

Zahraniční zdroje šedé literatury

2

Martina Machátová

Aktualizace: 28. ledna 2025

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 ze Švédska.
- Při vyhledávání lze použít hvězdičku pro pravostranné rozšíření a oboustranné horní uvozovky pro frázi.

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?dsid=-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 this, a search bar contains the text 'Change search'. The main content area is titled 'Simple search ▶ Result list (marketing fashion)'. A red box highlights the 'Export' button in the 'Refine search result' section. To the left of the main list, there are filters for 'Document type' (Full-text in DiVA (403), Full-text not available in DiVA (158)) and 'Publication type' (Student thesis (420), Article in journal (64), Conference paper (41), Chapter in book (14), Doctoral thesis, monograph (5)). The main list displays two results, both by Agerup, Ulf. The first result is 'Accessible luxury fashion brand building via fat discrimination' (2018), and the second is 'Intermediate Luxury Fashion: Brand Building via Fat Discrimination' (2016). Both results include options for 'Abstract [en]' and 'Publisher's full text'. The 'Export' button is located in the 'Refine search result' section, and a red box highlights it. A red arrow points from the 'Export' button to the first result.

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 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

☒ 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

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)

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)
- 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**

- 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

OpenGrey Google What do consumers say? : Explor

Nezabezpečeno | diva-portal.org/smash/record.jsf?dsid=7491&pid=diva2%3A1372010&c=3&searchType=SIMPLE&language=en&que...

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) 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 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

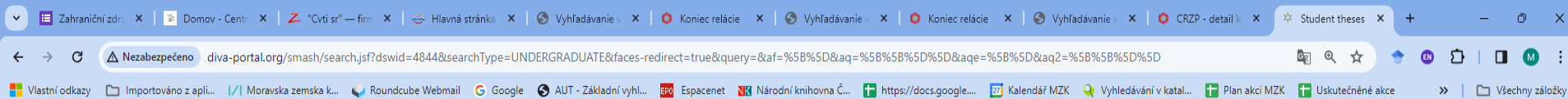
On the subject
Economics and Business

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 2024

Organisation(id) -

Category(id) Browse

Thesis level -

Artistic work -

External cooperation -

Kontakt

PhDr. Martina Machátová

Moravská zemská knihovna v Brně

E-mail: machat@mzk.cz

Tel.: 541 646 170