

Zahraniční zdroje šedé literatury

2

Martina Machátová

Aktualizace: 10. června 2022

DiVA

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

- Vyhledávací nástroj a repozitář umožňující přístup k výzkumným publikacím a vysokoškolským pracím z 50 univerzit a výzkumných institucí ve Skandinávii.

DiVA

Vyhledávání

Google | (5344) Roundcube V | Simple search | PQ Jednoduché hledání | PQ Is the Nutrition Facts | Nová karta

Nezabezpečeno | diva-portal.org/smash/search.jsf?dswid=-3442

DiVA☆ Digitala Vetenskapliga Arkivet

Simple search

Advanced search - Research publications

Advanced search - Student theses

Statistics

English Svenska Norsk

marketing fashion Search

☒ All publications ☐ Research publications ☐ Student theses

☐ Only documents with full text in DiVA

[Browse >>](#) [Latest publications >>](#) [Create feeds >>](#)

DiVA portal is a finding tool and an institutional repository for research publications and student theses written at 50 universities and research institutions.

v. 2.37.1 | [WCAG](#) | [About DiVA Portal](#) | [About the DiVA Consortium](#) DiVA☆

DiVA

Výsledky

OpenGrey | Google | DiVA - Search result

Nezabezpečeno | diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...

Aplikace | Vlastní odkazy | Importováno z apli... | MZK | Moravská zemská k... | Roundcube Webmail | AUT - Základní vyhl... | Google | Seznam ČSN | Espacenet

DiVA☆

Digitala Vetenskapliga Arkivet

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

English Svenska Norsk

Change search

Simple search | Result list (marketing fashion)

Refine search result

Document type
Full-text in DiVA (403)
Full-text not available in DiVA (158)

Publication type
Student thesis (420)
Article in journal (64)
Conference paper (41)
Chapter in book (14)
Doctoral thesis, monograph (5)
Show more

Subcategory
Published paper (27)
Oral presentation with published abstract (8)
Oral presentation only (5)

Cite Export | 1 2 3 4 5 6 7 | 1 - 50 of 561 | [Link to result list](#)

Rows per page 50 | Sort Author A-Ö | Title A-Ö

Select | all on this page | 250 onwards | Clear selection

☐ 1. ▶ Agerup, Ulf
Accessible luxury fashion brand building via fat discrimination
2018
In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 22, no 1, p. 2-16
Article in journal (Refereed) ▶ Abstract [en]
Publisher's full text

☐ 2. ▶ Agerup, Ulf
Intermediate Luxury Fashion: Brand Building via Fat Discrimination
2016
In: 11th Global Brand Conference / [ed] Stuart Roper, Saltaire, UK: Greenleaf Publishing , 2016, p. 23-28
Conference paper (Refereed) ▶ Abstract [en]

☐ 3. ▶ Agerup, Ulf

DiVA

Stahování seznamu vybraných záznamů

The screenshot shows the DiVA (Digitala Vetenskapliga Arkivet) search results page. The browser's address bar displays the URL: `diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...`. The page features a navigation bar with tabs for 'Simple search', 'Advanced search - Research publications', 'Advanced search - Student theses', and 'Statistics'. Below the navigation bar, the search results are displayed for the query 'marketing fashion'. The results are sorted by 'Author A-Ö' and show 1-50 of 561 results. A red box highlights the 'Export' button in the 'Refine search result' section. The list of results includes two entries by Agerup, Ulf, both titled 'Accessible luxury fashion brand building via fat discrimination'. The first entry is from the 'Journal of Fashion Marketing and Management' (2018), and the second is from the '11th Global Brand Conference' (2016). Both entries have a 'Full-text in DiVA' link and a 'Publisher's full text' link. The 'Export' button is located in the 'Refine search result' section, which also includes options for 'Cite' and 'Export'.

OpenGrey x Google x DiVA - Search result x +

Nezabezpečeno | diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...

Aplikace Vlastní odkazy Importováno z apli... MZK Moravska zemská k... Roundcube Webmail AUT - Základní vyhl... Google Seznam ČSN EPO Espacenet

DiVA☆ Digitala Vetenskapliga Arkivet

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

Change search

Simple search Result list (marketing fashion)

Refine search result

Cite Export 1 2 3 4 5 6 7 1 - 50 of 561 Link to result list

Rows per page 50 Sort Author A-Ö Title A-Ö

Select all on this page 250 onwards Clear selection ? Selected: 2

Document type

- Full-text in DiVA (403)
- Full-text not available in DiVA (158)

Publication type

- Student thesis (420)
- Article in journal (64)
- Conference paper (41)
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Show more

Subcategory

- Published paper (27)
- Oral presentation with published abstract (8)
- Oral presentation only (5)

1. Agerup, Ulf

Accessible luxury fashion brand building via fat discrimination

2018

In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 22, no 1, p. 2-16

Article in journal (Refereed)

Publisher's full text

Abstract [en]

2. Agerup, Ulf

Intermediate Luxury Fashion: Brand Building via Fat Discrimination

2016

In: 11th Global Brand Conference / [ed] Stuart Roper, Saltaire, UK: Greenleaf Publishing, 2016, p. 23-28

Conference paper (Refereed)

Abstract [en]

3. Agerup, Ulf

DiVA

Výběr formátu pro export vybraných záznamů

OpenGrey | Google | DiVA - Search result

Nezabezpečeno | diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...

Aplikace | Vlastní odkazy | Importováno z apli... | MZK | Moravská zemská k... | Roundcube Webmail | AUT - Základní vyhl... | Google | Seznam ČSN | EPO | Espacenet

DiVA☆ Digitala Vetenskapliga Arkivet

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

English Svenska Norsk

Change search

Simple search | Result list (marketing fashion)

Refine search result

Document type

- Full-text in DiVA (403)
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- Chapter in book (14)
- Doctoral thesis, monograph (5)

Show more

Subcategory

- Published paper (27)
- Oral presentation with published abstract (8)
- Oral presentation only (5)

Cite | **Export**

- BibTex
- CSL-JSON
- CSV 1
- ☒ CSV 2
- CSV 3
- CSV 4
- CSV 5
- CSV all metadata
- CSV all metadata version 2
- RIS
- ☒ Mods
- MARC-XML
- ETDMS

1 2 3 4 5 6 7 | 1 - 50 of 561 | Link to result list

Sort | Author A-Ö | Title A-Ö

250 onwards | Clear selection | ? | Selected: 2

on brand building via fat discrimination

Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 22, no 1, p.

Abstract [en]

hion: Brand Building via Fat Discrimination

ference / [ed] Stuart Roper, Saltaire, UK: Greenleaf Publishing , 2016, p. 23-28

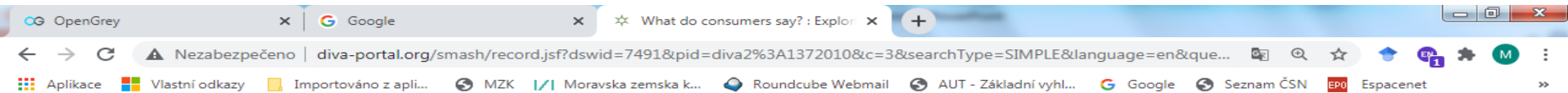
Abstract [en]

3. Agerup, Ulf

www.diva-portal.org/smash/references?referenceFormat=BIBTEX&pids=[diva2:1270836, diva2:944292]&fileName=export.txt

DiVA

Záznam



DiVA

Digitala Vetenskapliga Arkivet

Simple search

Advanced search -
Research publications

Advanced search -
Student theses

Statistics

[English](#) [Svenska](#) [Norsk](#)

Change search

Simple search Result list (marketing fashion) Full-text in DiVA What do consumers say?: Exploring Consumers' Opinion on Femvertising in Fashion

Cite Export

1 2 3 4 5 6 7 3 of 403

Link to record

<<Back to result list

Share

What do consumers say?: Exploring Consumers' Opinion on Femvertising in Fashion

- Acharya, Anjali
University of Borås, Faculty of Textiles, Engineering and Business.
- Ristimäki, Lycke
University of Borås, Faculty of Textiles, Engineering and Business.

2019 (English)

Independent thesis Advanced level (degree of Master (Two Years)), 20 credits / 30 HE credits

Student thesis

Abstract [en]

Fashion advertising has long been repudiated for fostering narrow and stereotypical imagery of women. Today consumers demand advertisements to be inclusive and real in their portrayals. As a result, there is an increasingly visible marketing phenomenon, called Femvertising, which merges the feministic ideology of empowerment and liberty with brand image and sales. The purpose of the study is to explore consumers' opinions about femvertising by fashion brands. Within this, the thesis seeks to explore how consumers feel about these advertisements and the outcome they perceive these to have. Through snowballed sampling focused on reaching diverse people connected via social media, a wide array of thoughts and perspectives on femvertising is sought to fulfill the purpose.

Open Access in DiVA

 [fulltext](#)(1644 kB) 
845 downloads

By organisation

[Faculty of Textiles, Engineering and Business](#)

On the subject

[Economics and Business](#)

Search outside of DiVA

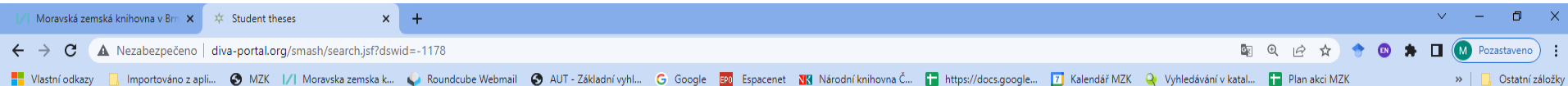
[Google](#)
[Google Scholar](#)

Downloads of File
(FULLTEXT01)

120 

DiVA

Pokročilé vyhledávání VŠKP



Simple search

Advanced search -
Research publications

Advanced search -
Student theses

Statistics

English Svenska Norsk

Free text

"financial literacy"

- AND -

OR NOT

Search

Limit the search further

Full text ☒ Only documents with full text in DiVA

Publishing year From 2016 To 2022

Organisation(id) -

Category(id) Browse

Thesis level -

Artistic work -

External cooperation -

Search

OpenDOAR (adresář repozitářů open access)

<https://v2.sherpa.ac.uk/opensoar/>

The screenshot shows the OpenDOAR search interface. The top navigation bar includes buttons for 'Browse', 'Search', 'Statistics', 'Policy Tool', 'Our APIs', 'Suggest', and 'Admin'. The 'Search' button is highlighted with a red rectangle. Below the navigation bar, the 'Search' section is visible, with the text 'Please enter a name of a repository, or use our [Advanced Search](#).' Below this is a search form with a 'Repository Name' field containing 'university technology' and a 'Search' button. At the bottom, there are three service cards: 'Open access services from Jisc', 'SHERPA Services', and 'Managing open access costs'.

OpenDOAR

Browse Search Statistics Policy Tool Our APIs Suggest Admin

Search

Please enter a name of a repository, or use our [Advanced Search](#).

Repository Name Search

This quick search will find any items whose name or acronym (in any language) match any of the words entered.

SERVICES Open access services from Jisc
Services to support open access

SERVICE SHERPA Services
Helping authors and institutions make informed and confident decisions in

GUIDE Managing open access costs
A guide from Jisc

OpenDOAR

Prohlížení seznamů repozitářů

Soubor Úpravy Zobrazit Historie Záložky Nástroje nápověda

Browse by Country and Region X

v2.sherpa.ac.uk/view/repository_by_country/150.html

Vyhledat

Nejnavštěvovanější Normy Dezideráta - přehled Kontakty Překladač Uživatelé přihlášení na... http://aleph.mzk.cz/c... Seznam blokací PC http://aleph.mzk.cz/c... Library of Congress O... ČSN online pro jednot...

Jisc Digital Resources > Open Access

OpenDOAR

Browse Search Statistics Policy Tool Our APIs Suggest Admin

Browse by Country and Region

Countries by Region (1769)

Europe (1769)

- Eastern Europe (310)
- Northern Europe (460)
- Southern Europe (508)
- Western Europe (491)

View: **by Name** | by Software | Statistics

Jump to: " / 4 < A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z ě Š I A E H

P Ľ "

Number of items at this level: 1769.

ROAR

<http://roar.eprints.org/>

Welcome to the Registry of Open Access Repositories - Registry of Open Access Repositories - Windows Internet Explorer

http://roar.eprints.org/

Soubor Úpravy Zobrazit Oblíbené položky Nástroje Nápověda

Google Search More >>

WELCOME TO THE REGISTRY OF OPEN ACCESS REPOSITORIES

Home About Search Search Content Browse

Login New Entry Create Account

Welcome to the Registry of Open Access Repositories

The aim of ROAR is to promote the development of open access by providing timely information about the growth and status of repositories throughout the world. Open access to research maximises research access and thereby also research impact, making research more productive and effective. [More information...](#)

Any Country Any Software Any Repository Type Sort by number of recs Search

Displaying results 1 to 20 of 2584.

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | Next

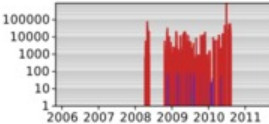
Export 2584 results as Activity table Export

RSS 1.0 Atom RSS 2.0

Search Content Graphical analysis

1.  Hispana

Deposit Activity



Hispana (2600798 records) Ministry of Culture - 8 April 2008 [\[Record Details\]](#)

ROAR

Vyhledávání

Advanced Search - Registry of Open Access Repositories - Windows Internet Explorer

http://roar.eprints.org/cgi/search/advanced

Soubor Úpravy Zobrazit Oblíbené položky Nástroje Nápověda

Google Search More >>

Oblíbené položky Navrhované weby Galerie oblastí Web ...

Advanced Search - Registry of Open Access ...

Stránka Zabezpečení Nástroje

Registry of Open Access Repositories

Home About Search Search Content Browse

Browse by Country

Browse by Year

Browse by Repository Type

Browse by Repository Software

Advanced Search

[Click here for a simple search.](#)

Don't panic! Just leave it

Search

Reset the form

ROAR ID:



Home Page:

all of



OAI-PMH Interface:

all of



Registry:

☐ OpenDOAR

☐ Celestial

Any of these



Title:

all of



Description:

all of



☐ Research Institutional or Departmental

☐ Research Multi-institution Repository

☐ Research Cross-Institutional

☐ Database/A&I Index

☐ Research Data

☐ Open and Linked Data



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Tel.: 541 646 170

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