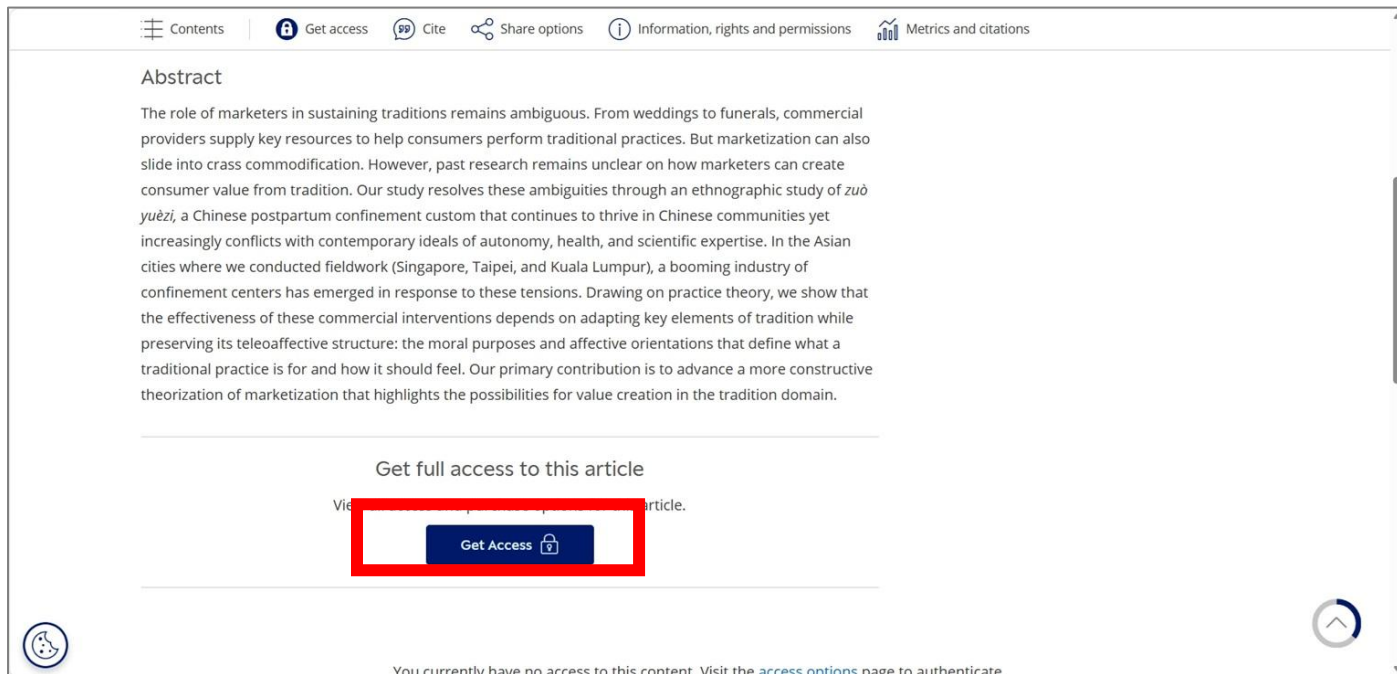
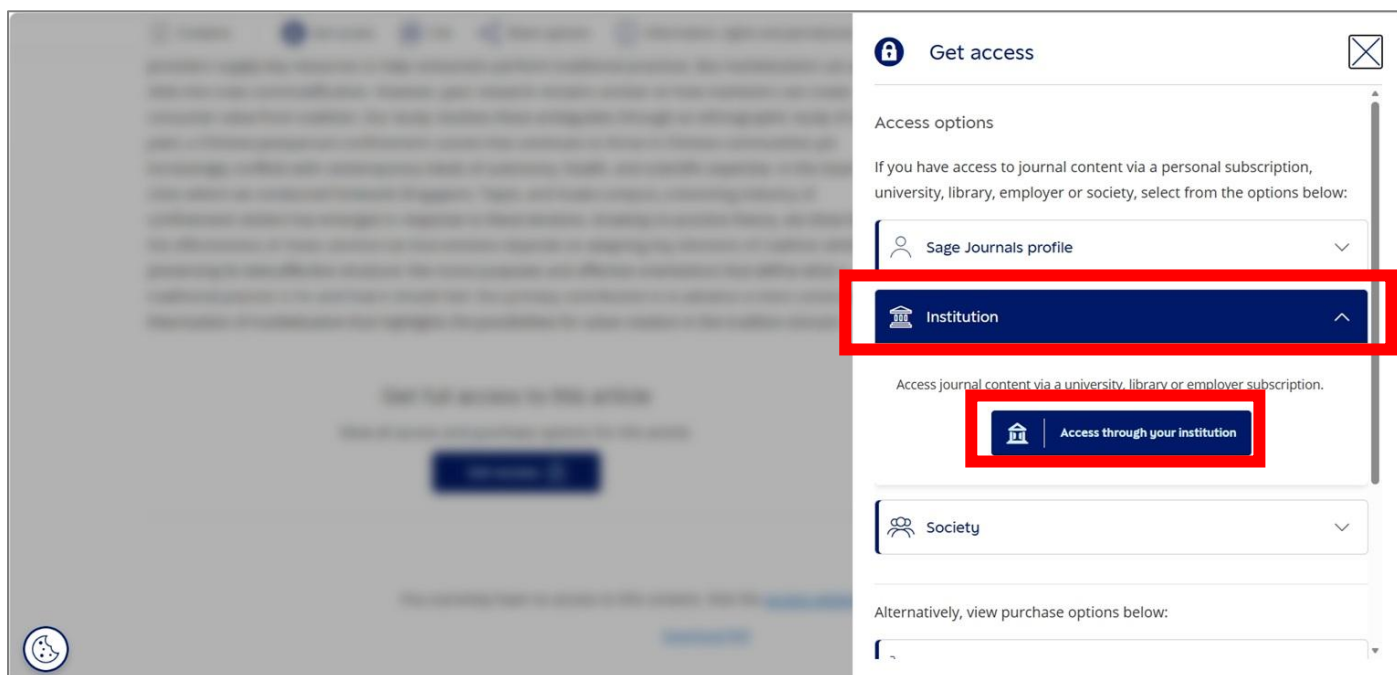


【Sage Journals 学認ログイン方法】

①読みたいジャーナルページ画面の[Get Access]ボタンをクリックする。



②[Institution]ボタンをクリックし、[Access through your institution]ボタンをクリックする。



③[Enter your institution's name]欄に「kobe gakuin university」と入力し、検索結果に表示された「Kobe Gakuin University」を選択する。

The screenshot shows the Sage Journals website interface. At the top, there is a search bar with the text "Search all journals" and "Enter search terms...". Below this, there are navigation links for "Browse by discipline" and "Information for". A prominent red banner reads "Institution access". In the center, there is a section titled "Search for your institution". This section contains a search input field with the text "kobe gakuin university" entered. Below the input field, there is a dropdown menu labeled "(Select option)" and a checkbox labeled "Remember my institution with SeamlessAccess". At the bottom of the section, there is an "OR" separator and the OpenAthens logo.

④学内情報サービスのユーザー名、パスワードを入力し、[ログイン]ボタンをクリックする。

The screenshot shows the login page for the Kobe Gakuin University SSO system. The page has a blue header with the text "神戸学院大学 SSOシステム". The main content area features the Kobe Gakuin University logo and the text "神戸学院大学". Below this, there is a login form titled "- Login -". The form contains the instruction "ユーザー名とパスワードを入力して「ログイン」ボタンを押してください。" (Enter your username and password and click the "Login" button). There are two input fields: "ユーザー名" (Username) and "パスワード" (Password). Below the fields is a blue button labeled "ログイン" (Login). At the bottom of the form, there are three links: "パスワード忘れた方はこちら" (Click here if you forgot your password), "ワンタイムパスワード設定はこちら" (Click here for one-time password settings), and "保護者向けポータルサイトはこちら" (Click here for the parent portal site). A note below the links states "※パスワード変更はログイン後「パスワード変更」リンクから実施ください。" (Note: Password change is performed after login via the "Password Change" link). The footer of the page reads "KOBE GAKUIN UNIVERSITY. ALL RIGHTS RESERVED."

⑤画面右側に「I have access via : KOBE GAKUIN UNIV LIB」と表示されていればログインが完了し、本学が契約しているタイトルについては学外より閲覧可能となる。

The screenshot displays the Sage Journals interface. At the top, there is a banner for the American Marketing Association (AMA) with the text "Browse our high-impact collection" and several journal covers. Below this, the Sage Journals logo is on the left, and a search bar is in the center. On the right side of the header, a red box highlights the text "I have access via: KOBE GAKUIN UNIV LIB", indicating that the user is logged in through their university's library. To the right of this message are icons for "Access/Profile" and "Cart".

The main content area features the "Journal of Marketing" header, the AMA logo, and the journal's impact factors: "Impact Factor: 10.4 / 5-Year Impact Factor: 17.9". There are buttons for "Journal Homepage" and "Submission Guidelines". Below this, the article title "EXPRESS: The Marketization of Tradition: How Firms Reconfigure Tradition to Create Consumer Value" is displayed, along with the authors "Michelle I.C. Yang" and "Julien Cayla". A DOI link is provided: "https://doi.org/10.1177/00222429261460342".

At the bottom, there is a navigation menu with icons for "Contents", "PDF/EPUB", "Cite", "Share options", "Information, rights and permissions", "Metrics and citations", and "Figures and tables". The "Abstract" section is visible, starting with the text: "The role of marketers in sustaining traditions remains ambiguous. From weddings to funerals, commercial providers supply key resources to help consumers perform traditional practices. But marketization can also slide into cross commodification. However, past research remains unclear on how marketers can create".