

Codes Used by PIRA Management and Marketing Abstracts, Dialog File 249

PIRA Management and Marketing Abstracts, Dialog File 249, offers abstracts covering all aspects of marketing and management practice, and customer and industrial relations in the single European market and Worldwide. With coverage from 1996 to the present, and weekly updates, this database will help keep you up to date on the latest trends in management and marketing around the world. PIRA Management and Marketing Abstracts is produced by PIRA International.

A unique feature of File 249 is the inclusion of four-digit Section Codes and associated Section Headings that may be used to locate records about specific subjects. These are provided below to help you to target your searches more effectively. Two code lists are given below for Section Codes and the associated Section Headings. The first lists codes used after July 2001, while the second lists codes used prior to July 2001.

Examples:

Section Code: 4240 (RESEARCH AND DEVELOPMENT)
S SC=4240

Section Heading: Research and development (4240)
S SH=research?

Codes Used After July 2001

4110	General management	General management includes management principles and practice, company ownership and control, company law and regulation, and business ethics, covering social responsibility and codes of conduct.
4120	Management techniques	Management techniques covers a range of topics, including managerial roles and functions, management styles, management development, management education and training, and managerial performance.
4130	Financial management	Financial management covers all aspects of financial planning, including accountancy, financial control, management accounting, auditing, capital formation and venture capital, asset management, pension fund management, activity-based costing, business finance and automated financial packages.
4140	Resource and environmental management	Resource management deals with energy management and conservation, renewal resources, and maintenance and facilities management. Recently there has been an emphasis on environmental protection, including corporate environmental strategy, national and international environmental legislation, and environmental auditing.

4150	Production management	Production management covers material requirements planning, purchasing, supply, storage and handling, factory organisation and planning, industrial engineering, process control, work study, and productivity measurement. Developments in advanced manufacturing technology are traced, including computer-integrated manufacture, just-in-time, and flexible manufacturing systems. Total quality management, quality assurance, quality control and quality systems are also covered.
4160	Information and communications technology	Information and communications technology addresses IT issues of practical relevance to managers, and covers topics including management and executive information systems, expert systems, information resources management, office automation, and electronic data interchange.
4170	Management of change	Management of change covers the implementation and management of the change process, including organisational, technological and cultural change. Abstracts deal specifically with attitudes to change, the nature of work in a changing environment, and decentralisation.
4180	International management	International management relates to the management of multinational companies, foreign investment and ownership, including joint ventures, overseas and international regulation, doing business in the new markets of Eastern Europe and Asia, different national management techniques, and the cultural issues involved in international management.
4190	Organisation and administration	Organisation and administration covers organisation and method, organisational structure and development, office management & security.
4200	Human resource management	Human resource management includes employee payment, benefits and incentives, performance appraisal, quality of working life, employee participation, and health and safety management, in particular safety legislation and safety training and the latest developments on specific topics such as repetitive strain injury & dangerous goods.
4210	Industrial relations	Industrial relations relates to all aspects of labour/management relations, including trade unions, wage and productivity bargaining, national and EC employment law, discrimination, retirement, dismissal, conditions of employment, employee rights and grievances, and industrial democracy.

4220	Communications and consultation	Communications and consultation covers organisational communications, negotiating skills, interaction techniques, and the use of new electronic media to facilitate organisational communications, including video conferencing, teleconferencing, and networking.
4230	Human resource development	Human resource development includes vocational and industrial training and education, training programmes and courses, techniques and aids, learning and training methods, education for industry, school-industry liaison, staff education, and use of new media and training.
4240	Research and development	Research and development comprises R and D management, investment and expenditure, project development and management, industrial innovation, technology development and assessment, design management, new product development, and research programmes.
4250	Marketing	Marketing incorporates marketing principles and practice, marketing systems and models, marketing management, industrial marketing, export and global marketing, market structure and performance, marketing mix, and marketing and market research techniques.
4260	Advertising and promotion	Advertising and promotion covers the effects of advertising, media planning and selection, sales promotion, corporate advertising, advertising expenditure, advertising design, advertising campaigns, and international advertising.
4270	Sales management	Sales management covers all aspects of selling, including sales force management and training, sales aids, sales forecasting, and retailing sales response.
4280	Logistics	Logistics relates to distribution management, distribution networks and systems, retail distribution and logistics.
4290	Customer relationship management	Customer relationship management covers a range of topics including customer/supplier relations, customer service, industrial and consumer demand/consumption, purchasing behaviour, consumer research, consumer protection, & latest trends in consumer attitudes and behaviour, including, for example, the development of the green consumer movement.

4300	Public relations	Public relations concerns the relationship of a company with the external community and covers topics such as the disclosure of information to outside bodies, PR and crisis management, public and corporate image, public opinion, outside relationships and influences, and sponsorship.
4310	Forecasting	Forecasting concentrates on methodology and techniques for forecasting and technological forecasting.
4320	Corporate and strategic management	Corporate and strategic management encompasses all aspects of corporate strategy process including strategic planning, long range planning, planning models and techniques, venture group and project planning, resource allocation, and industrial location and development. There is a particular emphasis on company information, including in-depth company profiles, studies of particular companies' strategies, company mergers and acquisitions. This section also includes competitor surveys and company rankings.
4330	Human resource planning	Human resource planning incorporates human resource planning, labour requirements management, vocational guidance, skills requirements, and minority groups. The section covers national and international labour market trends, including supply and demand, skills shortages and participation of women and ethnic minorities in the work force. Government policies on employment, national vocational training and job creation schemes are also dealt with in detail.
4340	Economics	Economics covers economic surveys and forecasts, economic systems and world economics. The section includes company profiles, national economies and policies, encompassing developments in the new Eastern European nations and the developing countries. The implementation and implications of the European monetary system and the single European market are also addressed.
4350	Behavioural sciences	Behavioural science deals with human behaviour and perceptions, group relations, and occupational psychology. Specific issues addressed include stress management and psychological testing.
4360	Book section	Book section includes new book titles covering all of the above subjects.

End of Section Codes Used After July 2001

Section Codes Used Prior to July 2001

4001	General management; Also 4110	General management includes management principles and practice, company ownership and control, company law and regulation, and business ethics, covering social responsibility and codes of conduct.
4002	Financial and management accounting	See Also 4130
4003	Production management; Also 4150	Production management covers material requirements planning, purchasing, storage and handling, factory organisation and planning, industrial engineering, process control, work study, and productivity measurement. Developments in advanced manufacturing technology are traced, including computer-integrated manufacture, just-in-time, and flexible manufacturing systems. Total quality management, quality assurance, quality control and quality systems are also covered.
4004	Management information	
4005	International management; Also 4180	International management relates to the management of multinational companies, foreign investment and ownership, including joint ventures, overseas and international regulation, doing business in the new markets of Eastern Europe and Asia, different national management techniques, and the cultural issues involved in international management.
4006	Organisation and administration; Also 4190	Organisation and administration covers organisation and method, organisational structure and development, office management and security.
4007	Personnel and industrial relations	See Also 4200 and 4210
4007	Industrial relations	See also 4210
4008	Education and training; Also 4230	Education and training includes vocational and industrial training and education, training programmes and courses, techniques and aids, learning and training methods, education for industry, school-industry liaison, staff education, and use of new media and training.
4009	Research and development; Also 4240	Research and development comprises R and D management, investment and expenditure, project development and management, industrial innovation, technology development and assessment, design management, new product development, and research programmes.

4010	Marketing; Also 4250	Marketing incorporates marketing principles and practice, marketing systems and models, marketing management, industrial marketing, export and global marketing, market structure and performance, marketing mix, and marketing and market research techniques.
4011	Advertising and promotion; Also 4260	Advertising and promotion covers the effects of advertising, media planning and selection, sales promotion, corporate advertising, advertising expenditure, advertising design, advertising campaigns, and international advertising.
4012	Sales; Also 4270	Sales concentrates on all aspects of sales management including sales force management and training, sales aids, sales forecasting, and retailing sales response.
4013	Physical distribution; Also 4280	Physical distribution relates to distribution management, distribution networks and systems, retail distribution and logistics.
4014	Customer relations; Also 4290	Customer relations covers a range of topics including customer/supplier relations, customer service, industrial and consumer demand/consumption, purchasing behaviour, consumer research, consumer protection, and the latest trends in consumer attitudes and behaviour, including, for example, the development of the green consumer movement.
4015	Public relations; Also 4300	Public relations concerns the relationship of a company with the external community and covers topics such as the disclosure of information to outside bodies, PR and crisis management, public and corporate image, public opinion, outside relationships and influences, and sponsorship.
4016	Forecasting; Also 4310	Forecasting concentrates on methodology and techniques for forecasting and technological forecasting.
4017	Corporate planning; Also 4320	Corporate planning encompasses all aspects of corporate strategy process including strategic planning, long range planning, planning models and techniques, venture group and project planning, resource allocation, and industrial location and development. There is a particular emphasis on company information, including in-depth company profiles, studies of particular companies' strategies, company mergers and acquisitions. This section also includes competitor surveys and company rankings.

4018	Manpower planning; Also 4330	Manpower planning incorporates human resource planning, labour requirements management, vocational guidance, skills requirements, and minority groups. The section covers national and international labour market trends, including supply & demand, skills shortages and participation of women and ethnic minorities in the work force. Government policies on employment, national vocational training and job creation schemes are dealt with in detail.
4019	Economics; Also 4340	Economics covers economic surveys and forecasts, economic systems and world economics. The section includes company profiles, national economies and policies, encompassing developments in the new Eastern European nations and the developing countries. The implementation and implications of the European monetary system and the single European market are also addressed.
4020	Behavioural sciences; Also 4350	Behavioural science deals with human behaviour and perceptions, group relations, and occupational psychology. Specific issues addressed include stress management and psychological testing.
4110	General management. Also 4001	General management includes management principles and practice, company ownership and control, company law and regulation, and business ethics, covering social responsibility and codes of conduct.
4120	Management techniques	Management techniques covers a range of topics, including managerial roles and functions, management styles, management development, management education and training, and managerial performance.
4130	Financial management; Also 4002	Financial management covers all aspects of financial planning, including accountancy, financial control, management accounting, auditing, capital formation and venture capital, asset management, pension fund management, activity-based costing, business finance and automated financial packages.
4140	Resource management	Resource management deals with energy management and conservation, renewal resources, and maintenance and facilities management. Recently there has been an emphasis on environmental protection, including corporate environmental strategy, national and international environmental legislation, and environmental auditing.

4150	Production management; Also 4003	Production management covers material requirements planning, purchasing, storage and handling, factory organisation and planning, industrial engineering, process control, work study, and productivity measurement. Developments in advanced manufacturing technology are traced, including computer-integrated manufacture, just-in-time, and flexible manufacturing systems. Total quality management, quality assurance, quality control and quality systems are also covered.
4160	Information technology	Information technology addresses IT issues of practical relevance to managers, and covers topics including management and executive information systems, expert systems, information resources management, office automation, and electronic data interchange.
4170	Management and change	Management and change covers the implementation and management of the change process, including organisational, technological and cultural change. Abstracts deal specifically with attitudes to change, the nature of work in a changing environment, and decentralisation.
4180	International management; Also 4005	International management relates to the management of multinational companies, foreign investment and ownership, including joint ventures, overseas and international regulation, doing business in the new markets of Eastern Europe and Asia, different national management techniques, and the cultural issues involved in international management.
4190	Organisation and administration; Also 4006	Organisation and administration covers organisation and method, organisational structure and development, office management and security.
4200	Personnel; Also 4007	Personnel comprises all aspects of personnel management, including employee payment, benefits and incentives, performance appraisal, quality of working life, employee participation, and health and safety management, in particular safety legislation and safety training and the latest developments on specific topics such as repetitive strain injury and dangerous goods.
4210	Industrial relations; Also 4007	Industrial relations relates to all aspects of labour/management relations, including trade unions, wage and productivity bargaining, national and EC employment law, discrimination, retirement, dismissal, conditions of employment, employee rights and grievances, and industrial democracy.

4220	Communications and consultation	Communications and consultation covers organisational communications, negotiating skills, interaction techniques, and the use of new electronic media to facilitate organisational communications, including video conferencing, teleconferencing, and networking.
4230	Education and training; Also 4008	Education and training includes vocational and industrial training and education, training programmes and courses, techniques and aids, learning and training methods, education for industry, school-industry liaison, staff education, and use of new media and training.
4240	Research and development	Research and development comprises R and D management, investment and expenditure, project development and management, industrial innovation, technology development and assessment, design management, new product development, and research programmes.
4250	Marketing; Also 4010	Marketing incorporates marketing principles and practice, marketing systems and models, marketing management, industrial marketing, export and global marketing, market structure and performance, marketing mix, and marketing and market research techniques.
4260	Advertising and promotion; Also 4011	Advertising and promotion covers the effects of advertising, media planning and selection, sales promotion, corporate advertising, advertising expenditure, advertising design, advertising campaigns, and international advertising.
4270	Sales; Also 4012	Sales concentrates on all aspects of sales management including sales force management and training, sales aids, sales forecasting, and retailing sales response.
4280	Physical distribution; Also 4013	Physical distribution relates to distribution management, distribution networks and systems, retail distribution and logistics.
4290	Customer relations; Also 4014	Customer relations covers a range of topics including customer/supplier relations, customer service, industrial and consumer demand/consumption, purchasing behaviour, consumer research, consumer protection, and the latest trends in consumer attitudes and behaviour, including, for example, the development of the green consumer movement.
4300	Public relations; Also 4015	Public relations concerns the relationship of a company with the external community and covers topics such as the disclosure of information to outside bodies, PR and crisis management, public and corporate image, public opinion, outside relationships and influences, and sponsorship.

4310	Forecasting; Also 4016	Forecasting concentrates on methodology and techniques for forecasting and technological forecasting.
4320	Corporate planning; Also 4017	Corporate planning encompasses all aspects of corporate strategy process including strategic planning, long range planning, planning models and techniques, venture group and project planning, resource allocation, and industrial location and development. There is a particular emphasis on company information, including in-depth company profiles, studies of particular companies' strategies, company mergers and acquisitions. This section also includes competitor surveys and company rankings.
4330	Manpower planning; Also 4018	Manpower planning incorporates human resource planning, labour requirements management, vocational guidance, skills requirements, and minority groups. The section covers national and international labour market trends, including supply & demand, skills shortages and participation of women and ethnic minorities in the work force. Government policies on employment, national vocational training and job creation schemes are dealt with in detail.
4340	Economics; Also 4019	Economics covers economic surveys and forecasts, economic systems and world economics. The section includes company profiles, national economies and policies, encompassing developments in the new Eastern European nations and the developing countries. The implementation and implications of the European monetary system and the single European market are also addressed.
4350	Behavioural sciences; Also 4020	Behavioural science deals with human behaviour and perceptions, group relations, and occupational psychology. Specific issues addressed include stress management and psychological testing.
4360	Book section	Book section includes new book titles covering all of the above subjects.

End of Codes Prior to July 2001

End of File