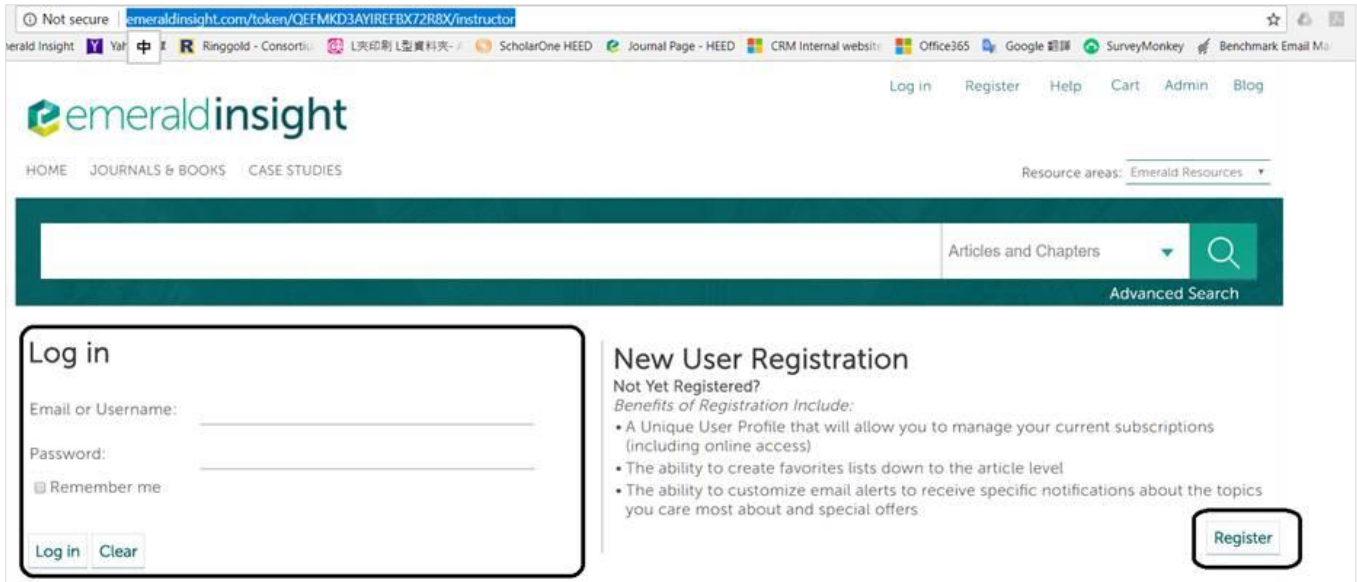


查看 Teaching Notes

一、如欲使用個案的 teaching notes，使用者必須先點選成大專屬頁面：

<https://www.emeraldinsight.com/token/NI9HRJFDJ87SFXTRNKY7/instructor>

二、點選後，會出現以下畫面

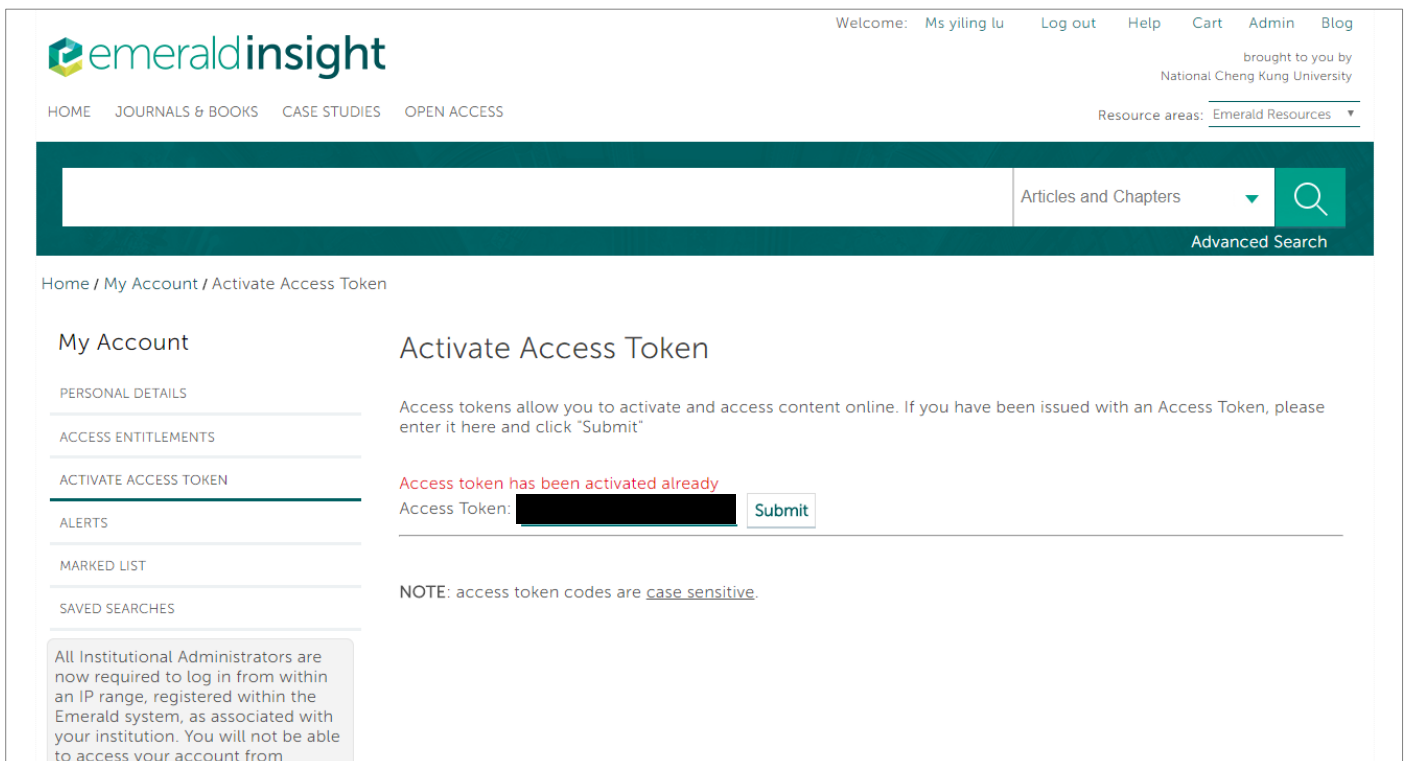


The screenshot shows the Emerald Insight website interface. At the top, there is a navigation bar with links for 'Log in', 'Register', 'Help', 'Cart', 'Admin', and 'Blog'. Below this is a search bar with a dropdown menu set to 'Articles and Chapters' and a search icon. The main content area is divided into two sections: 'Log in' and 'New User Registration'. The 'Log in' section has fields for 'Email or Username' and 'Password', a 'Remember me' checkbox, and 'Log in' and 'Clear' buttons. The 'New User Registration' section includes the text 'Not Yet Registered?' and 'Benefits of Registration Include:' followed by a bulleted list of benefits. A 'Register' button is located at the bottom right of this section.

(一) 若先前已有 emeraldinsight 的個人帳號，直接登入(log in)即可完成 token 授權 (即可使用額外內容：teaching notes)

(二) 若先前未有 emeraldinsight 的個人帳號，請按右下方的註冊(Register)。註冊後亦可同步完成 token 授權

三、確認 token 已啟用，請至 MY ACCOUNT > ACTIVATE ACCESS TOKEN，ACCESS TOKEN 碼已自動帶入，並顯示 Access token has been activated already





The screenshot shows the 'Activate Access Token' page on the Emerald Insight website. The page has a navigation bar with 'Welcome: Ms yiling lu', 'Log out', 'Help', 'Cart', 'Admin', and 'Blog'. Below this is a search bar with a dropdown menu set to 'Articles and Chapters' and a search icon. The main content area is divided into two sections: 'My Account' and 'Activate Access Token'. The 'My Account' section has a sidebar with links for 'PERSONAL DETAILS', 'ACCESS ENTITLEMENTS', 'ACTIVATE ACCESS TOKEN', 'ALERTS', 'MARKED LIST', and 'SAVED SEARCHES'. The 'Activate Access Token' section includes the text 'Access tokens allow you to activate and access content online. If you have been issued with an Access Token, please enter it here and click "Submit"'. Below this is a red message 'Access token has been activated already' and a text input field for the 'Access Token' with a 'Submit' button. A note at the bottom states 'NOTE: access token codes are case sensitive.'

四、使用 Teaching notes 授權帳號登入時，於下載全文的頁面時會多出 Teaching notes 的 icon (如下圖)。一般讀者在 IP 範圍內 (不用註冊) 可下載個案全文，但不會有 teaching notes 的選項

Gender effects on impulse buying behavior

Article Options and Tools

View:  Abstract  PDF  Teaching Notes

References (30)

[Add to Marked List](#) [Reprints & Permissions](#)

Author(s):

- Gyan Prakash, (Department of Chemistry, Indian Institute of Technology Kharagpur, Kharagpur, India)
- Sangeeta Sahney, (Vinod Gupta School of Management, Department of Marketing, Indian Institute of Technology Kharagpur, Kharagpur, India)
- Soujanya Kodati, (Vinod Gupta School of Management, Indian Institute of Technology Kharagpur, Kharagpur, India)
- Anshu Chakraborty, (GU Distant College of Engineering, Nagpur, India)