

# Zahraniční zdroje šedé literatury

2

# OpenAIRE

<https://www.openaire.eu/>

- **Open Access Infrastructure for Research in Europe.**
- Nástupce projektu DRIVER.
- Portál umožňuje prohledávání více než 11 000 zdrojů - repozitářů, archivů a časopisů. Pokrývá více než 24 miliony publikací různého charakteru. Převážně se jedná o zdroje s otevřeným přístupem.

# OpenAIRE

## Základní vyhledávání

The screenshot shows the OpenAIRE website interface. At the top, there is a browser window with the URL <https://beta.openaire.eu/>. Below the browser window, there is a navigation menu with options: Soubor, Úpravy, Zobrazit, Oblíbené položky, Nástroje, and Nápověda. The main content area is divided into several sections. On the left, there is a section titled "OPENAIRE OPEN PEER REVIEW TENDER" with a detailed text block and a "Read more" link. To the right of this section, there are four colored boxes representing different user roles: "RESEARCHERS" (purple), "DATA PROVIDERS" (blue), "RESEARCH ADMINS" (brown), and "FUNDERS" (green). Each box contains a brief description of the role. At the bottom of the page, there is a search bar with the text "arid soil\* agricultur\*" and a "SEARCH" button. Below the search bar, there is a link labeled "MORE SEARCH OPTIONS" which is circled in black. A large black arrow points from the "OPENAIRE OPEN PEER REVIEW TENDER" section down to the search bar.

**OPENAIRE OPEN PEER REVIEW TENDER**

Credit: AJ Cann, CC BY-SA 2.0Peer review is evolving – help shape its future! OpenAIRE invites tenders for two prototypes (technologies or workflows) in the area of open peer review. Tenders should build upon or align with the OpenAIRE infrastructure, including Zenodo.org. OpenAIRE supports Open Access in Europe and beyond to help realize Open Science for the benefit of society, innovation and industry. OpenAIRE2020, the current project phase, is investigating new modes of schola...

[Read more](#)

**RESEARCHERS**  
Why Open Access. How to comply. What services to use.

**DATA PROVIDERS**  
How to increase your content quality and make it more visible. How to join.

**RESEARCH ADMINS**  
How to use e-Infrastructure services to best serve your needs. How to monitor.

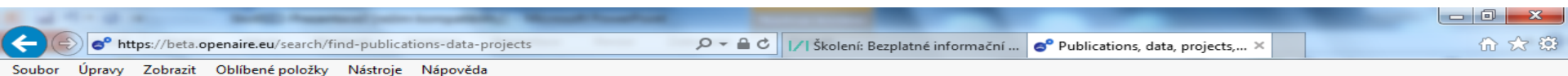
**FUNDERS**  
Why and how to align practices. How to integrate monitoring and analytic services.

Repositories

[MORE SEARCH OPTIONS](#)

# OpenAIRE

## Jednoduché vyhledávání



HOME | **SEARCH** | PUBLICATIONS, DATA, PROJECTS, ...

All

**PUBLICATIONS** | DATA | PROJECTS | PEOPLE | ORGANIZATIONS | DATA SOURCES

FUNDER	ACCESS MODE	PUBLICATION YEAR	DOCUMENT TYPE
<a href="#">European Commission (EC)</a> (175366)	<a href="#">Open Access</a> (9220224)	<a href="#">2012</a> (878556)	<a href="#">Article</a> (6985586)
<a href="#">Wellcome Trust (WT)</a> (11217)	<a href="#">Restricted</a> (125572)	<a href="#">2013</a> (862000)	<a href="#">Unknown</a> (1250922)
<a href="#">Fundação para a Ciênc...</a> (9337)	<a href="#">Closed Access</a> (121953)	<a href="#">2011</a> (797482)	<a href="#">Other</a> (286764)
<a href="#">Australian Research C...</a> (5721)	<a href="#">Embargo</a> (4578)	<a href="#">2010</a> (697043)	<a href="#">Doctoral thesis</a> (283034)
	<a href="#">not available</a> (461)	<a href="#">2009</a> (588265)	<a href="#">Conference object</a> (230686)
		<a href="#">View more</a>	<a href="#">View more</a>

DOCUMENT LANGUAGE	DATA SOURCE	COMMUNITIES
<a href="#">English</a> (6491929)	<a href="#">Europe PubMed Central</a> (3034646)	<a href="#">EGI</a> (4003)
<a href="#">Undetermined</a> (629527)	<a href="#">arXiv.org e-Print</a>	<a href="#">FET</a> (3573)
<a href="#">Spanish</a> (605751)	<a href="#">Arc...</a> (1045381)	
<a href="#">Portuguese</a> (305250)	<a href="#">INRIA a CCSD</a>	
<a href="#">French</a> (280399)	<a href="#">electron...</a> (361830)	
<a href="#">View more</a>	<a href="#">DOAJ-Articles</a> (252912)	
	<a href="#">DSpace @ Cambridge</a> (192493)	
	<a href="#">View more</a>	

### Search

Publications, data, projects, ...

- all
- publications
- data
- projects
- people
- organizations
- data sources

[Information on Data Providers](#)

[Information in OpenAIRE content](#)

# OpenAIRE

## Rozšířené vyhledávání

The screenshot shows the OpenAIRE search page with the following elements and annotations:

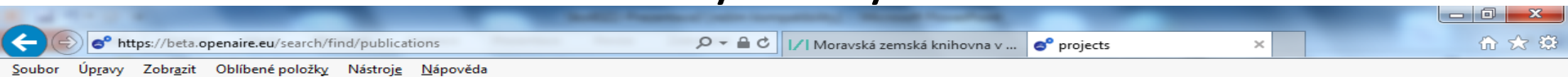
- Navigation:** HOME | SEARCH | PUBLICATIONS, DATA, PROJECTS, ...
- Search Bar:** Contains the text "desert\* agricultur\*", a dropdown menu set to "Subject", and a search button labeled "SEARCH".
- Results per page:** A dropdown menu set to "50".
- LIMITS - NONE:** A section with filters for DOCUMENT TYPE, DOCUMENT LANGUAGE, FUNDER, and FUNDING STREAM, each with an "edit" link.
- Advanced Search Modal:** A pop-up window with sections for "ACCESS MODE" (with checkboxes for Open Access, Restricted, Closed Access, Embargo, not available) and "DATA SOURCE".
- Search Sidebar:** A sidebar on the right titled "Search" with a dropdown menu listing "all", "publications", "data", "projects", "people", "organizations", and "data sources".

Annotations include:

- A box labeled "Výběr vyhledávacího pole" pointing to the "Subject" dropdown menu.
- A box labeled "Možnost zpřesnění dotazu" with arrows pointing to the "edit" links for the filter categories and the "ACCESS MODE" modal.

# OpenAIRE

## Výsledky



HOME | PARTICIPATE | SEARCH | MONITOR | SUPPORT | OPEN ACCESS

HOME | SEARCH | PUBLICATIONS, DATA, PROJECTS, ... | PROJECTS

### REFINE BY

FUNDER  
European Commission... (38)  
Wellcome Trust (WT) (14)  
Australian Research... (1)  
Fundação para a Ciê... (1)

FUNDING STREAM  
EC>FP7 (38)  
WT>Molecules, Genes... (11)  
WT>Populations and ... (3)  
WT>Immunology and I... (2)  
ARC>Discovery Projects (1)  
View more >

FUNDING SUBSTREAM LEVEL 1  
EC>FP7>SP1 (33)  
EC>FP7>SP2 (5)  
EC>FP7>SP4 (2)

FUNDING SUBSTREAM LEVEL 2

Publications    
 Articles  Books  Theses  Reports  
[More search options >](#)

PUBLICATIONS

3036 documents, page 1 of 304 1 2 3 4 5 >

**Negative heel shoes**  
(1978)

**The effect of Masai Barefoot technology (MBT) shoes on ankle joint complex kinematics and plantar heel pressure distribution**  
Otter Simon; Birch Ivan; Cox Sophie (2010)

**Effect of Different Forefoot and Heel Support Surfaces on the Activities of the RF and HAM Muscles during the Sit-to-stand Task while Wearing High-heel Shoes**  
Yoo, Won-Gyu (2014)

[Purpose] The purpose of this study was to show the effect of different forefoot and heel support surfaces on the activities of the rectus femoris and medial hamstring muscles during the sit-to-stand task while wearing high-heel shoes. [Subjects] Fifteen female subjects were recruited. [Methods] The muscle activities of the rectus femoris and hamstring muscles were recorded using an MP150 system during the sit-to-stand task while wearing various high-heeled shoes. [Results] The...

**Effect of Shoes' Heel Height on the Energy Cost during Jogging**  
Y.D. Gu; Li, Z.Y. (2013)  
The purpose of this study is to examine the changes of energy cost during a high-heeled continuous

### Search

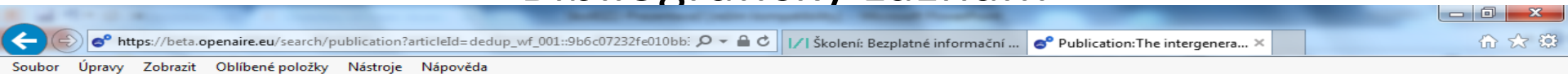
- Publications, data, projects, ...
- all
  - publications
  - data
  - projects
  - people
  - organizations
  - data sources
- Information on Data Providers
- Information in OpenAIRE content

Dokumenty s otevřeným přístupem



# OpenAIRE

## Bibliografický záznam



### THE INTERGENERATIONAL CONTENT OF SOCIAL SPENDING : HEALTH CARE AND SUSTAINABLE GROWTH IN CHINA

Fitoussi, Jean-Paul; Saraceno, Francesco (2008)

**Publisher:** HAL CCSD

**Languages:** English

**Types:** Article

**Subjects:** [SHS:ECO] Humanities and Social Sciences/Economies and finances, social spending, Chinese economy, [SHS:ECO] Sciences de l'Homme et Société/Economies et finances, saving gluts, sustainable growth, health care, [SHS:ECO] Humanities and Social Sciences/Economies and finances

Show additional classifications +

The paper endorses the thesis that current macro imbalances are partly due to an excess of household savings in China, whose origin is to be found among other things in household uncertainty about the provision of public services like health care, pensions and education. Focusing on health services, because of their priority in the concerns of the Chinese people, we describe the recent trends in the provision of health care. We then argue that social spending by the government may have important intergenerational content, in that it allows higher private spending, lower inequality, higher levels of human capital and the like. All these factors are related to the potential growth rate of the economy. We conclude that a more important role of the government in the sector of public services, and in particular of health care, may help reduce the possibility of future bottlenecks, and hence help keeping the Chinese economy on a sustainable growth path. We conclude the paper by an assessment of the current debate on how to reform the system, and we advocate universal publicly funded basic health coverage.

[Link to project](#) [Link to dataset](#)

REFERENCES

RELATED DATA

SIMILAR PUBLICATIONS

The results below are discovered through our pilot algorithms. [Let us know how we are doing!](#)

[view all 28](#)

ANDRÉS, J., R. DOMÉNECH AND A. FATAS (2008). "THE STABILIZING ROLE OF GOVERNMENT SIZE." JOURNAL OF ECONOMIC DYNAMICS AND CONTROL 32(2): 571-93.

BERNANKE, B. S. (2005). "THE GLOBAL SAVING GLUT AND THE U.S. CURRENT ACCOUNT DEFICIT". REMARKS AT THE SANDRIDGE LECTURE, VIRGINIA ASSOCIATION OF ECONOMICS, RICHMOND, VIRGINIA MARCH 10

BESLEY, T. (1995). "SAVINGS, CREDIT AND INSURANCE", IN HANDBOOK OF DEVELOPMENT ECONOMICS. VOLUME 3A. J. BEHRMAN AND T. N. SRINIVASAN, EDS., AMSTERDAM; NEW YORK AND OXFORD: ELSEVIER SCIENCE, NORTH HOLLAND, 2123-207.

CHAMON, M. AND E. S. PRASAD (2007). "WHY ARE SAVING RATES OF URBAN HOUSEHOLDS IN CHINA RISING?" IZA DISCUSSION PAPER, 3191, NOVEMBER

CHOU, W. L. (2007). "EXPLAINING CHINA'S REGIONAL HEALTH EXPENDITURES USING LM-TYPE UNIT ROOT TESTS." JOURNAL OF HEALTH ECONOMICS 26(4): 683-90

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[INRIA a CCSD electronic archive server](#)

[INRIA a CCSD electronic archive server](#)

CITE THIS

BibTeX

```
@misc{Fitoussi, Jean-Paul_Saraceno, Francesco_2008, title={The intergenerational content of social spending : health care and sustainable growth in China}, publisher={HAL CCSD}, author={Fitoussi, Jean-Paul and Saraceno, Francesco}, year={2008}, month={Aug}}
```

COLLECTED FROM

[INRIA a CCSD electronic archive server](#)

[SPIRE - Sciences Po Institutional REpository](#)

Cesta k plnému textu



# Open Grey

<http://www.opengrey.eu/>

- Databáze obsahuje více než 833 500 bibliografických záznamů šedé literatury vzniklé v Evropě.
- **Vyhledávací nástroje:**
  - a) \* Náhrada za neomezený počet znaků.
  - b) "breast cancer"  
Oboustranné horní uvozovky pro fráze.
  - c) Operátory AND, OR, NOT, NEAR a další aproximativní a zvláštní operátory.





“System for Information on Grey Literature in Europe”

fra | eng

waste water | Search

### OpenGrey

System for Information on Grey Literature in Europe, is your open access to 700.000 bibliographical references of grey literature (paper) produced in Europe and allows you to export records and locate the documents.

Examples of grey (gray) literature include technical or research reports, doctoral dissertations, some conference papers, some official publications, and other types of grey literature.

OpenGrey covers Science, Technology, Biomedical Science, Economics, Social Science and Humanities.

The site includes preprints from the GL conferences (GreyNet International) in full text.

### News

- 2015 03/09 GL17, A New Wave of Textual and Non-Textual Grey Literature - [Call for Papers](#)
- 2014 12/04 OpenGrey is now an [OpenAIRE](#) data provider for GL conference preprints
- 2014 10/17 The papers of the [GL15 Conference - The Grey Audit](#), Bratislava, 2-3 December 2013, are available
- 2014 10/02 [7th annual Conference on Grey Literature and Repositories](#) at NTK Prague (CZ), October 22nd, 2014 - [Programme and abstracts](#)

[More news](#)

### Focus

Citations:1014821

Documents :323  
(total number of PDF: 956)

Number of citations by Sciences: 833,500

- Social Science and Humanities: 325,000
- Biomedical Science: 116,000
- Science: 170,000
- Technology: 222,500

Partners:14

# Open Grey

## Výsledky

The screenshot shows a browser window with the URL <http://www.opengrey.eu/search/>. The browser's address bar and search bar both contain the text "Search OpenGrey". The browser's toolbar includes navigation buttons (back, forward, home, stop), a search bar with a magnifying glass icon, and various utility icons (ask, Facebook, Listen to music, Amazon, YouTube, Weather, News, Fun Games, Celebrity, Options). The browser's status bar shows the user's name "Martina Machátová".

The Open Grey website header features the logo "OG Open Grey" and the tagline "System for Information on Grey Literature in Europe". The navigation menu includes "Home", "Search", "Subjects", "Partners", and "Export".

The search results page displays the search term "waste water" in a search bar. Below the search bar, the results are shown as "Results: 1 - 10 of 690356". A pagination control shows the current page is 1, with buttons for pages 2, 3, 4, 5, and 6, and a "next >" button. An "XML" button is also present.

The results are organized into sections:

- Refine your search**
  - person**
  - organization**
  - discipline**
    - 05R - Sociology, social s... (50548)
    - 05A - Management, adminis... (46272)
    - 05D - Economics, economic... (45881)
    - 05J - Political science, ... (36441)
    - 05P - Education, training (35564)
    - 050 - Humanities, psychol... (31192)
    - 05V - Urban planning, rur... (27592)
    - 05S - Labour studies (26611)
    - 05T - Health services, he... (23541)
    - 06E - Medicine (21580)
  - keyword**
  - year**
- Associated Terms**
  - Office National (202)
  - ONERA-TP (153)
  - ONERA-TAP (116)
  - Aircraft components (38)
  - Crop production (23)
  - INRIA-RR (15)
  - Fluid mechanics (15)
  - Space technology (13)
  - Sophia-Antipolis (13)
  - ESA-SP (12)
- EDV-Programm 'Dynamische Zahnkrafte Programm (DZP)', Version ...**
  - Geiser, H. ;
  - 2001 ; R - Report
- Auswertung der verfuegbaren Untersuchungsergebnisse zur ...**
  - Schubert, P. ;
  - 1998 ; I - Miscellaneous
- Establishment of a plant for model-independent dismantling an ...**
  - Kuhne, R. ; Mechel, K. ;
  - 1996 ; R - Report

# Open Grey

## Záznam

Browser window showing the URL: <http://www.opengrey.eu/item/display/10068/27361>. The page title is "Synthesis and characterizati...". The browser interface includes a search bar, navigation buttons (Soubor, Úpravy, Zobrazit, Oblíbené položky, Nástroje, Nápověda), and various utility icons (Ask, Facebook, Listen to music, Amazon, YouTube, Weather, News, Fun Games, Celebrity, Options). The user's name "Martina Machátová" is visible in the top right corner.

[« Back to the list of results](#)

To cite or link to this reference: <http://hdl.handle.net/10068/27361>

**Title :** **Synthesis and characterization of hydrophilic copolymers used as medicine bases. Study of in vitro salting out. Application to contact lenses for therapeutic use**

Synthese et caracterisation de copolymeres hydrophiles utilises comme supports de medicaments. Etude du relargage in vitro. Application aux lentilles corneennes a usage therapeutique

**Authors :** [Wajs, Georges](#) ; [Vairon, Jean-Pierre](#) ;

**Corporate author :** [Fonds de la Recherche et de la Technologie \(FRT\), 75 - Paris \(France\)](#) ; [Essilor International, 94 - Vincennes \(France\)](#) ; [Centre National de la Recherche Scientifique \(CNRS\), 75 - Paris \(France\)](#). [Lab. de Chimie Macromoleculaire](#) ;

**Copyright :** [1982](#)

**Language :** [French](#) ;

**Pagination/Size :** [17 f](#) ;

**SIGLE classification :** [06B - Bioengineering, biomedical engineering, biotechnology, biochemical engineering](#) ;

**Document type :** [R - Report](#) ;

**Report number :** [FRT--81-M-0128](#) ; [FRT--81-M-0129](#) ;

**Other identifier :** [FR](#) ; [FR\\_ 1988:1544](#) ;

**handle :** <http://hdl.handle.net/10068/27361>

**Provenance :** [SIGLE](#) ;

**Get a copy :** [INIST-CNRS - Institut de l'Information Scientifique et Technique](#)

**Availability :** [CNRS AR 11558](#)

**Country :** [France](#)

# Open Grey

## Prohlížení dle tématu

The screenshot shows a web browser window with the URL <http://www.opengrey.eu/subjects/>. The browser's address bar also contains the text "I/I Školení: Bezplatné informační ..." and "OG Subjects OpenGrey". The website's header features the Open Grey logo and the tagline "System for Information on Grey Literature in Europe". A navigation menu includes "Home", "Search", "Subjects", "Partners", and "Export", with "Subjects" highlighted by a red circle. The main content area is titled "Subjects - SIGLE Classification" and lists various subject categories, each with a dropdown arrow icon. The "01 Aeronautics" category is also highlighted with a red circle. The list includes:

- 01 Aeronautics
- 02 Agriculture, plant and veterinary sciences
  - 02A Agriculture, plant and veterinary sciences, general
  - 02A Agricultural chemistry, fertilisers, animal feed, silage, pesticides, soil conditioners
  - 02B Agricultural economics, agricultural markets
  - 02C Agricultural engineering
  - 02D Agronomy, crop production, crop diseases, horticulture
  - 02E Animal husbandry, farm animals, pets
  - 02F Forestry, agroforestry, sustainable forestry
  - 02G Veterinary sciences, veterinary medicine
  - 02H Aquaculture, fisheries, fishing
- 03 Environmental pollution, protection and control
- 05 Humanities, psychology and social sciences
- 06 Biological and medical sciences
- 07 Chemistry
- 08 Earth and atmospheric sciences
- 09 Electronics and electrical engineering, computer science
- 10 Energy and power

# DiVA

<http://www.diva-portal.org/smash/search.jsf?dswid=4815>

- Vyhledávací nástroj a repozitář umožňující přístup k výzkumným publikacím a vysokoškolským pracím ze 47 univerzit a výzkumných institucí ve Skandinávii.

# DiVA

## Vyhledávání

The screenshot shows a web browser window with the URL `http://www.diva-portal.org/smash/search.jsf?dswid=5188`. The browser's address bar also shows `|/| Moravská zemská ...`, `OpenAIRE`, and `OpenGrey`. The browser's menu bar includes `Soubor`, `Úpravy`, `Zobrazit`, `Oblíbené položky`, `Nástroje`, and `Nápověda`. The page header features the **DiVA** logo and the text **Digitala Vetenskapliga Arkivet**. Below the header, there are four search options: **Simple search** (highlighted), **Advanced search - Research publications**, **Advanced search - Student theses**, and **Statistics**. On the right side, there are language options: **English Svenska Norsk**. The main search area contains a search input field with the text `marketing fashion`, a clear button (`x`), and a **Search** button. Below the search field, there are radio buttons for **All** (selected), **Research publications**, and **Student theses**. There is also a checkbox for **Only documents with full text in DiVA**. Below the search area, there are links: **Browse »**, **Latest publications »**, and **Create feeds »**. A descriptive paragraph states: **DiVA portal is a finding tool and an institutional repository for research publications and student theses written at 44 universities and research institutions.** The footer contains the version `v. 2.28.0`, a link to **About DiVA Portal**, and the **DiVA** logo.

# DiVA

## Výsledky

The screenshot shows the DiVA search results page. The browser address bar indicates the URL: <http://www.diva-portal.org/smash/resultList.jsf?dsid=5972&language=en&searchType=S>. The page title is "DiVA - Search result". The main header displays the DiVA logo and "Digitala Vetenskapliga Arkivet". Below the header are navigation buttons: "Simple search", "Advanced search - Research publications", "Advanced search - Student theses", and "Statistics". A search bar contains the text "Change search" and "English Svenska Norsk". The search results are for "marketing fashion" and show "1 - 125 of 125" results. The left sidebar is titled "Refine search result" and is circled in black. It contains filters for "Full text", "Publication type", "Content type", "Level", and "Person". The main content area displays a list of references, with the first three selected. A vertical arrow points from the "Refine search result" header to the "Level" filter section. A "Tryck till" button is visible on the right side of the page.

DiVA Digitala Vetenskapliga Arkivet

Simple search Advanced search - Research publications Advanced search - Student theses Statistics

Change search English Svenska Norsk

Simple search Result list (marketing fashion)

**Refine search result**

Full text  
Full-text in DiVA (72)  
Full-text not available in DiVA (53)

**Publication type**  
Student thesis (77)  
Article in journal (21)  
Conference paper (12)  
Chapter in book (7)  
Doctoral thesis, monograph (3)  
Show more

**Content type**  
Refereed (31)  
Other academic (17)

**Level**  
Independent thesis Basic level (degree of Bachelor) (46)  
Independent thesis Advanced level (degree of Master (One Year)) (19)  
Independent thesis Advanced level (degree of Master (Two Years)) (9)  
Independent thesis Basic level (professional degree) (2)  
Independent thesis Advanced level (professional degree) (1)

**Person**  
Pihl, Christofer (5)  
Östberg, Jacob (5)

References 1 - 125 of 125 Link to result list

Rows per page 250 Sort Author A-Ö

Select all on this page from result set Clear selection Selected: 3

1. Agerup, Ulf  
**To sell or not to sell: Overweight users' effect on fashion assortments**  
2010  
In: Journal of Brand Management, ISSN 1350-231X, Vol. 18, no 1, 66-78  
Article in journal (Refereed) Publisher's full text Abstract [en]

2. Agerup, Ulf  
**The impact of user weight on brands and business practices in mass market fashion**  
2010  
Licentiate thesis, comprehensive summary (Other academic)

3. Agerup, Ulf  
**The influence of real women in advertising on mass market fashion brand perception**  
2011  
In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 15, no 4, 486-502  
Article in journal (Refereed) Publisher's full text Abstract [en]

4. Agripina, Irene Garnit  
**Scandinavian Fashion Brands: Finding the puzzles between marketing strategy and Swedes customers behaviour**  
2012  
Independent thesis Advanced level (degree of Master (One Year)), 10 credits / 15 HE credits  
Student thesis PDF Abstract [en]

Tryck till

# DiVA

## Stahování seznamu vybraných záznamů

The screenshot shows the DiVA search results page. The browser address bar displays the URL: <http://www.diva-portal.org/smash/resultList.jsf?dsid=59728&language=en&searchType=S>. The page header includes the DiVA logo and the text "Digitala Vetenskapliga Arkivet". Below the header, there are navigation tabs for "Simple search", "Advanced search - Research publications", "Advanced search - Student theses", and "Statistics". The current search results are for "marketing fashion".

The "Refine search result" section on the left lists various filters:

- Full text:** Full-text in DiVA (72), Full-text not available in DiVA (53)
- Publication type:** Student thesis (77), Article in journal (21), Conference paper (12), Chapter in book (7), Doctoral thesis, monograph (3), [Show more](#)
- Content type:** Refereed (31), Other academic (17)
- Level:** Independent thesis Basic level (degree of Bachelor) (46), Independent thesis Advanced level (degree of Master (One Year)) (19), Independent thesis Advanced level (degree of Master (Two Years)) (9), Independent thesis Basic level (professional degree) (2), Independent thesis Advanced level

The main content area shows a list of references, with the "References" button circled in red. The list includes:

- 1. Agerup, Ulf  
**To sell or not to sell: Overweight users' effect on fashion assortments**  
2010  
*In:* Journal of Brand Management, ISSN 1350-231X, Vol. 18, no 1, 66-78  
Article in journal (Refereed) [Abstract \[en\]](#)  
[Publisher's full text](#)
- 2. Agerup, Ulf  
**The impact of user weight on brands and business practices in mass market fashion**  
2010  
Licentiate thesis, comprehensive summary (Other academic)
- 3. Agerup, Ulf  
**The influence of real women in advertising on mass market fashion brand perception**  
2011  
*In:* Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 15, no 4, 486-502  
Article in journal (Refereed) [Abstract \[en\]](#)  
[Publisher's full text](#)
- 4. Agripina, Irene Garnit  
**Scandinavian Fashion Brands: Finding the puzzles between marketing strategy and Swedes customers behaviour**  
2012

At the bottom right, there is a vertical button labeled "Tryck till".



# DiVA

## Výběr formátu pro export vybraných záznamů

The screenshot shows the DiVA search results interface. At the top, there are navigation buttons for 'Simple search', 'Advanced search - Research publications', 'Advanced search - Student theses', and 'Statistics'. Below these is a search bar with the text 'Change search' and a language selector set to 'English Svenska Norsk'. The main content area is titled 'Simple search > Result list (marketing fashion)'. On the left, there are filters for 'Full text', 'Publication type', 'Content type', 'Level', and 'Person'. The main list of results shows four entries, each with a checkbox and a list of export formats. The 'Export references' menu is open, showing options like 'APA', 'BibTex', 'CSV 1', etc. A box labeled 'Plný text' points to the 'Full text' column of the first entry. A PDF icon is visible at the bottom of the list.

DiVA Digitala Vetenskapliga Arkivet

Simple search Advanced search - Research publications Advanced search - Student theses Statistics

Change search English Svenska Norsk

Simple search > Result list (marketing fashion)

Refine search result 1 - 125 of 125 Link to result list

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Full text

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Content type

Level

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Plný text

# DiVA

## Záznam

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**Scandinavian Fashion Brands** : Finding the puzzles between marketing strategy and Swedes customers behaviour

► Agripina, Irene Garnit

2012 (English)  
Independent thesis Advanced level (degree of Master (One Year)), 10 credits / 15 HE credits  
Student thesis

**Abstract [en]**

Fashion is one of the most profitable industry in the world, Sweden has been seen as a fashionable nation, thanks to the big fashion brands that consumed by most of the Swedish of all segment. Scandinavian fashionbrands which is analyzed on this thesis is H&M, Kappahl, Ginatricot, Dressman, and JackJones. All of these fashionbrands are analyzed based on their marketing strategy, then compared to the result from the quitionaires about these brands. From the questionnaires, it can be found which kind of marketing strategy profitable for their segment. The result of this research show that most of the company know much about their customers, they do the right thing especially with the product design. Sometime the companies do the unuseful marketing that's wasting money because the customers don't react on the desirable behaviour

**Place, publisher, year, pages**  
2012.

**Series**  
Karlstad University Studies, ISSN 1403-8099

**Keyword [en]**  
Customer behaviour, fashion marketing, retail management, fast fashion! Fashion distribution, marketing mix, fretail business management

**National Category**  
Social Sciences

**Identifiers**  
urn:nbn:se:kau:diva-13986 (URN)  
FEK D-98 (Local ID)  
oai:DiVA.org:kau-13986 (OAI)  
diva2:537514 (DiVA)

**Subject / course**  
Business Administration

**Presentation**  
(Swedish)

**Uppsök**  
Social and Behavioural Science, Law

**Supervisors**  
► Brunson, Kari

**Available from** 2012-07-06 **Created:** 2012-06-26 **Last updated:** 2012-07-06  
Bibliographically approved

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#### The Directory of Open Access Repositories - OpenDOAR

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OpenDOAR is an authoritative directory of academic open access repositories. Each OpenDOAR repository has been visited by project staff to check the information that is recorded here. This in-depth approach does not rely on automated analysis and gives a [quality-controlled](#) list of repositories.

As well as providing a simple [repository list](#), OpenDOAR lets you [search for repositories](#) or [search repository contents](#). Additionally, we provide tools and support to both repository administrators and service providers in sharing best practice and improving the quality of the repository infrastructure. Further explanation of these features is given in a project document [Beyond the list](#).

The current directory lists repositories and allows breakdown and selection by a variety of criteria - see the [Find](#) page - which can also be viewed as [statistical charts](#). The underlying database has been designed from the ground up to include in-depth information on each repository that can be used for search, analysis, or underpinning services like text-mining. The OpenDOAR service is being developed incrementally, developing the current service as new features are introduced. A list of [Upgrades and Additions](#) is available.

Developments will be of use both to users wishing to find original research papers and for service providers like search engines or alert services which need easy-to-use tools for developing tailored search services to suit specific user communities.

[OpenDOAR](#) is one of the SHERPA Services including [RoMEO](#) and [JULIET](#), run by the [Centre for Research Communications](#) (CRC). Current development work is [currently funded](#) by [JISC](#), with contributions from the CRC host organisation, the [University of Nottingham](#).

OpenDOAR has also been identified as a key resource for the Open Access community ([K.B.Oliver & R.Swain, 2006](#) - PDF) and identified as [the leader in](#)

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Repositories by Continent



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Summaries 20 per page. Sort by: Repository Name New Query

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Results 1 - 20 of 2144. Page: << Previous 1 2 3 4 5 6 7 8 9 10 Next >>

[.MyManuskrip: Digital Library of Malay Manuscripts \(Pustaka Digital Manskrip Melayu\)](#)

**Organisation:** [Faculty of Computer Science and Information Technology, University of Malaya \(UM\)](#), Malaysia  
**Description:** This site provides access to the manuscript content and manuscript research from Malaysia. The interface is in English.  
**Software:** Greenstone  
**Size:** 179 items (2011-11-09)  
**Subjects:** Multidisciplinary; History and Archaeology; Library and Information Science  
**Content:** Books; Multimedia  
**Languages:** English  
**Policies:** Metadata re-use policy explicitly undefined; Full data item policies explicitly undefined; Content policies explicitly undefined; Submission policies explicitly undefined; Preservation policies explicitly undefined

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## Vyhledávání v obsahu repositářů

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### Search Repository Contents

This search facility uses Google's [Custom Search Engine](#) to search the full-text of material held in open access repositories listed in OpenDOAR.

Users of this service can search through the world's repositories of freely available research information, with the assurance that each of these repositories has been assessed by OpenDOAR staff. This quality controlled approach will minimise (but not eliminate!) spurious or junk results, and lead more directly to useful and relevant information.

Google™ Custom Search

To search for open access *repositories* rather than their content, please use the [Find](#) page.

This service does not use the OAI-PMH protocol, or the metadata held within repositories. Instead, it relies on Google's indexes, which in turn rely on repositories being suitably structured and configured for the Googlebot web crawler. If you are an administrator and your material is not being retrieved, first check that your repository is listed in [OpenDOAR](#). If it is listed, you may need to review your set-up against Google's [Guidelines for Webmasters](#) and see the related pages in the [Webmaster Help Center](#), especially the FAQ on [how Google crawls sites](#). There is also excellent advice on [How to Facilitate Google Crawling](#) prepared by [Peter Suber](#).

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## Seznamy repozitářů

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### Austria

- **Arbeitskreis Architekturinformatik (AK AI)** - <http://www.architektur-informatik.org/>
  1. **Architektur-Informatik**  
<http://architektur-informatik.scix.net/>
- **Austrian Academy of Sciences** - <http://www.oeaw.ac.at/>
  1. **Elektronisches Publikationsportal der Österreichischen Akademie der Wissenschaften (epub.oeaw)**  
<http://epub.oeaw.ac.at/>
- **European Communities Studies Association Austria (ECSA Austria)** - <http://www2.wu-wien.ac.at/ecsa/>
  1. **European Research Papers Archive (ERPA)**  
<http://eiop.or.at/erpa/>
- **Ludwig Boltzmann Institut für Health Technology Assessment (LBI-HTA)** - <http://hta.lbq.ac.at/>
  1. **Dokumentenserver des LBI-HTA**  
<http://eprints.hta.lbq.ac.at/>
- **textfeld society for advancement of academic potential** - <http://textfeld.ac.at/>

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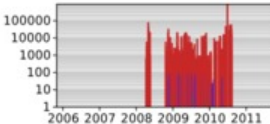
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Search Content Graphical analysis

1.  **Hispana**

#### Deposit Activity



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?

Description: all of

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 Research Multi-institution Repository  Research Data  
 Research Cross-Institutional  Open and Linked Data

?



# Kontakt

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