

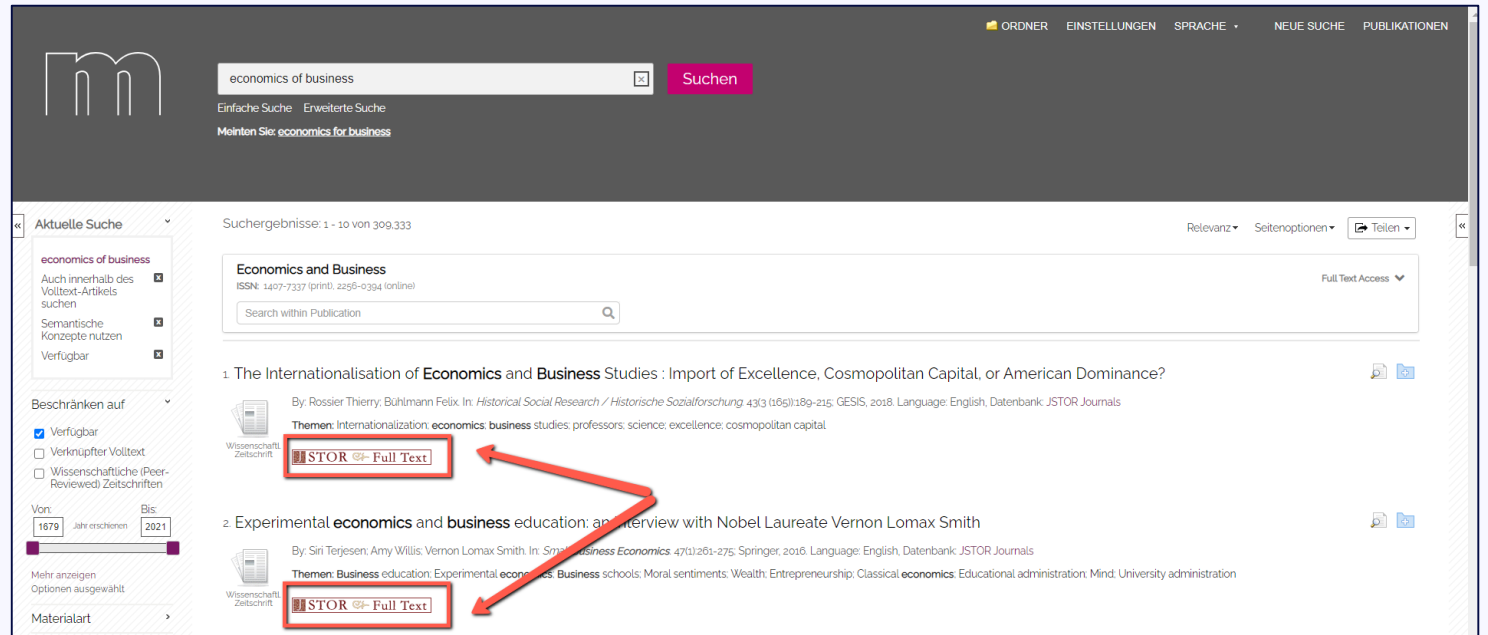
Using results of the JSTOR database via the Macromedia Catalog

1. Access the discovery system (Macromedia Catalog) via the library homepage.

2. JSTOR resources are also discoverable through the new Macromedia Catalog, but only usable through the library account.

This sounds complicated, but it can be done!

- » Perform a search in Macromedia Catalog, e.g., "economics of business".
- » JSTOR hits can be recognized by the JSTOR emblem displayed below the hits.

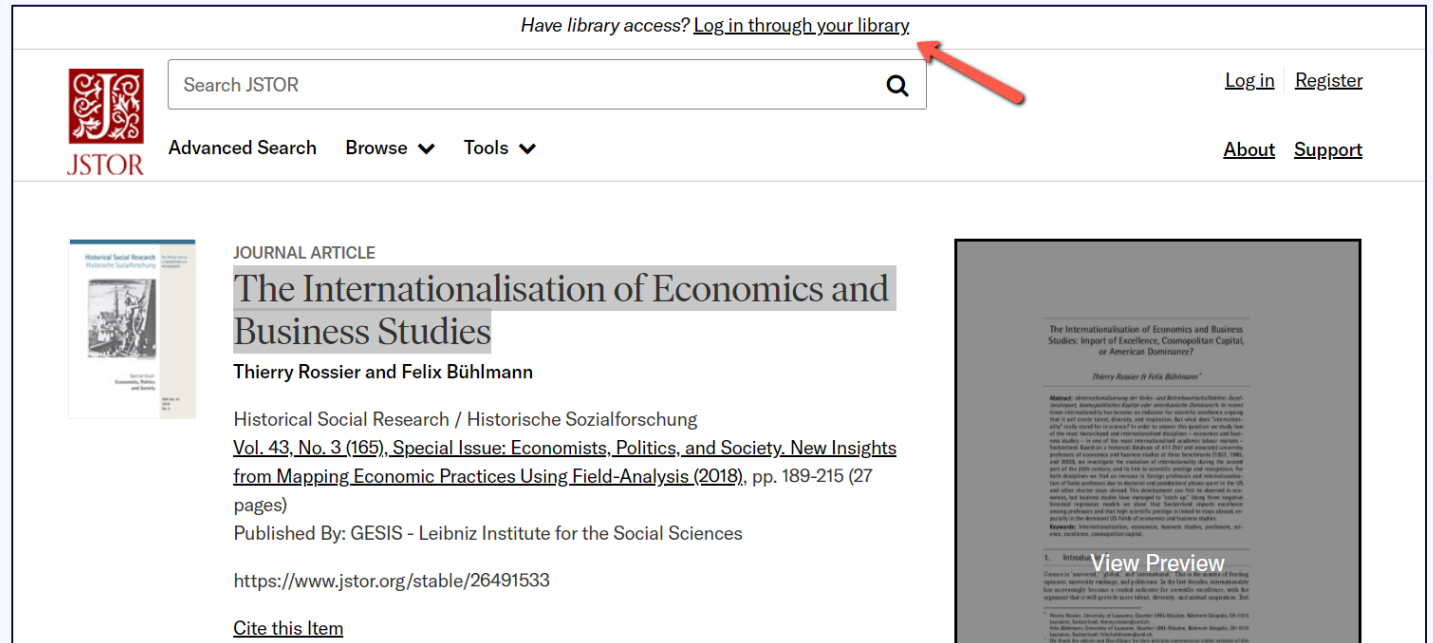


The screenshot shows the Macromedia Catalog search interface. At the top, there is a search bar with the text "economics of business" and a "Suchen" button. Below the search bar, there are options for "Einfache Suche" and "Erweiterte Suche", and a "Meinten Sie: economics for business" suggestion. The main search results area displays "Suchergebnisse: 1 - 10 von 309.333". The first result is "Economics and Business" with ISSN: 1497-7337 (print); 2256-0304 (online). Below this, there are two search results listed. The first result is "1 The Internationalisation of Economics and Business Studies : Import of Excellence, Cosmopolitan Capital, or American Dominance?" by Rossier Thierry, Bühlmann Felix. In: *Historical Social Research / Historische Sozialforschung* 43(3) (165):189-215; GESIS, 2018. Language: English, Datenbank: JSTOR Journals. The second result is "2 Experimental economics and business education: an interview with Nobel Laureate Vernon Lomax Smith" by Siri Terjesen, Amy Willis, Vernon Lomax Smith. In: *Small Business Economics* 47(1):261-275; Springer, 2016. Language: English, Datenbank: JSTOR Journals. Both results have a "JSTOR Full Text" button highlighted with a red box. A red arrow points from the first result's button to the second result's button.



3. Clicking on the "JSTOR" emblem opens the JSTOR website. However, **it is not possible to access PDFs via this route**, since JSTOR uses a different login mechanism than the Macromedia Catalog.



» Note: Access via "Log in through your library" (see red arrow) is also not possible.


4. JSTOR media can be used **via the library account** (see pages 3 -5).



Have library access? [Log in through your library](#)

 Search JSTOR  [Log in](#) [Register](#)

[Advanced Search](#) [Browse](#)  [Tools](#)  [About](#) [Support](#)

 **JOURNAL ARTICLE**
The Internationalisation of Economics and Business Studies
Thierry Rossier and Felix Bühlmann

Historical Social Research / Historische Sozialforschung
[Vol. 43, No. 3 \(165\), Special Issue: Economists, Politics, and Society. New Insights from Mapping Economic Practices Using Field-Analysis \(2018\)](#), pp. 189-215 (27 pages)
Published By: GESIS - Leibniz Institute for the Social Sciences
<https://www.jstor.org/stable/26491533>
[Cite this Item](#)

View Preview

The Internationalisation of Economics and Business Studies: Impact of Excellence, Cosmopolitan Capital, or American Dominance?
Thierry Rossier & Felix Bühlmann

Abstract: Internationalisation der Wirtschaft und Betriebswirtschaftlichen Studiengänge, Internationalisierung der Wirtschaftswissenschaften (Internationalisation of Economics and Business Studies) has become an indicator for quality assurance in ranking that is well suited to science, society, and regional development. But what does "internationalisation" really mean for science? In order to answer this question we study two of the most important and internationally dominant journals in the field of the most internationalisation studies: *Historische Sozialforschung* (HSF) and *Journal of Economic Surveys* (JES). Based on a dataset of 413 full and abstracts, we investigate the evolution of internationalisation, the evolution of the journal's content, and the evolution of the journal's content. We find that the evolution of internationalisation is closely related to the evolution of the journal's content, and that the evolution of the journal's content is closely related to the evolution of the journal's content. We find that the evolution of internationalisation is closely related to the evolution of the journal's content, and that the evolution of the journal's content is closely related to the evolution of the journal's content.

Keywords: internationalisation, excellence, business studies, economics, social sciences, cosmopolitan capital.

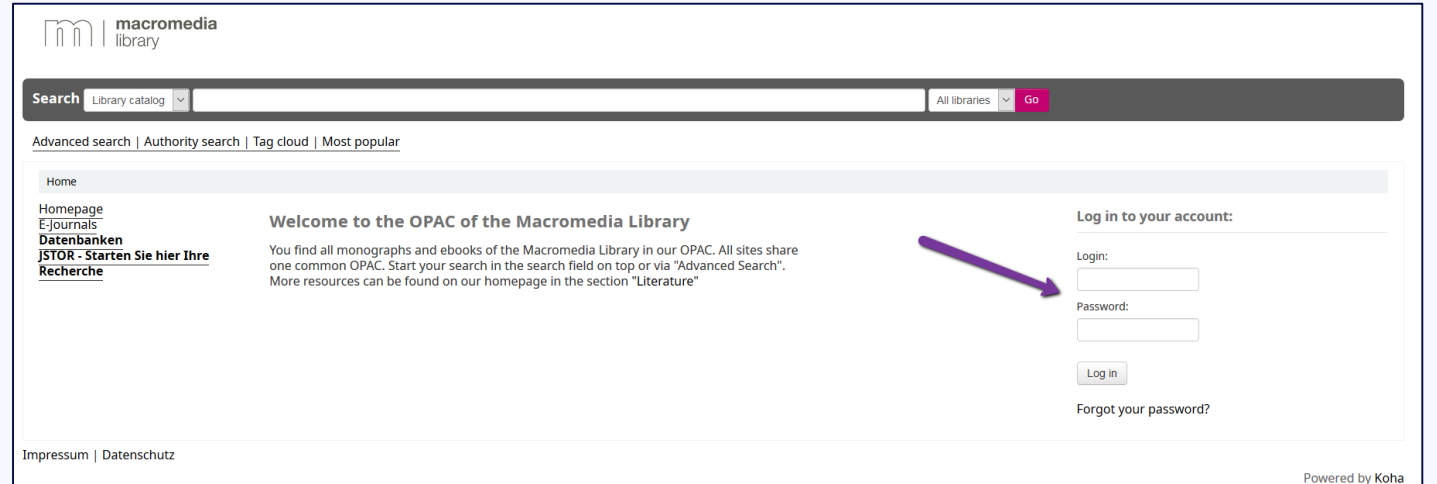
1. Introduction

Since its "invention" in the 1970s, the field of internationalisation studies has become increasingly important. In the last decade, internationalisation has increasingly become a central indicator for quality assurance, with the requirement that it be provided across all levels, diversity, and regional cooperation. But

4. Access via library account:

- » **a)** Copy the title of the journal article found.
- » **b)** Log in to the physical media catalog (OPAC) via the library homepage.
- » **d)** The login name is the first letter of your first name plus your last name (e.g. jdoe). The password is your library password.

...



The screenshot shows the Macromedia Library OPAC homepage. At the top, there is a search bar with a dropdown menu set to 'Library catalog' and a 'Go' button. Below the search bar, there are links for 'Advanced search', 'Authority search', 'Tag cloud', and 'Most popular'. The main content area is divided into three columns. The left column contains links for 'Home', 'Homepage', 'E-journals', 'Datenbanken', 'JSTOR - Starten Sie hier Ihre Recherche', and 'Recherche'. The middle column has a heading 'Welcome to the OPAC of the Macromedia Library' and a paragraph of text. The right column has a heading 'Log in to your account:' and a login form with fields for 'Login:' and 'Password:', a 'Log in' button, and a link for 'Forgot your password?'. A purple arrow points from the 'Log in' button to the 'Forgot your password?' link. At the bottom left, there are links for 'Impressum' and 'Datenschutz'. At the bottom right, it says 'Powered by Koha'.

...

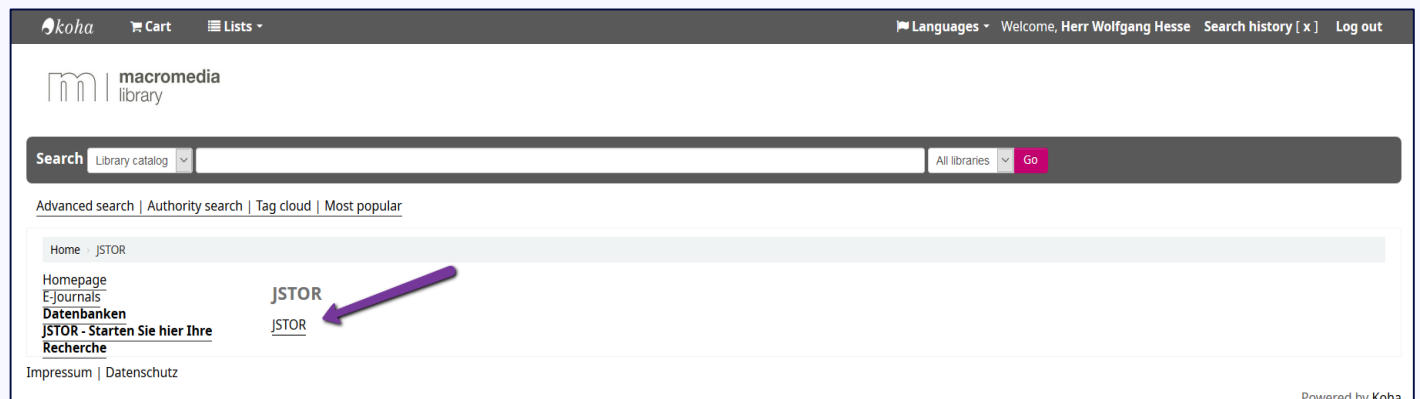
» **e)** Once you are logged in, click on "JSTOR - Start your research here" on the left.

» **f)** A new link "JSTOR" appears. Click on this link in order to get access to JSTOR.

...



The screenshot shows the library homepage with the user logged in as "Herr Wolfgang Hesse". The left sidebar contains a menu with the following items: Homepage, E-Journals, Datenbanken, **JSTOR - Starten Sie hier Ihre Recherche**, and Recherche. A purple arrow points to the "JSTOR - Starten Sie hier Ihre Recherche" link. The main content area displays a greeting "Hello, Herr Wolfgang Hesse" and a "Please note" banner about card expiration.

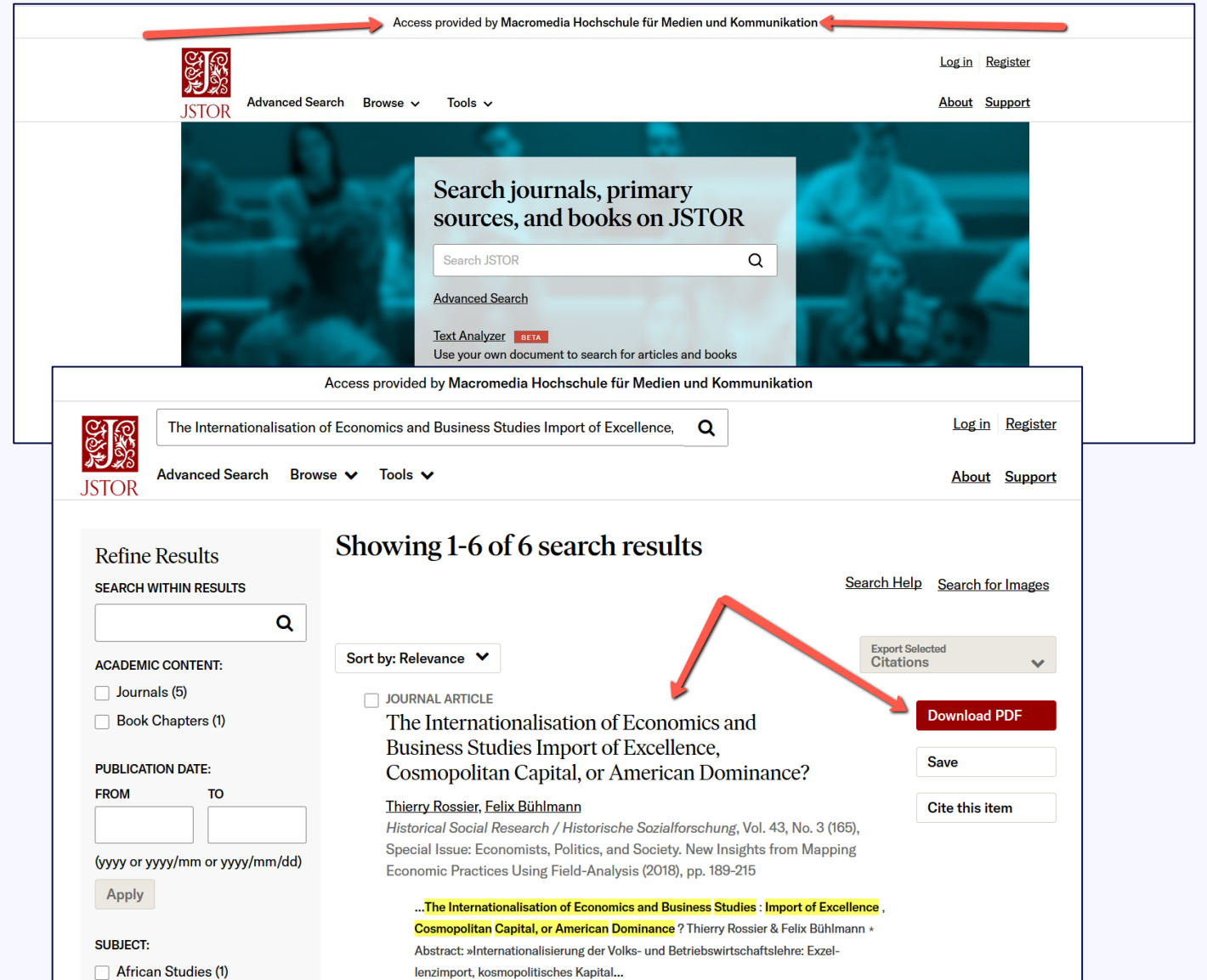


The screenshot shows the library homepage after clicking the JSTOR link. The left sidebar menu now includes a new link: **JSTOR**. A purple arrow points to this new link. The breadcrumb trail at the top of the main content area now reads "Home > JSTOR". The footer contains "Impressum | Datenschutz" and "Powered by Koha".

...

You can tell that it has worked by the message: "Access provided by Macromedia University of Media and Communication".

» Here you can now paste the title of the journal article you copied earlier and access the respective PDF after a successful search.



The screenshot displays the JSTOR search interface. At the top, a red arrow points to the text "Access provided by Macromedia Hochschule für Medien und Kommunikation". The main search area features a search bar with the text "The Internationalisation of Economics and Business Studies Import of Excellence," and a search button. Below the search bar, the text "Showing 1-6 of 6 search results" is visible. On the left side, there is a "Refine Results" section with filters for "ACADEMIC CONTENT" (Journals (5), Book Chapters (1)), "PUBLICATION DATE" (FROM, TO), and "SUBJECT" (African Studies (1)). The search results list includes the article title "The Internationalisation of Economics and Business Studies Import of Excellence, Cosmopolitan Capital, or American Dominance?" by Thierry Rossier and Felix Bühlmann. A red arrow points to the "Download PDF" button next to the article title. Other buttons like "Save" and "Cite this item" are also visible.



hochschule
macromedia