

Large, medium, small – how much information do our users need in Primo?

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Outline

- About us: Mannheim University Library
- Content first
- Ranking results



About us: University of Mannheim





About us: University of Mannheim











About us: University of Mannheim

Primo at Mannheim University Library

- Primo Version 1 in June 2008
- Primo Version 2 in November 2009
- Primo Version 3 in August 2010
- Primo Consortia in Berlin
- Primo Central Tester



Content first

Importance of content in Primo

- Research within the `traditional´ catalog is not enough
- Articles
- E-Books



Content first

Name	Datasource	Format	Amount of Data		
catalog	Aleph 500	MAB2	1,400,000		
Econis	Articles from ZBW Kiel	MAB2	700,000		
Online Contents	Articles from SwetsWise and German libraries	MAB2	16,000,000		
National licences	Springer Online Journal Archives 1860- 2001etc	MAB2	4,000,000		
Dawson	E-Books from Dawson	MARC 21	100,000		
Safari	E-Books from Safari	MARC 21	800		
Total			22,200,000		



Content first









Content first

Analyzing the relevance of the content

- Top-20 Journals form ISI Journal Citation Reports for the different subjects
- High ranked journals by the subjects librarians of Mannheim University Library

Result:

More than 80% of the journals at Mannheim University Library are linked to the articles of the last 30 years



Content first

Results for the high ranked journals of ISI Journal Citation Reports

subject	found	Not found	percentage
Economics	16	4	80.00%
Sociology	15	5	75.00%
Political			
Sciences	17	3	85.00%

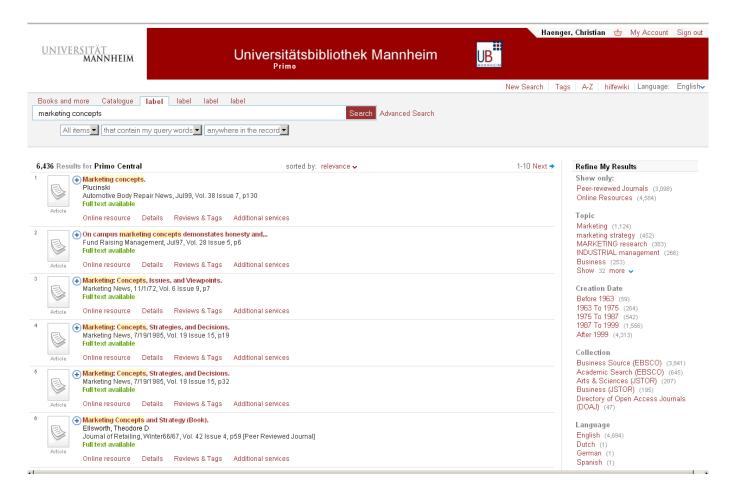


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High ranked journals by the subjects librarians of Mannheim University Library

subject	found	Not found	percentage
Business	30	5	85.71%
English Studies	27	8	77.14%
German Studies	32	29	52.46%
Soci olog y	11	3	78.57%
Political Sciences	16	0	100.00%
Economics	37	9	80.43%





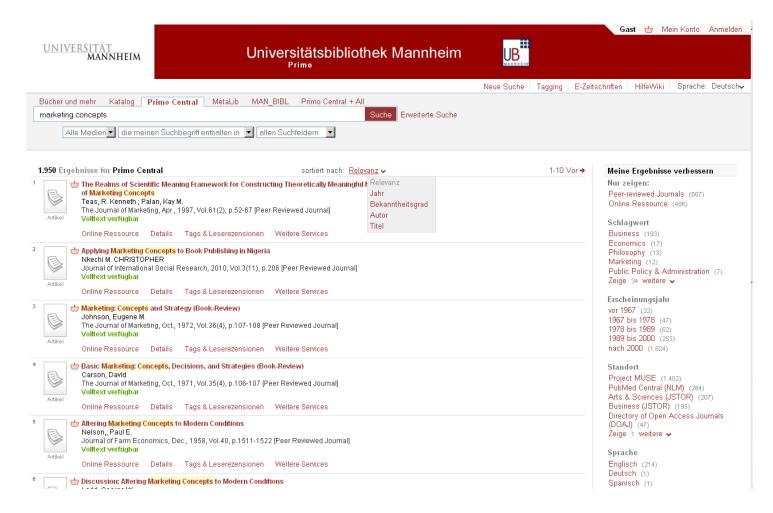


vveo images videos Maps News Snopping Mail more ▼	<u>Sign I</u>
Google scholar marketing concept Search Scholar Preferences	
Scholar Articles and patents anytime include citations Create email alert	Results 1 - 10 of about 1,700,000. (0.20 sec)
[PDF] The marketing concept: what it is and what it is not FS Houston - The Journal of Marketing, 1986 - JSTOR What It Is and What It Is Not The marketing concept has been misunderstood and misused over the years. It is not obsolete nor is it the optimal managerial approach to marketing. The marketing concept is restated in a way that more clearly shows what it is and what it is not. Cited by 370 - Related articles - SFX@UB Mannheim	jstor.org [PDF]
іспапом) Lifestyle concepts and marketing W Lazer - Dimensions of consumer behavior, 1965 - Appleton-Century-Crofts <u>Cited by 251</u> - <u>Related articles</u>	
The marketing strategy continuum: towards a marketing concept for the 1990s C Grönroos - Management Decision, 1991 - emeraldinsight.com In this article the marketing strategy continuum concept is presented and a number of marketing and management consequences are discussed. It demonstrates the need for a marketing concept which allows a variety of approaches to marketing. The nature of a relationship approach Cited by 226 - Related articles - BL Direct - All 3 versions	<u>Volltext@UB Mannheim</u>
The rediscovery of the marketing concept FE Webster Business Horizons, 1988 - Elsevier The marketing concept helped American businesses gain dominant positions in the world's economy. Yet, the rush to strategic planning forced out the marketing concept at many companies. Now, as American firms lose their positions, the marketing concept is back in Cited by 308 - Related articles - All 7 versions	usp.br [PDF] Volltext@UB Mannheim
[PDF] The present status of the marketing concept CP McNamara - The Journal of Marketing, 1972 - JSTOR FOR the past two decades, the "marketing concept" has been a popular topic in business publications, conferences, and management development seminars. Most of the early marketing concept literature concentrated on explaining the need for companies to devote more Cited by 233 - Related articles - SFX@UB Mannheim	jstor.org [PDF]
[спапон] What is the marketing management concept ? JB McKitterick - Marketing : critical perspectives on business , 2001 - Taylor & Francis US <u>Cited by 194</u> - <u>Related articles</u>	



			Rank Abbreviated Journal Title (linked to journal information)		JCR Data 🛈					Eigenfactor TM Metrics Ü		
Mark	Rank	ISSN		Total Cites	Impact Factor	5-Year Impact Factor	Immediacy Index	Articles	Cited Half- life	Eigenfactor TM Score	Article Influence TM Score	
1		1	ACAD MANAGE J	0001- 4273	15082	6.483	9.263	0.719	57	>10.0	0.02908	4.693
1		2	ACAD MANAGE REV	0363- 7425	14649	7.867	9.531	0.906	32	>10.0	0.01988	4.475
-		3	ACAD-REV LATINOAM AD	1012- 8255	8	0.036		0.000	16		0.00000	
ı		4	ADMIN SCI QUART	0001- 8392	11261	3.842	6.216	0.471	17	>10.0	0.00746	4.062
		5	AFR J BUS MANAGE	1993- 8233	70	1.105	1.105	0.067	105		0.00006	0.052
ı		6	AM BUS LAW J	0002- 7766	168	0.875	1.136	0.188	16	7.2	0.00045	0.365
ı		7	ASIAN BUS MANAG	1472- 4782	40	0.174		0.053	19		0.00022	
ı		8	ASIAN CASE RES J	0218- 9275	4	0.077		0.000	5		0.00000	
ı		9	BETRIEB FORSCH PRAX	0340- 5370	175	0.206	0.279	0.000	35	9.7	0.00027	0.075
ı		10	BRIT J MANAGE	1045- 3172	1112	1.448	2.416	0.315	54	8.0	0.00282	0.907
ı		11	BUS ETHICS Q	1052- 150X	911	1.615	1.634	0.571	21	8.5	0.00095	0.284
1		12	BUS HIST	0007- 6791	240	0.500	0.561	0.103	39	9.3	0.00065	0.210
ı		13	BUS HIST REV	0007- 6805	322	0.353	0.640	0.261	23	>10.0	0.00065	0.415
ı		14	CALIF MANAGE REV	0008- 1256	3085	1.983	2.783	0.286	28	>10.0	0.00345	1.156
ı		15	CAN J ADM SCI	0825- 0383	237	0.405	0.541	0.143	21	8.8	0.00035	0.153
ı		16	CORP GOV	0964- 8410	1463	2.068	3.117	0.444	45	4.9	0.01764	2.828









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