to:  Full text  Peer reviewed

Publication date: All dates

Search Clear form

Company/organization: Look up Companies/organizations

NAICS code: Look up NAICS codes

Classification code: Look up Classification codes

Location: Look up Locations

Person: Look up People

Show more fields

Introducción\_a\_Pr...pdf

## COMPANY SEARCH

- ▶ « Search Tips » Choose Company/Organization for example, (Coca Cola) and SWOT Analyses, choose Document Title, if you need the last reports use the Publication Date for example last 3 years.

# SWOT ANALYSIS - COCA COLA RESULTS

ProQuest Access provided by  
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ABI/INFORM Collection

Basic Search | Advanced Search | Publications | Browse | About | Change databases

org(Coca Cola) AND ti(SWOT Analyses) 🔍

Additional limits - Date: Last 3 years

4 results Modify search | Recent searches | Save search/alert

Sorted by: Relevance

Limit to:  Full text

Source type: Reports (4)

Publication date: August 2018 - January 2020 (months)

Enter a date range Update

Result #	Title	Source	Full Text	Abstract
1	Coca-Cola Bottling Co. Consolidated (COKE) - Financial and Strategic SWOT Analysis Review	GlobalData Company Profiles - Financial and Strategic SWOT Analysis Review; London, (Aug 2018).	<input type="checkbox"/>	<input type="checkbox"/>
2	Coca-Cola Consolidated Inc (COKE) - Financial and Strategic SWOT Analysis Review	GlobalData Company Profiles - Financial and Strategic SWOT Analysis Review; London, (2020).	<input type="checkbox"/>	<input type="checkbox"/>
3	Coca-Cola Amatil Ltd (CCL) - Financial and Strategic SWOT Analysis Review	GlobalData Company Profiles - Financial and Strategic SWOT Analysis Review; London, (2020).	<input type="checkbox"/>	<input type="checkbox"/>
4	Coca-Cola Amatil Ltd (CCL) - Financial and Strategic SWOT Analysis Review	GlobalData Company Profiles - Financial and Strategic SWOT Analysis Review; London, (May 2019).	<input type="checkbox"/>	<input type="checkbox"/>

Introducción\_a\_Pr...pdf Show all

# COCA COLA SWOT ANALYSIS - 2020

The screenshot displays the ProQuest ABI/INFORM Collection interface. At the top, the ProQuest logo and 'Access provided by 03435 URBE University' are visible. The main title is 'Coca-Cola Consolidated Inc (COKE) - Financial and Strategic SWOT Analysis Review'. Below the title, it specifies 'GlobalData Company Profiles - Financial and Strategic SWOT Analysis Review; London, (2020)'. A red arrow points to the 'Download PDF' icon in the top right corner of the document viewer area. The document viewer shows the first page of the PDF, which features the GlobalData logo and the text 'bdYtH'. The page number '1 / 36' and a zoom level of '120%' are also visible. On the right side, there is a search bar and a 'Related items' section listing other reports from the same collection.



# APA CITATION

The image shows a ProQuest interface with a 'Cite' dialog box open. The background shows a search result for 'Coca-Cola Consolidated Inc (COKE) - Financial and Strategic SWOT Analysis Review'. The 'Cite' dialog box has a title bar 'Cite' and a close button. Below the title bar, it says 'Copy citations directly into your paper'. There is a dropdown menu set to 'APA 7th (basic) - No Case Changes (No Title Casing), DOI: empty'. Below the dropdown, the citation text is displayed: 'Coca-Cola Consolidated Inc (COKE) - Financial and Strategic SWOT Analysis Review. (2020). (). London: GlobalData plc. Retrieved from ABI/INFORM Collection https://www.proquest.com/reports/coca-cola-consolidated-inc-coke-financial/docview/2476816763/se-2?accountid=180358'. There is a 'Copy' button to the right of the citation text. Below the citation text, there is a 'RefWorks' section with a link to 'Consult RefWorks style guidelines to check the accuracy and completeness of your citations.' and another 'Copy' button. Below that, there is an 'Export to a citation manager or file' section with five icons: RefWorks, RIS, NoodleTools, EasyBib, and Microsoft Excel Format. At the bottom right of the dialog box is a 'Done' button.



# DEMOSTRACION

## QUIZ

1) What kind of resources can you find into ABI INFORM COLLECTION ?

- Scholarly Journals
- Theses
- Companies Reports
- All Above

2) What kind of company information is **NOT** available in ABI Inform?

- SWOT Analyses
- The CEO's personal Facebook page
- Annual and Quarterly Reports
- Key company facts such as location and product information



## QUESTIONS OR DOUBT?



**Thank you for  
your participation!**



If you have any doubt, please contact to  
Librarian. Karely Carrion [karely.carrion@urbeuniversity.edu](mailto:karely.carrion@urbeuniversity.edu)  
Phone Number: (786) 744-8211