

## Sree Narayana Guru College of Commerce

### Information about E-Library Portal on the College Website

The e-library portal on the college website serves as a comprehensive digital resource centre for students and faculty, providing seamless access to a vast collection of academic materials. This portal offers an extensive range of e-books, scholarly journals, research papers, and multimedia resources catering to various academic disciplines. Users can easily locate and utilize the necessary resources for their studies and research with user-friendly navigation, advanced search features, and personalised account options. The e-library also supports remote access, ensuring that valuable information is available anytime, anywhere, thus enhancing the learning experience and fostering academic excellence. Whether you're conducting in-depth research or simply looking for supplementary reading materials, the e-library portal is an indispensable tool for academic success.

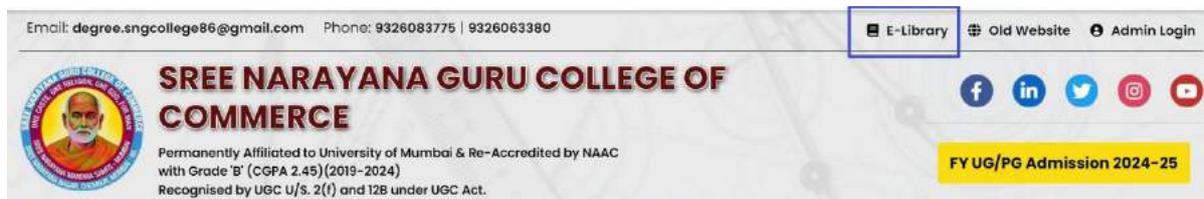
#### Steps for Accessing E-Library Portal:

##### 1. Open the College Website:

Launch your web browser and go to the official college website. Type [“https://www.sngcollege.ac.in/”](https://www.sngcollege.ac.in/)

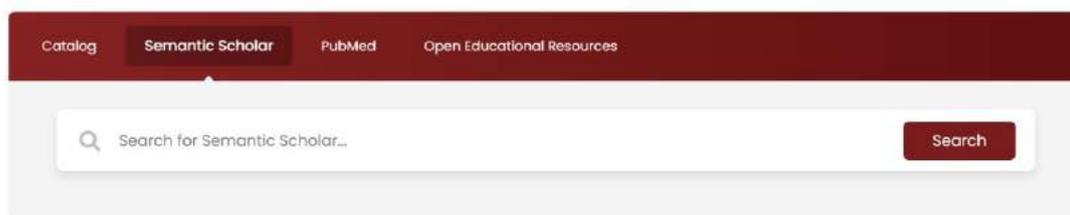
##### 2. Navigate to the Library Section

Look for a link or menu item labeled “E-Library” on the homepage.



##### 3. Access the E-Library Portal

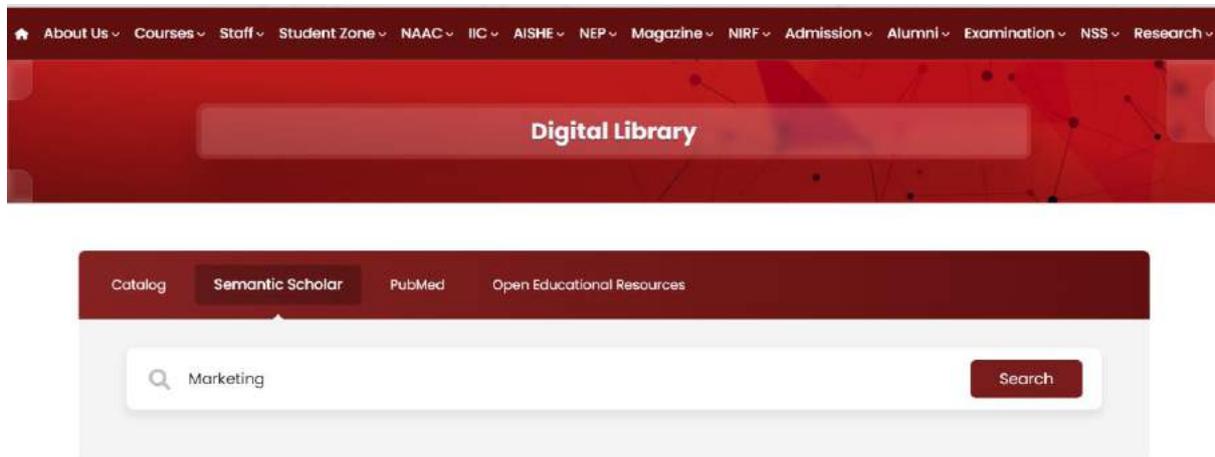
Once on the library page, click on the Semantic Scholar, PubMed or Open Educational Resources link to the “E-Library” or “Digital Resources.”



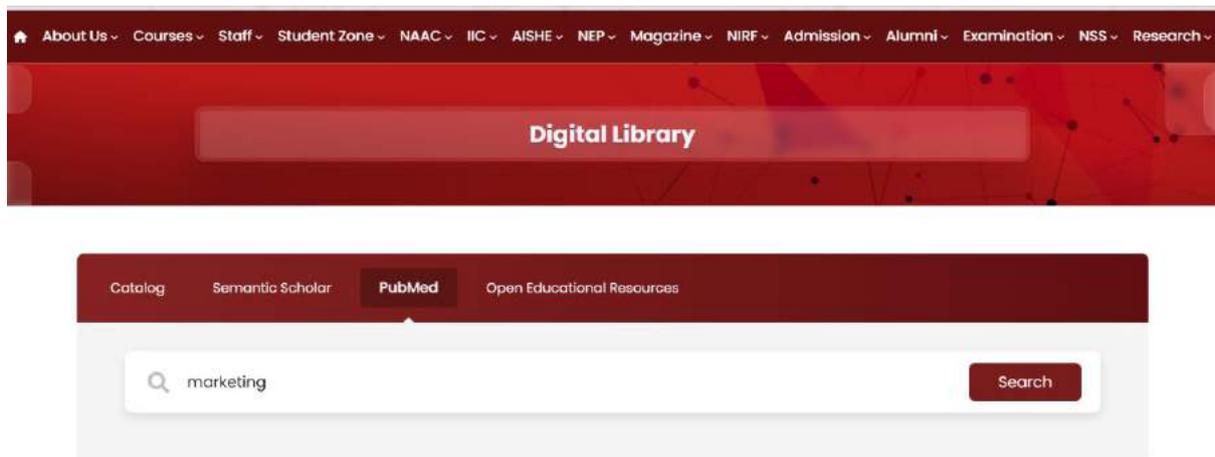
#### 4. Browse or Search for Resources

Use the search function to find specific books, journals, articles, or other resources. You can also browse by subject or type of resource.

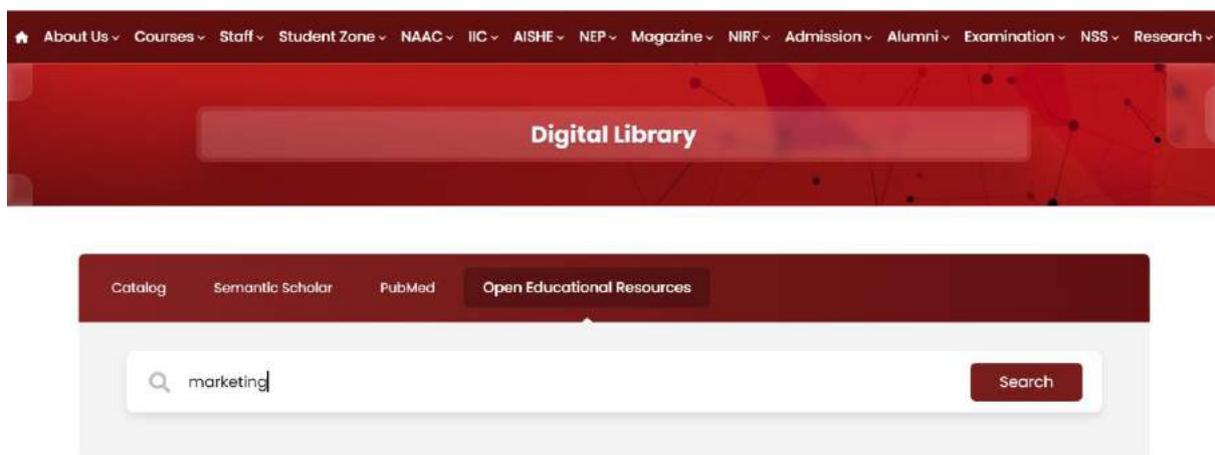
##### i. Semantic Scholar Database Tab



##### ii. PubMed Database Tab



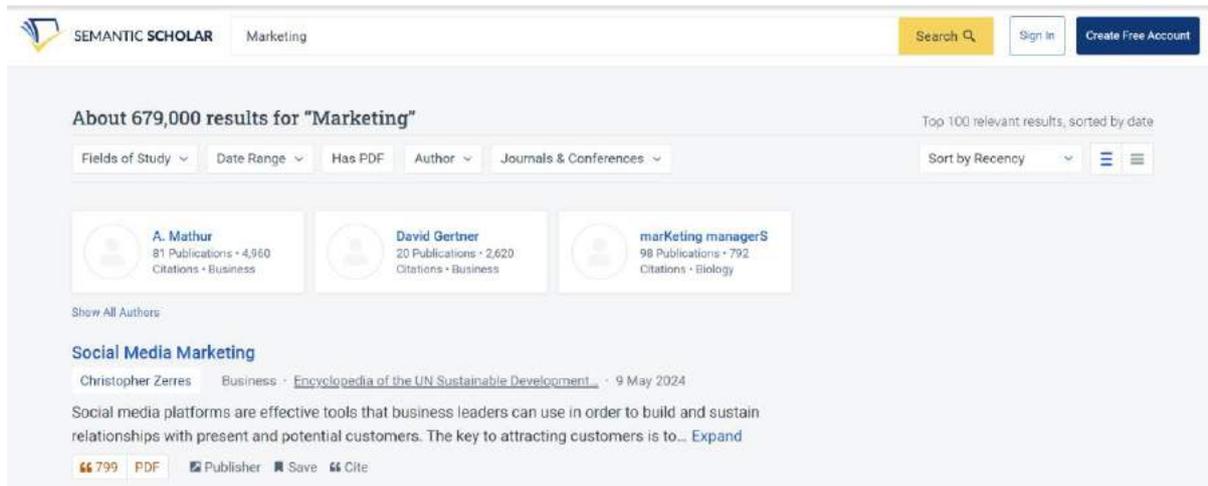
##### iii. Open Educational Resources Tab



## 5. Select and Access Resources

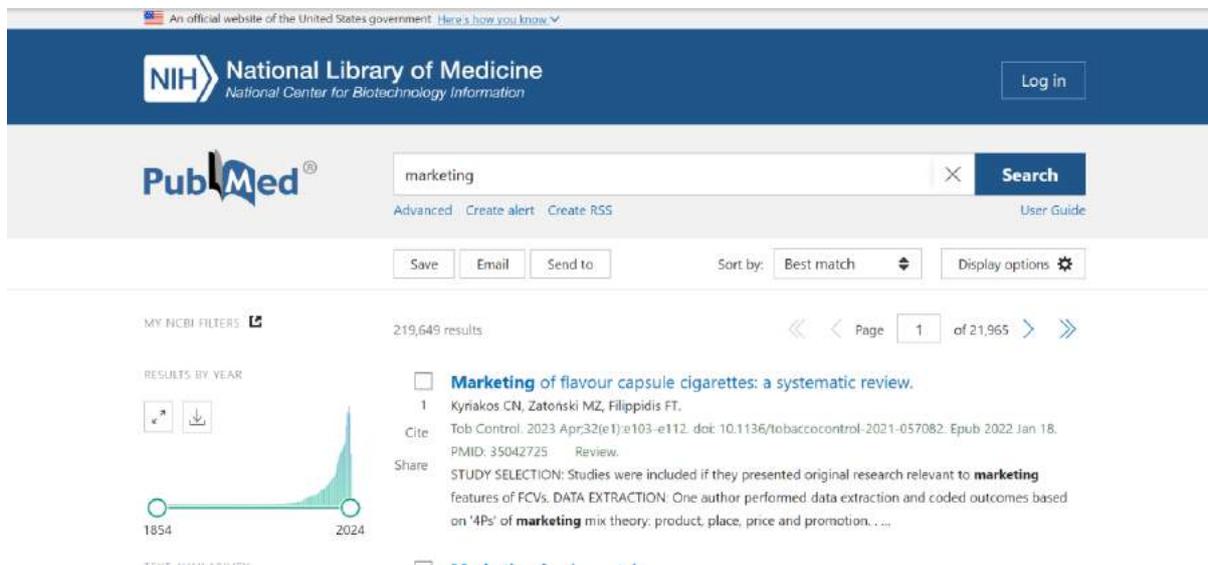
Click on the title or link of the resource you want to access. This will open the resource, which you can read online or download, depending on the options provided.

### i. Access to Semantic Scholar Database



The screenshot shows the Semantic Scholar search results for the term "Marketing". At the top, there is a search bar with "Marketing" entered and buttons for "Search", "Sign In", and "Create Free Account". Below the search bar, it indicates "About 679,000 results for 'Marketing'" and "Top 100 relevant results, sorted by date". There are filters for "Fields of Study", "Date Range", "Has PDF", "Author", and "Journals & Conferences". A "Sort by Recency" dropdown is also visible. Three author profiles are highlighted: A. Mathur (81 Publications, 4,960 Citations, Business), David Gertner (20 Publications, 2,620 Citations, Business), and marketing managerS (98 Publications, 792 Citations, Biology). Below the authors, there is a section for "Social Media Marketing" by Christopher Zerres, published in the "Encyclopedia of the UN Sustainable Development" on 9 May 2024. The abstract states: "Social media platforms are effective tools that business leaders can use in order to build and sustain relationships with present and potential customers. The key to attracting customers is to... Expand". At the bottom of the article preview, there are icons for "799" likes, "PDF", "Publisher", "Save", and "Cite".

### ii. Access to PubMed Database



The screenshot shows the PubMed search results for the term "marketing". At the top, there is a banner for the "National Library of Medicine" and "National Center for Biotechnology Information" with a "Log in" button. Below the banner, the PubMed logo is visible, and the search bar contains "marketing". There are buttons for "Advanced", "Create alert", "Create RSS", and "User Guide". Below the search bar, there are buttons for "Save", "Email", and "Send to". The "Sort by" dropdown is set to "Best match", and there is a "Display options" button. The results section shows "219,649 results" and "Page 1 of 21,965". A "RESULTS BY YEAR" chart is displayed, showing a significant increase in results starting around 2010 and peaking in 2024. The first result is a systematic review titled "Marketing of flavour capsule cigarettes: a systematic review" by Kyniakos CN, Zatzonski MZ, and Filippidis FT, published in "Tob Control" in 2023. The abstract states: "STUDY SELECTION: Studies were included if they presented original research relevant to marketing features of FCVs. DATA EXTRACTION: One author performed data extraction and coded outcomes based on '4Ps' of marketing mix theory: product, place, price and promotion. ...".

### iii. Access to Open Educational Resources

The screenshot displays the Mason OER Metafinder (MOM) interface. At the top, a green navigation bar contains the site name, a search input field with the text 'marketing', and links for 'Options', 'Search', 'About', and 'Sign In'. Below the navigation bar, the site logo for George Mason University Libraries is visible on the left. The main header area includes the text 'The Mason OER Metafinder (MOM) Real-time federated search for OER content' and 'Search: marketing'. To the right of the header, there are utility icons (print, share, etc.) and a status indicator '22 of 22 sources complete'. A 'Share this Search' button and a link to 'Create new alert from this search' are also present.

The search results are displayed in a list format. The first result is titled 'Marketing' and is from the 'Digital Public Library of America'. It includes a five-star rating, the date '2024-07-08', and the keywords 'O'Neill, Gerard'. The second result is also titled 'Marketing' and is from the 'Digital Public Library of America'. It includes a five-star rating, the date '2024-05-30', and a detailed list of keywords: 'Utah Valley State College -- History, Vocational Educational -- Utah -- History, Utah Trade Technical Institute -- History, Utah Technical College at Provo -- History, Business education -- History, Office practice -- Vocational guidance'. The description for this second result reads: 'Black and white photograph of student John Lant and instructor Gary Lloyd in Distributive Education. There are two suits on the table in front of the second man from the left in the photograph. The man on the right is standing in front of the table looking at the suits. There are shelves with clothing on them in the background. Electronic Reproduction.'

On the left side of the page, there is a sidebar with various filters and options. The 'Search Summary' section shows '1037 top results from 484120 found in all sources' and '505 additional results found.'. Below this, there are tabs for 'Topics' and 'Visual'. The 'All Results' section shows '(532)'. There is a 'Date Range Picker' and a 'Clusters' section. The 'Sort by' section is set to '# of Results'. The 'Refine by' section is expanded to show 'Topics', with 'Friend's Weekly' listed as a sub-option with '(99)' results.

Following these steps should help you access and navigate the e-library on your college's website efficiently.