

emerald insight GUIDE TO PERSONAL ACCOUNT ACTIVATION (For Lecturers)

To use Teaching Notes, you must meet the following conditions:

- 1. Organizational Access: You need access through your organization's static IP or supported remote access.
- 2. Emerald Personal Account: You must have a personal Emerald account linked to your organizational email address (with your organization's domain). If you don't have an account, you can create one. If you've forgotten your password, you can reset it. Refer to the "Account Creation" section below for details.
- 3. Lecturer Permissions: Your personal account (from condition 2) must be granted "Lecturer" privileges by the publisher on their system.

Follow these steps to request "Lecturer" permissions:

 Send an Activation Request Email: Lecturers must directly send an email from their organizational email address (the one linked to their Emerald personal account) to Emerald's support team.

Here's the email template:

To: support@emerald.com

Subject: [Urgent] Access to teaching notes – "Your Organization's Name in English"

Body:

Dear support team,

I am a lecturer at "Your Organization's Name in English".

Please help us to access Teaching Notes.

Best regards,

2. Processing and Approval of Lecturer Role:

After you send the request, Emerald's support team will process it.

 Automatic Approval: Your request will be approved automatically if you registered your account using your organizational email (an email with your organization's domain). Therefore, it's highly recommended to use your organizational email for registration and use.

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Dear ,					
Thank you for your request to access the teaching notes to Emerald's cases, as pe University's subscription provision.	er the				
can see that you already have a profile (Instructor VNEUs .com) on our platform so I have copied in your institution's library administrators , in order that y may verify that you are a member of teaching staff based at University , please can you (I) confirm this by return?					
As soon as we have confirmation that you are a member of faculty based at able to assign associated access permissions to your profile account.		Unive	rsity,	we wil	l be
With very best wishes,					
Customer Support Executive East Asia Emerald Publishing					
Unit S-08-07, Level 8, First Subang, Jalan SS15/4G 47500 Subang Jaya, Selangor, Malaysia stan@emerald.com www.emerald.com/insight					

In cases where an instructor uses a personal email address (e.g., Gmail, Hotmail, etc.), the support team will send an email to the organization's administrator to verify that this email correctly identifies an instructor from their department. Upon receiving confirmation from the organization's administrator, the user's administrator privileges will be activated.

3. Accessing Teaching Notes:

Once your lecturer permissions are activated, you can log in to your personal account and access the available content in Teaching Notes.

Note: Activating lecturer permissions is separate from your access to the database. You still need to use your organization's access method (online via static IP or remote access) to enter the database and then log in to your personal account to use Teaching Notes.

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Priyanka Pathak, Neha Mehta, Anitha Sunil, Kinjal Pandya Emerald Emerging Markets Case Studies ISSN: 2045-0621 Publication date: 5 December 2020

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