

DID YOU KNOW THAT?

URBE University Library has a New Service

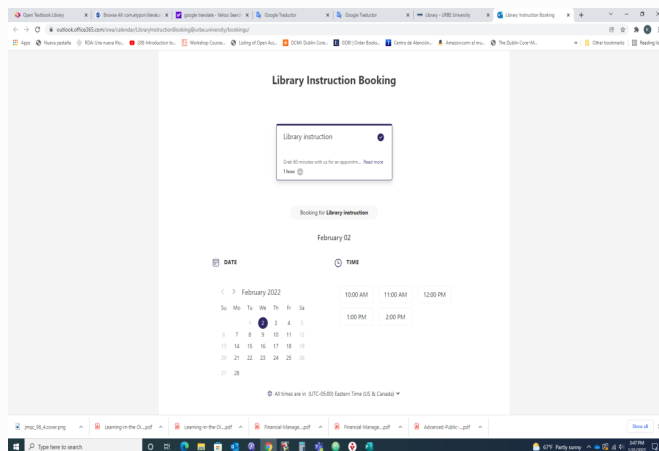
REMOTE LIBRARY INSTRUCTION

We can help you to locate materials on a particular topic, conduct in-depth research, use a specific database or research source, start the research process, or learn about various research tools and services available from the URBE Library.

You need to access to this section into URBE Library Webpage and fill out the information for set up your Virtual Library Training Session.

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- 1.- Go to: <https://library.urbe.university/>
- 2.- Click on : REMOTE LIBRARY INSTRUCTION
- 3.- Choose: **Date and Time** that you need the instruction
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- 5.- Detail into **Note** what type of instruction you need



How to Searching and Citing Articles in Proquest Central Database

DATE: November 9 and November 18

TIME: 2:00 PM—3:00 PM

How to Search, Save and Cite Ebooks in PROQUEST EBOOK and Skillsoft Databases

DATE: November 14 and November 23

TIME: 2:00 PM—3:00 PM

How to use the APA format

DATE: November 10 and November 29

TIME: 2:00 PM—3:00 PM

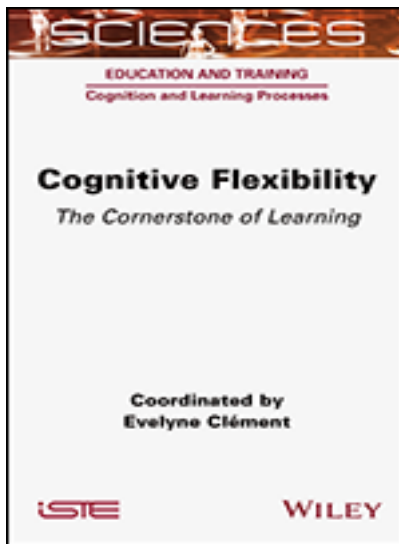


Human Resource Management : People and Organizations

Kogan Page. 2022

Gain a thorough understanding of the key HR topics which affect employees and the overall business with this comprehensive textbook

<https://9w13rrg3k-mp02-y-https-library-books24x7-com.proxy.lirn.net/toc.aspx?bookid=163401>

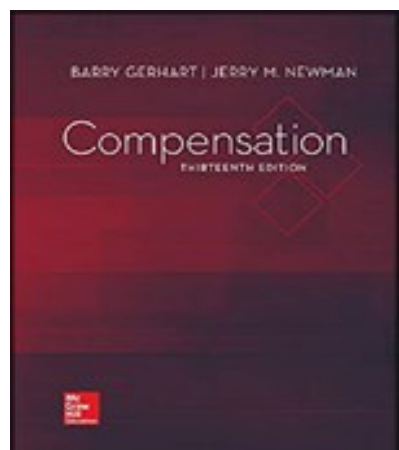


Cognitive Flexibility: The Cornerstone of Learning

John Wiley & Sons, 2022

Cognitive flexibility is the cornerstone of learning and enables us to cope with a constantly changing environment. By adapting our knowledge and habits in order to respond to new situations, cognitive flexibility plays a fundamental role in learning.

<https://9w13rrg3k-mp02-y-https-library-books24x7-com.proxy.lirn.net/toc.aspx?bookid=159525>



Compensation. 13th Edition.

McGraw Hill Higher Education, 2021

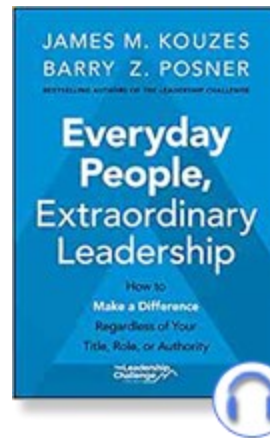
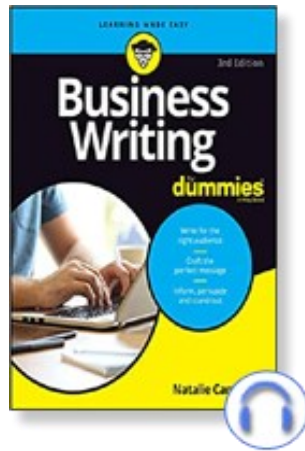
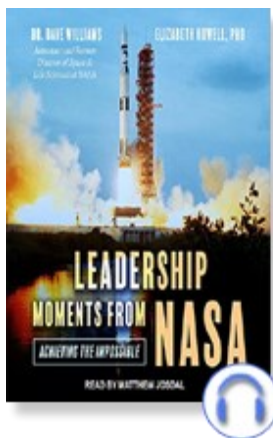
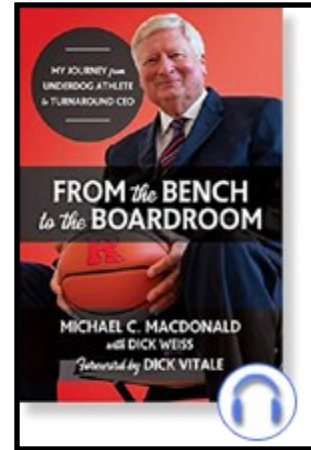
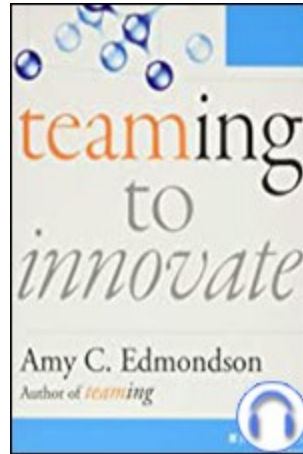
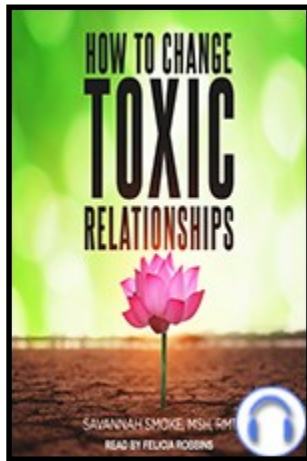
Taking a three-pronged approach to compensation by focusing on theory, research, and practice, this book emphasizes the importance of total compensation and its relevance for achieving sustainable competitive advantage.

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DID YOU KNOW THAT ?

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Choose: **DATABASES**, **LIRN** and **Skillsoft Books**

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ProQuest
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<https://9w12arg39-mp02-y-https-ebookcentral-proquest-com.proxy.lirn.net/lib/rbcu-ebooks/home.action>

An all-in-one Ebook platform for research, teaching and learning... and simpler administration for libraries.

Ebook Central makes it easy to manage discovery, selection, acquisition, administration, and reporting all in one place – and to give students, faculty and researchers seamless and immediate access to the EBooks they need. With the widest selection of content, the most flexibility, and backed with the market's most sophisticated administrative engine, Ebook Central enables libraries to significantly improve users' Ebook research outcomes and boost the productivity of their staff. In 2022, over 150,000* titles were added to Ebook Central from a wealth of academic publishers.



PROQUEST EDUCATION DATABASE

<https://www.proquest.com/education?accountid=180358>

Education Database supports the study and application of education across all levels of education, including Early Childhood Education, Primary and Secondary Education, and Higher Education.

The database supports global study and research, including thousands of Full-Text Journals, Dissertations and other relevant sources.

Coverage: 1988 - current



PROQUEST CENTRAL

<https://www.proquest.com/central?accountid=180358>

ProQuest Central is the largest, multidisciplinary, full-text database available in the market today. This resource provides access to 47 of ProQuest complete databases, with a variety of content types across over 175 subjects, making this the broadest single research resource in the world. Unlike other resources, ProQuest Central is made up of separate, fully searchable databases which may be used together or separately. ProQuest Central won the Software & Information Industry Association (SIIA) 2010 CODiE Award for **Best Online General Reference Service**.

This Database covers different subjects such as:

Business

[ABI/INFORM Collection](#)

[Accounting, Tax & Banking Collection](#)

[Asian & European Business Collection](#)

[Business Market Research Collection](#)

News

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[Canadian Newsstream](#)

[U.S. Newsstream](#)

[Global Breaking Newswires](#)

Social Sciences

[Criminal Justice Database](#)

[Education Database](#)

[Library Science Database](#)

[Linguistics Database](#)

[Social Science Database](#)

LIBGUIDES

<https://proquest.libguides.com/proquestplatform>



COMMUNICATION JOURNALS



Communication Education

<https://www.proquest.com/publication/1271?accountid=180358>

Communication Education is a peer-reviewed publication of the National Communication Association. Communication Education publishes original scholarship that advances understanding of the role of communication in the teaching and learning process in diverse spaces, structures, and interactions, within and outside of academia.



Communication Monographs

<https://www.proquest.com/publication/1273?accountid=180358>

Communication Monographs is a peer-reviewed publication of the National Communication Association. Communication Monographs publishes original scholarship that contributes to the understanding of human communication.



Communication Research

<https://www.proquest.com/publication/37611?accountid=180358>

Communication Research, peer-reviewed and published bi-monthly, has provided researchers and practitioners with the most up-to-date, comprehensive, and important research on communication and its related fields. It publishes articles that explore the processes, antecedents, and consequences of communication in a broad range of societal systems.



Critical Studies in Media Communication

<https://www.proquest.com/publication/46926?accountid=180358>

Critical Studies in Media Communication is a peer-reviewed academic journal covering media and mass communication from a cultural studies and critical perspective. The journal is published by Taylor & Francis on behalf of the National Communication Association.



COMMUNICATION JOURNALS



[Human Communication Research](https://www.proquest.com/publication/47999?accountid=180358)

<https://www.proquest.com/publication/47999?accountid=180358>

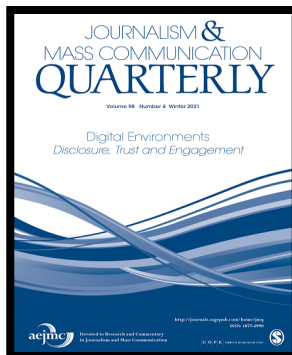
Human Communication Research concentrates on presenting the best empirical work in human communication. The Journal works to advance understanding of human symbolic processes with a strong emphasis on theory-driven research, the development of new theoretical models in communication, and the development of innovative methods for observing and measuring communication behavior.



[Journal of Broadcasting & Electronic Media](https://www.proquest.com/publication/42128?accountid=180358)

<https://www.proquest.com/publication/42128?accountid=180358>

Published quarterly for the Broadcast Education Association, the Journal of Broadcasting & Electronic Media contains timely articles about new developments, trends, and research in electronic media written by academicians, researchers, and other electronic media professionals.



[Journalism & Mass Communication Quarterly](https://www.proquest.com/central/publication/publications_15546?accountid=180358)

https://www.proquest.com/central/publication/publications_15546?accountid=180358

Journalism & Mass Communication Quarterly (JMCQ) is the flagship journal of the AEJMC. This quarterly, peer-reviewed journal is ranked in the Journal Citation Reports and focuses on research in Journalism and Mass Communication.



[Media Culture & Society](https://www.proquest.com/central/publication/publications_30120?accountid=180358)

https://www.proquest.com/central/publication/publications_30120?accountid=180358

Media, Culture & Society provides a major international forum for the presentation of research and discussion concerning the media, including the newer information and communication technologies, within their political, economic, cultural and historical contexts.



[Accounting History Review](#)

<https://www.proquest.com/publication/28881?accountid=180358>

Accounting History Review is an international forum for research into the history of accounting thought, practice, and institutions. Our primary goal is the publication of scholarly articles that investigate accounting and its implication in diverse social, cultural, and multi-faceted institutional contexts across space and time.



[Business Ethics Quarterly](#)

<https://www.proquest.com/central/publication/31897/citation/79C21F20B69E40EDPQ/5?accountid=180358>

Business Ethics Quarterly (BEQ) is a peer-reviewed scholarly journal which publishes theoretical and empirical research relevant to the ethics of business, corporate social responsibility, and corporate sustainability. Recognizing that contributions to the better understanding of these topics can come from any quarter, and that the best scholarship on these themes is often interdisciplinary in nature, it publishes scholarship from the humanities, social sciences, and professional fields. Including the internal ethics of business organizations, the ethics of specific business practices such as marketing, stakeholder relations, and international business.



[Harvard Business Review](#)

https://www.proquest.com/central/publication/publications_40634?accountid=180358

Harvard Business Publishing (HBP) was founded in 1994 as a not-for-profit, wholly-owned subsidiary of Harvard University, reporting into Harvard Business School.

The three market groups Higher Education, Corporate Learning, and Harvard Business Review Group, produce a variety of media including print and digital (Harvard Business Review, Harvard Business Review Press Books, Harvard Business School Cases, Brief Cases, blogs), events (Participant-Centered Learning Seminars, Custom Events, Webinars)



BUSINESS JOURNALS



[International Marketing Review](#)

<https://www.proquest.com/central/publication/36649/citation/6945A44ECBAE48A2PQ/27?accountid=180358>

International Marketing Review (IMR) is a journal that has, as its core remit, the goal of publishing research that pushes back the boundaries of international marketing knowledge.

IMR is pluralistic, publishing papers that are conceptual, quantitative-empirical, or qualitative-empirical. We aim to be a journal that is proactive in developing the research agenda in international marketing, by identifying critical research issues, and promoting research within those areas.



[Journal of Business Ethics](#)

<https://www.proquest.com/central/publication/6472/citation/29519E3FA33045B9PQ/8?accountid=180358>

The Journal of Business Ethics publishes original articles from a wide variety of methodological and disciplinary perspectives concerning ethical issues related to business. Since its initiation in 1980 the editors have encouraged the broadest possible scope. The term 'business' is understood in a wide sense to include all systems involved in the exchange of goods and services while 'ethics' is circumscribed as all human action aimed at securing a good life. Systems of production consumption marketing advertising social and economic accounting labor relations public relations and organizational behavior are analyzed from a moral viewpoint. .



[Journal of Management & Organization](#)

<https://www.proquest.com/central/publication/38879/citation/83B32771E1234505PQ/5?accountid=180358>

JMO is an international peer-review journal committed to publishing high quality and influential research to provide in-depth understanding of Management and Organizational issues. *JMO* invites novel contributions that are empirical in nature or conceptual papers that extend our understanding of existing theory.

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BUSINESS JOURNALS



[Journal of Marketing Research](https://www.proquest.com/central/publication/40686/citation/79A7B96603314A16PQ/1?accountid=180358)

<https://www.proquest.com/central/publication/40686/citation/79A7B96603314A16PQ/1?accountid=180358>

Journal of Marketing Research (JMR) is a bimonthly, Peer-reviewed Journal that strives to publish the best manuscripts available that address research in Marketing and Marketing Research Practice. *JMR* is a scholarly and professional Journal. It does not attempt to serve the generalist in Marketing Management, but it does strive to appeal to the professional in marketing research. *JMR* is included in the Financial Times Top 50 2016 Research Rank and the UT Dallas Journal List.



[Latin American Business Review](https://www.proquest.com/publication/186327?accountid=180358)

<https://www.proquest.com/publication/186327?accountid=180358>

Latin American Business Review is a quarterly, refereed Journal, which facilitates the exchange of information and new ideas between academics, business practitioners, public policymakers, and those in the international development community. Special features of the journal will keep you current on various teaching, research, and information sources. These activities all focus on the business and economic environment of the diverse and dynamic countries of Latin America.



[Strategic Management Journal](https://www.proquest.com/central/publication/47896/citation/2EB16F96E6EA4642PQ/7?accountid=180358)

<https://www.proquest.com/central/publication/47896/citation/2EB16F96E6EA4642PQ/7?accountid=180358>

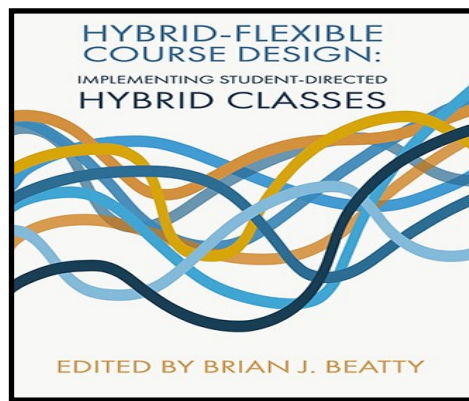
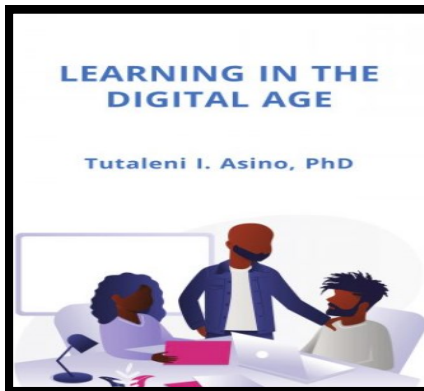
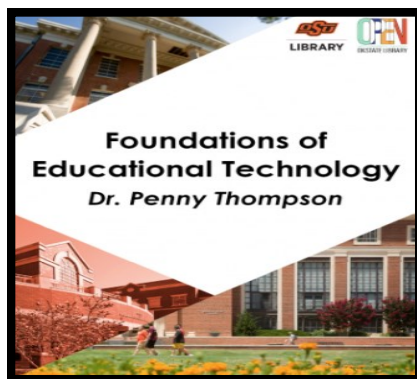
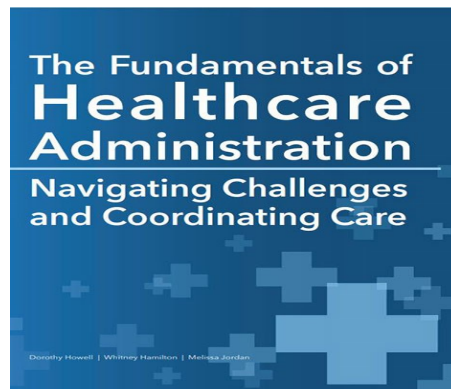
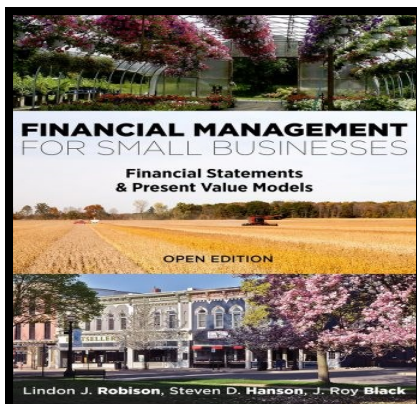
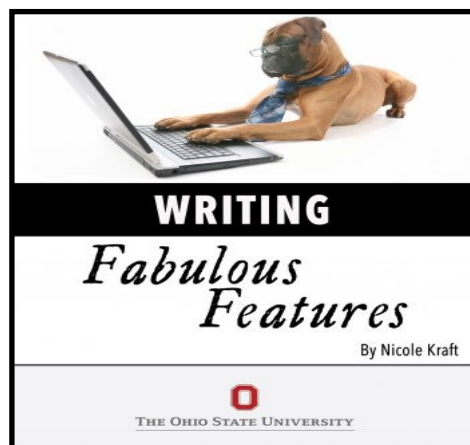
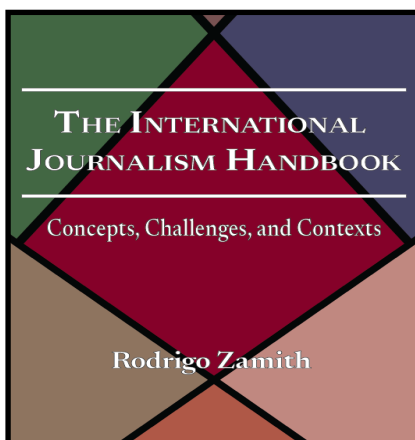
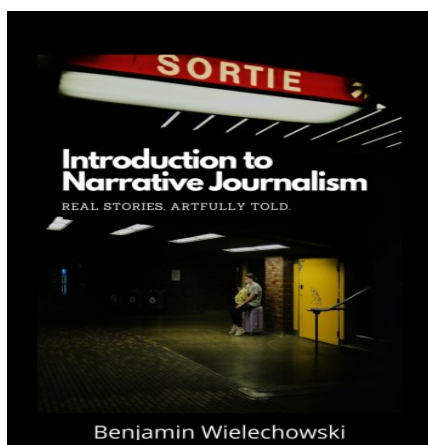
The Strategic Management Journal seeks to publish the highest quality research with questions, evidence and conclusions that are relevant to strategic management and engaging to strategic management scholars. We receive manuscripts with a diverse mix of topics, framings, and methods, and our acceptances reflect this diversity. More specifically, the Strategic Management Journal seeks to publish papers that ask and help to answer important and interesting questions in strategic management, develop and/or test theory, replicate prior studies, explore interesting phenomena, review and synthesize existing research, and evaluate the many methodologies used in our field.

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<https://open.umn.edu/opentextbooks/>



GUEST WRITER COLUMN

URBE INSTRUCTOR: JESUS FUENMAYOR



CONVERSATIONAL SKILLS YOU NEED TO SUCCESS

Published September 30, 2022
by [jesusalbertofuenmayor](#)

Conversations are supposed to be fun. They involve personal interactions between two or more people about something of interest. Carrying on a conversation is something of an art, and it seems that many of us now lack it.

Read on to learn how to have constructive and enjoyable conversations with others.

The rules of the conversation

1. Conversation is a two-way street.

The first and most important rule of conversation is that it's not just about you, but it's not just about the other person either.

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A monologue, in any direction, is not conversation. Try to strike a balance between speaking and listening in any conversation.

2. Be Kind and Courteous

Smiling and being friendly will go a long way in terms of conversation. Everyone would prefer to chat with someone friendly and nice. But what are the practical elements of this?

Build rapport: You can build rapport by establishing common ground and simply smiling and using positive, reinforcing body language.

Be kind: do not say unpleasant things about anyone. After all, the person you are talking about could be the best friend of your new acquaintance. And even if they aren't, your new acquaintance may not like talking about someone behind their back (and neither should you).

Avoid controversial topics at first glance: It's okay to talk about politics once you get to know someone a little better. However, when you first meet someone, it's best to stick to neutral ground, which is why so many people talk about the weather.

The importance of "small talk": "Small talk" is, generally speaking, small talk about minor or non-controversial topics, such as the weather, recent news, or jobs. This allows you to establish rapport and common ground without having to invest too much emotion in the conversation.

As boring as you find someone, it's best not to say it: just bring the conversation to a polite end.

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3. Respond to what they say

Genuinely responding to what someone just said means you have to listen. You can't just tune out and think about what you're going to say next. However, if we are honest, most of us would admit that we often do just that.

4. Use signaling to help the other person

When a conversation flows well, it moves naturally from one person to another. However, if one or both of you find it more difficult to 'chat', you may find it helpful to use 'signals' to show the other person that it is their turn to speak.

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The most common type of signal are questions. These can be open or closed.

5. Create Emotional Connections

Of course, it is perfectly possible to carry a conversation entirely to the level of small talk, without saying anything important. But the conversation is also a way to explore if you want to get to know someone better and build a relationship with them.

Having positive and timely conversations is extremely important for the establishment of beneficial personal and professional relationships. Pay more attention from now on.

Thank you
For
your participation

If you want to participate,
send your work to:

Librarian. Karely Carrion

karely.carrion@urbe.university

Six Benefits of Reading



x x x x x x x x

Increases Knowledge

Improves Writing

Expands Vocabulary

Deepens Empathy

Reduces Stress

Increases Life Span

x x x x x x x x

Strategies and Tips for
Successful Online Teaching

SAGE vantage

In this Six-part series, SAGE author and education expert Dr. Linda Dale Bloomerg shares strategies and tips for successful online teaching, she also offers a handout that instructors give students with tips for student success in the online environment.

Ten Tips for Setting Yourself Up for Success on Your Online Classes

1. **Create a physical and mental workspace.**
2. **Remember, online learning is not “alone learning”!**
3. **Plan and manage your time wisely.**
4. **Set yourself a routine.**
5. **Don’t be afraid to ask for help.**
6. **Keep moving forward, one day at a time.**
7. **Recognize and appreciate the value of collaboration.**
8. **Communicate regularly.**
9. **Participate, Participate, Participate!**
10. **Give yourself credit! You did this!**

Veterans Day 2022

Friday, November 11

Veterans Day is a public holiday held on the anniversary of the end of World War I, on November 11, to honor US **veterans** and victims of all wars. This holiday is a celebration to honor America's **veterans** for their patriotism, love of country, and willingness to serve and sacrifice for the common good.

Veterans Day wasn't always called that—and it has to do with how the holiday got started. Veterans Day can trace its origins back to November 11, 1919, the one-year anniversary of the armistice that ended World War I. President Woodrow Wilson declared that day "Armistice Day." In 1926, Congress passed a resolution to make it an annual occurrence.

Veterans Day is the day set aside to thank and honor ALL who have served, living or deceased, but particularly the living veterans among us. Memorial



Thanksgiving 2022

Thursday, November 24

Thanksgiving Day is a national holiday in the United States, and Thanksgiving 2022 occurs on Thursday, November 24.

In 1621, the Plymouth colonists and the Wampanoag shared an autumn harvest feast that is acknowledged today as one of the first Thanksgiving celebrations in the colonies. For more than two centuries, days of thanksgiving were celebrated by individual colonies and states. It wasn't until 1863, in the midst of the Civil War, that President Abraham Lincoln proclaimed a national Thanksgiving Day to be held each November .

Thanksgiving is a great time to be thankful and appreciate who you have and what you have. It is a time for families to meet, socialize and enjoy each other's company,

