



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

Re-accredited with 'A++' Grade by NAAC (3rd Cycle)

College with Potential for Excellence

Linguistic Minority Institution

Affiliated to the University of Madras

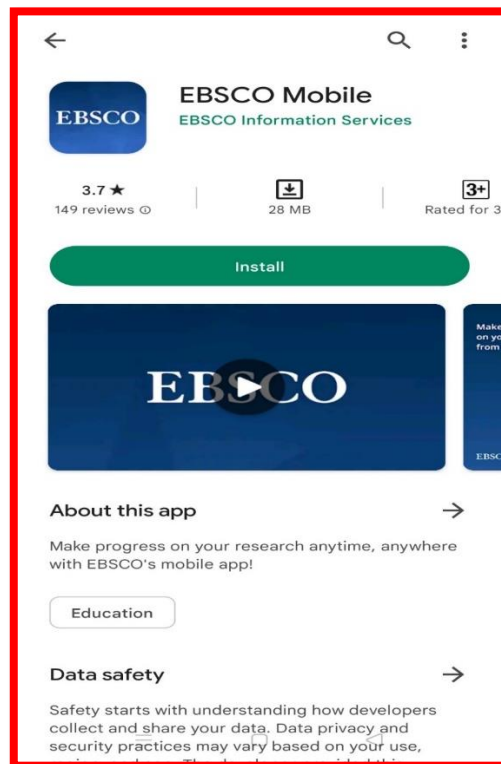
Arumbakkam, Chennai - 600 106. Tamil Nadu, India.

LIBRARY



EBSCO MOBILE APP DOWNLOAD MANUAL

Download & Install the EBSCO Mobile App From the Playstore



Click Get Started option



Type our College Name to Enter

< Find your institution

Q dwa X Cancel

Use my location

LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT, DWARKA, NEW DELHI
NEW DELHI, INDIA

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
CHENNAI, INDIA

> dwa dear des

1 2 3 4 5 6 7 8 9 0

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

? 1 2 3 . English

Choose Dwaraka Doss Goverdhan Doss Vaishnav College and Click Connect Your Institution

< Find your institution

Q dwa X

Use my location

LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT, DWARKA, NEW DELHI
NEW DELHI, INDIA

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
CHENNAI, INDIA

Your institution

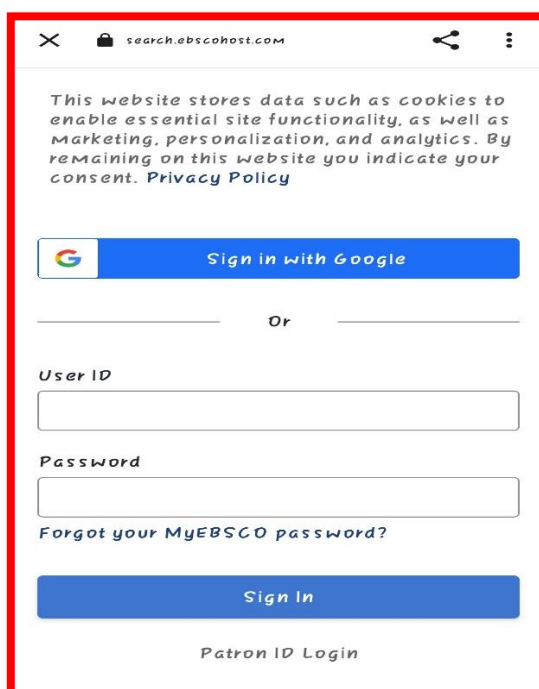
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

Next, use your organization's authentication method to sign in

Connect your institution


Cancel

Enter the User ID & Password which you have received from the Library



The screenshot shows the login interface of the EBSCO search engine. At the top, there is a cookie consent message. Below it is a 'Sign in with Google' button. A horizontal line with the word 'Or' in the center separates this from the manual login fields. There are two input fields: 'User ID' and 'Password'. Below the password field is a link that says 'Forgot your MyEBSCO password?'. At the bottom of the login section is a large blue 'Sign In' button. Below the button, the text 'Patron ID Login' is visible.

This website stores data such as cookies to enable essential site functionality, as well as marketing, personalization, and analytics. By remaining on this website you indicate your consent. [Privacy Policy](#)

 Sign in with Google

Or

User ID

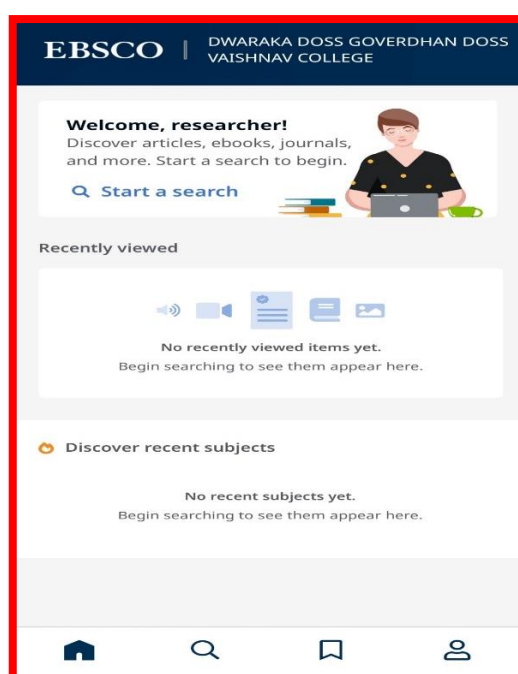
Password

[Forgot your MyEBSCO password?](#)

Sign In

Patron ID Login

Note: Contact the Library Team to get your Personalised User ID & Password



The screenshot shows the EBSCO home page for DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE. The header includes the EBSCO logo and the college name. The main content area features a 'Welcome, researcher!' message with a call to action 'Start a search' and an illustration of a person at a laptop. Below this is a 'Recently viewed' section with a message 'No recently viewed items yet. Begin searching to see them appear here.' and a 'Discover recent subjects' section with a message 'No recent subjects yet. Begin searching to see them appear here.' The bottom of the page has a navigation bar with icons for home, search, bookmarks, and user profile.

EBSCO | DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

Welcome, researcher!
Discover articles, ebooks, journals, and more. Start a search to begin.

[Start a search](#)

Recently viewed

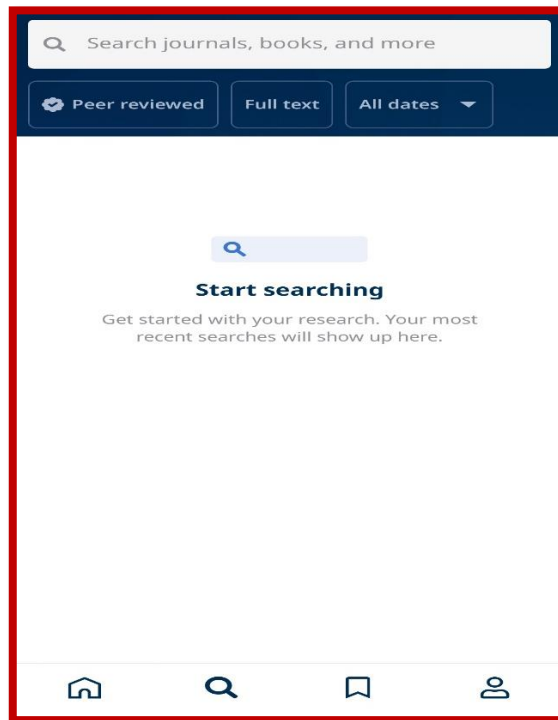
No recently viewed items yet.
Begin searching to see them appear here.

Discover recent subjects

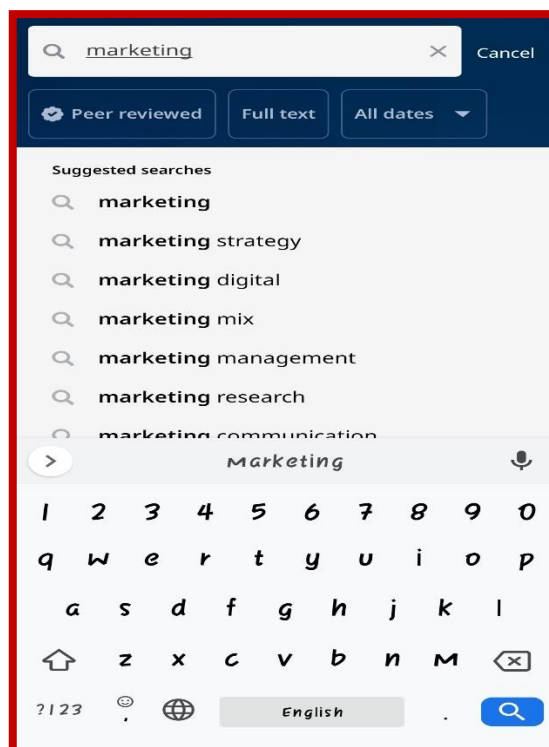
No recent subjects yet.
Begin searching to see them appear here.

Home Search Bookmarks User

Search the desired information of your choice



Refer the following slides for more information



 marketing management 

 Peer reviewed

Full text

All dates 

Source

 ARTICLE 

A CRISIS MANAGEMENT MODEL FOR MARKETING EDUCATION: REFLECTIONS ON MARKETING EDUCATION SYSTEM'S TRANSFORMATION IN VIEW OF THE COV...

Published in: Marketing Education Review, Winter 2021, Business Source Elite

By: Spais, George; Paul, Pallab

Our primary objective is to apply a crisis *management* model to *marketing* education in distress due to the current COVID-19 pandemic. We use a strategic approach to ...

EDITORIAL 

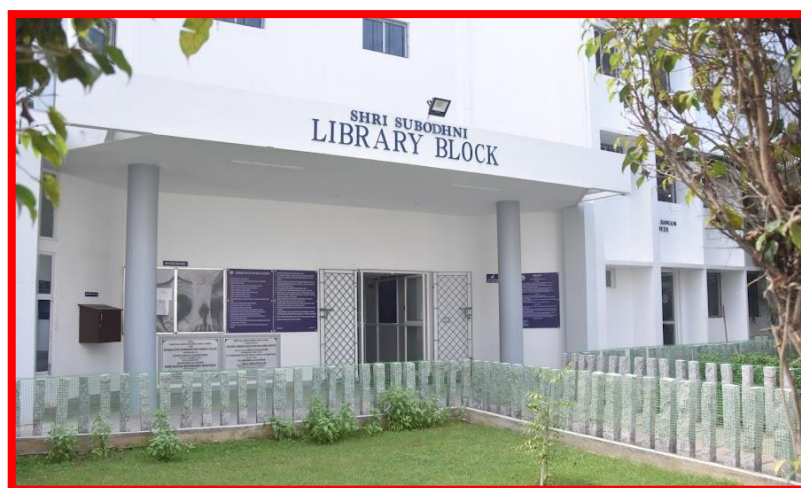
Advancing spillover research: behavioural, contextual and temporal approaches.

Published in: Journal of Marketing Management, Jun2021, Business Source Elite

By: Manika, Danae; Gregory-Smith, Diana

EDITORIAL 





If you have any clarifications please send a mail to
library@dgvaishnavcollege.edu.in



<https://ddgdvclibrary.blogspot.com>



DDGDVC LIBRARY



<https://linktr.ee/ddgdvclibrary>

Prepared by:

Dr.M.Mani

Librarian.

Mr.V.Mainar

Assistant Professor/ English

LAC & NDLI Club Member.

Mr.I.Noorul Hasan

Library Attender.