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If you have any questions, or comments please contact to: Librarian. Karely Carrion
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How to Search and Cite Articles in Proquest Central

DATE: June 7 and 28, 2023

TIME: 2:00 to 3:00 PM

WHERE: Zoom Platform

Library Instruction for New Students and Faculties Summer B-2023

DATE: June 29 and 30, July 3,4,5 2023
July 3,4, and 5 2023

TIME: 2:00 to 3:00 PM

WHERE: Zoom Platform

How to Acces and Use the URBE Digital Repository

DATE: June 16 and 22, 2023

TIME: 2:00 to 3:00 PM

WHERE: Zoom Platform

NEW ADDITIONS MARKETING



Epic Content Marketing: Break through the Clutter with a Different Story, Get the Most Out of Your Content, and Build a Community in Web 3
McGraw-Hill, 2023
ISBN:9781264774456

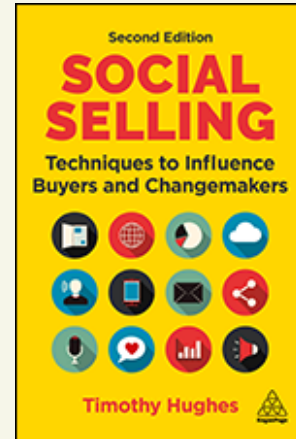


The Digital Selling Handbook: Grow Your Sales by Engaging, Prospecting, and Converting Customers the Way They Buy Today (Audio Book)
McGraw Hill-Ascent, 2023
ISBN:9781638411390

NEW ADDITIONS MARKETING



Marketing For Dummies, 6th Edition (Audio Book)
Tantor, 2022
ISBN: 9798765092651



Social Selling: Techniques to Influence Buyers and Changemakers, Second Edition
Kogan Page, 2022
ISBN:9781398607378



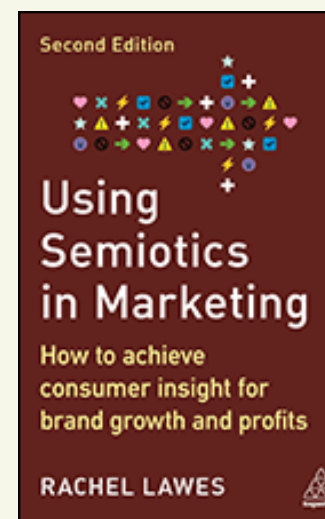
Digital Marketing in Practice: Design, Implement and Measure Effective
Kogan Page, 2023
ISBN:9781398608870



Inclusive Marketing: Why Representation Matters to Your Customers and Your Brand
Kogan Page, 2022
ISBN: 9781398607347



Triunfa en el Marketing Multinivel: La guía Definitiva para Emprender y Prosperar en la Industria MLM
Editorial Almuzara, 2022
ISBN: 9788411310123



Using Semiotics in Marketing: How to Achieve Consumer Insight for Brand Growth and Profits, 2nd Edition
Kogan Page, 2023
ISBN: 9781398607644

NEW ADDITIONS

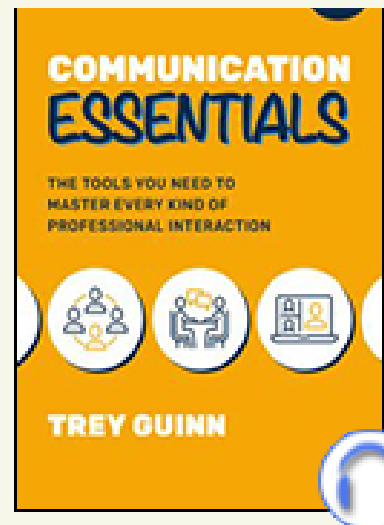
COMMUNICATIONS/NEGOCIATIONS



Crisis Communication Strategies: Prepare, Respond and Recover Effectively in Unpredictable and Urgent Situations, Second Edition.
Kogan Page, 2023
ISBN: 9781398609419



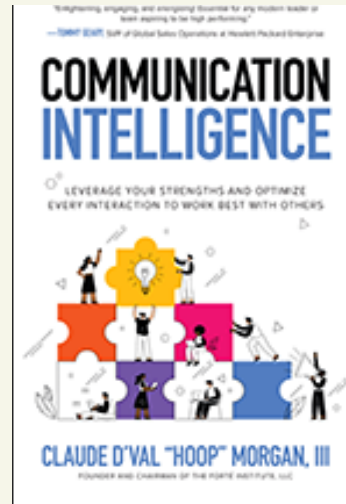
Everyday Communication Strategies: Manage Common Issues to Prevent a Crisis and Protect Your Brand
Kogan Page, 2022
IBN: 9781398606982



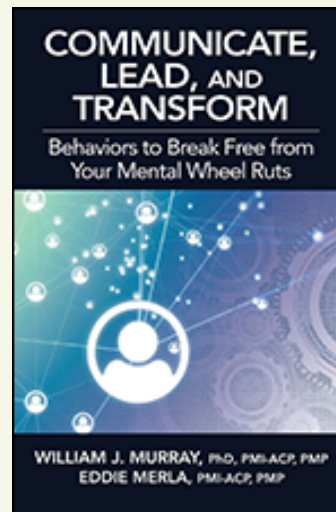
Communication Essentials: The Tools You Need to Master Every Type of Professional Interaction (Audiobook)
McGraw Hill-Ascent Audio, 2022
ISBN: 9781638411437

NEW ADDITIONS

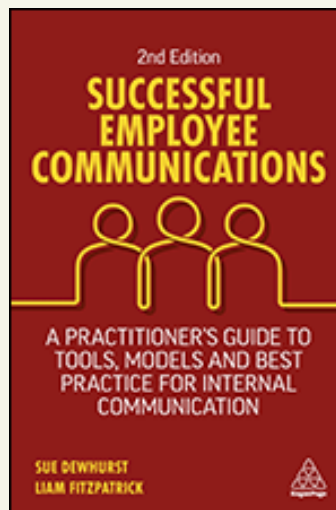
COMMUNICATIONS/NEGOCIATIONS



Communication Intelligence: Leverage Your Strengths and Optimize Every Interaction to Work Best with Others
McGraw-Hill, 2023
ISBN: 9781264278954



Communicate, Lead, and Transform: Behaviors to Break Free from Your Mental Wheel Ruts
J. Ross Publishing, 2022
ISBN: 9781604271867



Successful Employee Communications: A Practitioner's Guide to Tools, Models and Best Practice for Internal Communication, Second Edition
Kogan Page, 2022
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Scientific Research

An Academic Publisher

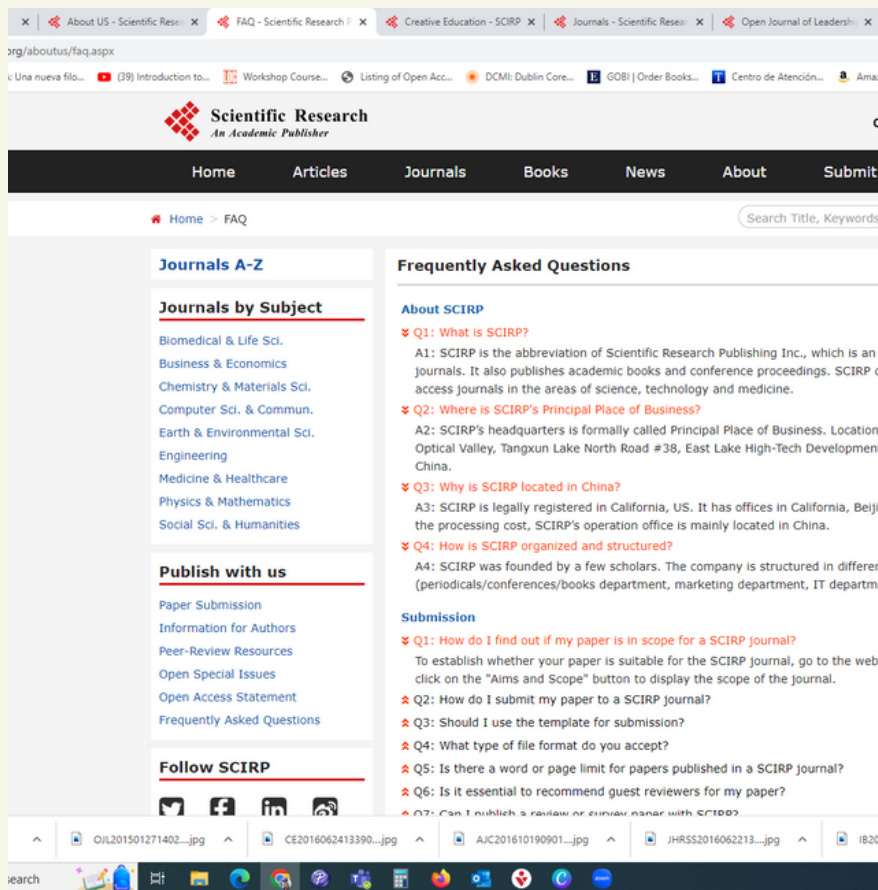
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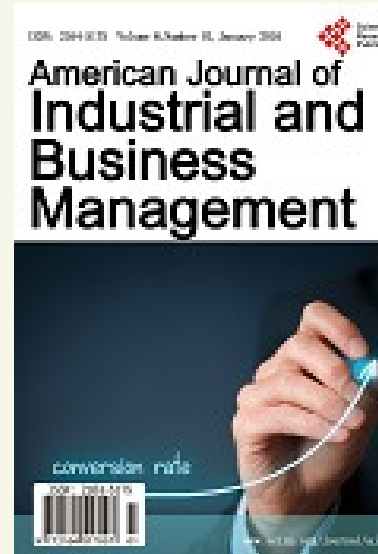
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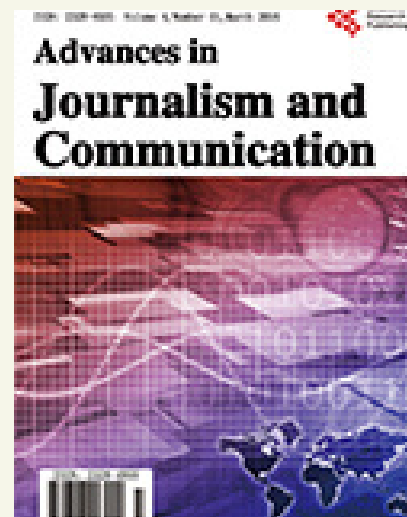


American Journal of Industrial and Business Management (AJIBM)

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ISSN: 2164-5175 (Online)

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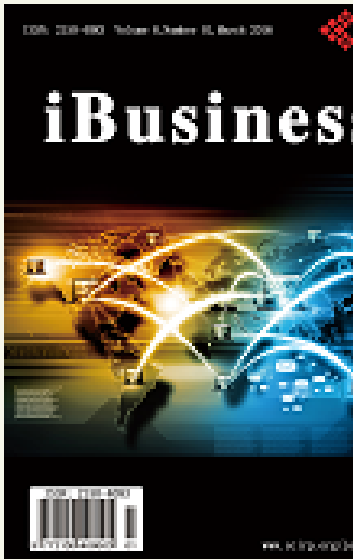
Advances in Journalism and Communication (AJC)

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ISSN: 2328-4935 (Online)

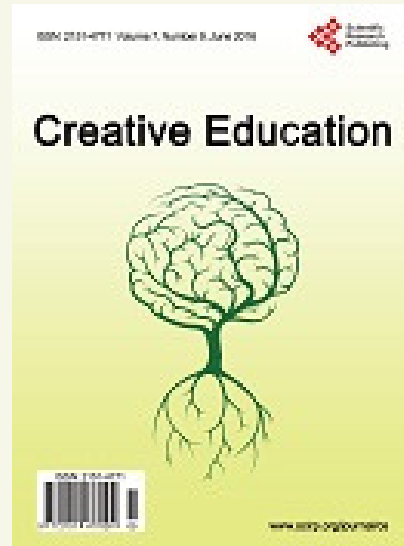
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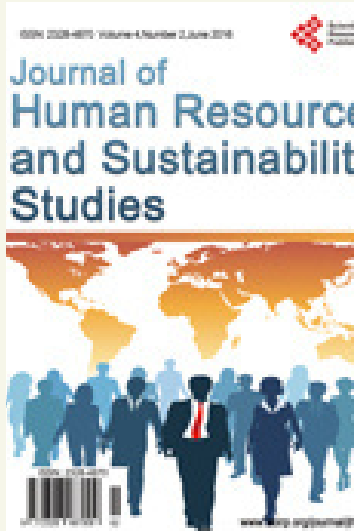


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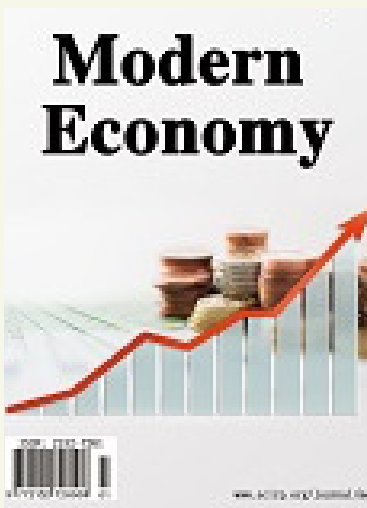
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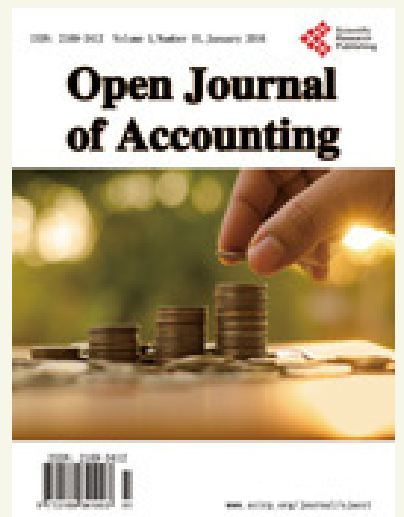
Journal of Human Resource and Sustainability Studies (JHRSS)
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ISSN: 2328-4870 (Online)
www.scirp.org/journal/jhrss



Open Journal of Leadership
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ISSN Online: 2167-7751
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Modern Economy (ME)
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Open Journal of Accounting (OJAcct)
ISSN: 2169-3404 (Print)
ISSN: 2169-3412 (Online)
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GUESS WRITER COLUMN



Dr. Jesus Alberto Fuenmayor.
URBE Instructor

Tips for Giving and Receiving Feedback in the Best Way

<https://jesusfuenmayor.com/2023/04/20/consejos-para-brindar-y-recibir-retroalimentacion-de-la-mejor-manera/>

In both life and work, it is important to know how to provide feedback to others, effectively and constructively, without offending. There are many opportunities in life to provide feedback to others, from commenting on how your colleague has accomplished a task to discussing your children's behavior with them.

We are going to focus on the process of communicating with someone about something they have done or said, in order to change or encourage that behavior. This is often called 'giving feedback'; when you do it, you want the feedback to be effective.

'Feedback' is a term frequently used in communication theory, allowing for a better communication process.

What is effective feedback?

Effective feedback is feedback that is clearly heard, understood, and accepted.

GUESS WRITER COLUMN

Those are the areas that are within your power. You have no control over whether the recipient chooses to act on your feedback. So how can you make sure your feedback is effective? Develop your feedback skills **using these few rules and you will soon find that you will be much more effective.**

1. Feedback should be about behavior, not personality

The first, and probably the most important rule of thumb, is to remember that you are not commenting on what kind of person they are, or what they believe or value. You're just commenting on how they behaved. Don't be tempted to discuss aspects of personality, intelligence, or anything else. behavior only.

2. Feedback should describe the effect of the person's behavior on you

After all, you don't know the effect on anyone or anything else. You only know how it made you feel or what you thought. Presenting feedback as your opinion makes it much easier for the recipient to hear and accept it, even if you're giving negative feedback.

After all, they have no control over how you feel, any more than you have control over their intention. This approach is guilt-free, making it much more acceptable.

3. Feedback should be as specific as possible

Especially when things aren't going well, we all know it's tempting to start from the standpoint of 'everything you do is rubbish', but don't. Think about specific occasions and specific behaviors, and pinpoint exactly what the person did and exactly how they made you feel.



Dr. Jesus Alberto Fuenmayor.
URBE Instructor

The more specific the better, as it is much easier to hear about a specific occasion than 'all the time'.

4. Feedback must be timely

There is no use telling someone something that offended you or pleased you 6 months later. Feedback must be timely, which means that everyone can still remember what happened.

If you have feedback to give, just provide it. That doesn't mean without thinking. You still have to think about what you are going to say and how.

5. Choose your moment

There are times when people feel open to feedback and times when they are not. Learn to develop your awareness of the emotions and feelings of others to know how to choose an appropriate moment. For example, an angry person will not want to accept comments, even if they are given skillfully. Wait until they have calmed down a bit.



Father's Day for the year 2023 is celebrated/observed on Sunday, June 18th. Father's Day is observed on the third Sunday of June. It honors all fathers, grandfathers, great-grandfathers, and father figures for their contribution. The Day was created to complement Mother's Day.

Many people celebrate the day by giving their father cards or gifts, doing nice things for him, or spending the day with him or calling him.

APA FORMAT



Citations and references should be included anytime you use another individual's work in your own assignment. When including a quote, paraphrased information, images, or any other piece of information from another's work, you need to show where you found it by including a citation and a reference.

Citations, which are called in-text citations, are included when you're adding information from another individual's work to your own project.

When you add text word-for-word from another source into your project, or take information from another source and place it in your own words and writing style (known as paraphrasing), you create an in-text citation. These citations are short in length and are placed in the main part of your project, directly after the borrowed information.

APA FORMAT

APA style (also known as APA format) is a writing style and format for academic documents such as Scholarly Journal Articles and Books.

It is commonly used for citing sources within the field of Behavioral and Social Sciences, including Sociology, Education, Health Sciences, Business, Criminal Justice, and Anthropology, as well as Psychology.

Including APA citations and references in your research projects is a very important component of the research process. When you include citations, you're being a responsible researcher. You're showing readers that you were able to find valuable, high-quality information from other sources, place them into your project where appropriate, all while acknowledging the original authors and their work.

Use these pages for find all information referent to the APA format.

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