



URBE University Library offers different services:

- Circulation Services (Check out materials)
- Computer Room, Printer and Photocopy
- Library Webpage, Newsletter and other resources, Library Instruction, Workshops
- Online research assistance
- Help locating academic articles and Ebooks
- Database navigation support
- Guidance on citations and academic integrity

Our library team is here to support you reach out whenever you need help.

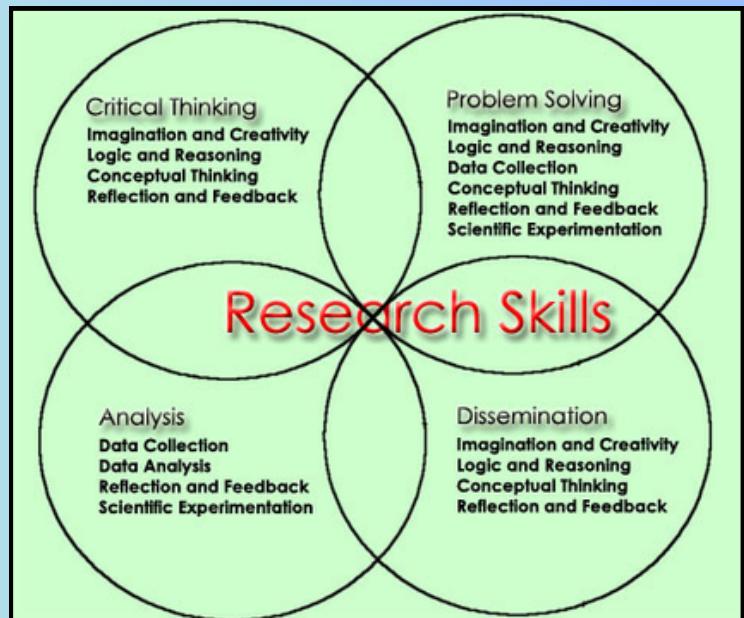
Study Tips & Strategies



- Use peer-reviewed sources
- Save articles for later use
- Read abstracts before full texts
- Match sources to your program
- Use quite environment
- Manage Time well
- Stay focus by cutting distractions

RESEARCH SKILLS

In simple language, research skills can be described as being able to provide in depth information, detailed analysis and suitable advice on a given topic after researching extensively on that topic. It includes formulating the problem statement, referring to good sources, and explaining your findings and observations in the form of a report.

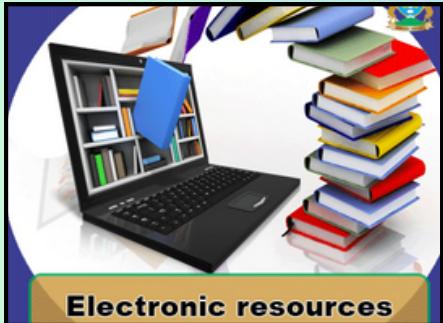
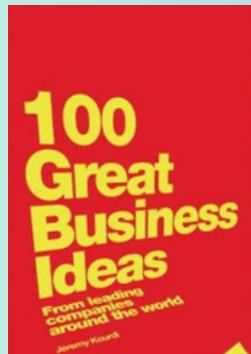


Plan your research Strategy

Define your topic clearly, select keywords, and use subject-specific databases to improve search results.

Citation Reminder

Always cite your sources properly and avoid plagiarism by using reliable academic materials.

**Electronic resources**

Journals and Databases

URBE University Library Services subscribes to thousands of e-Journals, Databases, and other e-resources for your studies and research.

See below more information on how to access these resources.

How can you access to these resources

- 1.- Go to: <https://www.lirn.net/>
- 2.- Clink on: **Login** and write the **Name of the University**
- 3.- Enter the credentials: **Username and Password** (you can access directly into your courses, if you don't know this information, send an email to URBE Librarian.)
- 4.- Choose the **Database** according with your program, type of document or Research.

For example: If you need to find an E-book of Human Resources you can choose the **ProQuest Ebook Central Database**

For find Journals, Newspapers, Videos of all disciplines, choose: **ProQuest Central Database**



DOAJ

(*Directory of Open Access Journals*) Peer-reviewed, high-quality open access Journals in all disciplines.



IDEAS

Is the main bibliographic archive dedicated to Economics, and it is publicly available on the Internet. It indexes over 3,400,000 pieces of literature, including over 3,100,000 that can be accessed in full text, according to RePEc.

OPEN KNOWLEDGE REPOSITORY



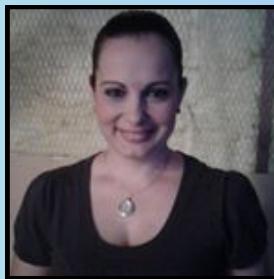
The World Bank is the single largest source of development knowledge. The World Bank Open Knowledge Repository (OKR) is the official open access repository for the World Bank's research outputs and knowledge products.

February /2026<https://library.urbeuniversity.edu/>**Open Access****Theses and Dissertations****Open Access Theses and Dissertations**

OATD.org aims to be the best possible resource for finding open access graduate theses and dissertations published around the world. Metadata (information about the theses) come from over 1100 colleges, universities, and research institutions. OATD currently indexes 5,637,171 theses and dissertations.

**LIBRARY WORKSHOP****How to use the Databases for find Ebooks and Journals****Articles****WHEN:** February 20th, 2026**TIME:** 2:00 PM (2 Hours)**Where:** Zoom**Link for registration**<https://urbe-university.zoom.us/meeting/register/0qKGltFbQVm0leK2nQlGw>

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Why Testing Products in the Market Is Key for Small Entrepreneurs

For small entrepreneurs, launching a new product is one of the most critical and risky moments in the life of a business. Limited budgets, lack of historical data and intense competition mean that a wrong decision can have a significant financial impact. In this context, testing products in the real market before scaling production or investment is not just advisable – it is essential.

Market testing allows entrepreneurs to validate demand, adjust pricing, refine design and understand consumer behavior before committing large amounts of capital. According to data from the U.S. Small Business Administration, nearly 50% of small businesses fail within their first five years, and one of the main causes is launching products without sufficient market validation.

Market Testing as a Risk-Reduction Strategy

Testing a product means observing how real customers interact with it: whether they are willing to pay for it, how they perceive its value, and what improvements they suggest. This process transforms assumptions into data. Instead of relying on intuition alone, entrepreneurs gain insights that can significantly reduce uncertainty.

From an economic perspective, market testing improves capital efficiency. Producing smaller batches, adjusting features early and correcting positioning errors help avoid sunk costs. This approach aligns with the concept of the Minimum Viable Product (MVP), widely used in startups, where learning is prioritized over immediate profit.

Why Multibrand Stores Are Ideal Testing Grounds

One of the most effective ways for small entrepreneurs to test products is through multibrand stores. These retail spaces already attract a steady flow of customers who are open to discovering new brands, making them ideal environments for experimentation.

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Multibrand stores lower entry barriers by eliminating the need for long-term leases, full-store investments or large inventories. For emerging brands, this means access to physical retail without the financial burden of operating a standalone shop. From the store's perspective, offering innovative products keeps their assortment fresh and appealing.

Economically, this model benefits both sides: entrepreneurs gain exposure and data, while stores diversify their offerings with minimal risk.

The Power of Pop-Up Stores

Pop-up stores have become another powerful tool for market testing. Their temporary nature creates urgency and exclusivity, encouraging consumers to engage quickly. For entrepreneurs, pop-ups offer flexibility, lower fixed costs and direct interaction with customers.

Pop-up formats are especially valuable for testing new locations, demographics or product lines. Sales performance, customer feedback and foot traffic data collected during a pop-up can inform long-term decisions about expansion or permanent retail presence.

Direct Feedback and Brand Building

Beyond sales figures, physical testing environments allow entrepreneurs to collect qualitative feedback that is difficult to obtain online. Conversations with customers reveal motivations, objections and emotional responses that help refine branding and messaging.

This direct interaction also strengthens brand identity. Consumers increasingly value authenticity and connection, and meeting the founder or understanding the story behind a product can significantly influence purchasing decisions.

A Smart Path to Sustainable Growth

For small entrepreneurs, testing products through multibrand stores and pop-up retail is not just a sales strategy – it is a learning strategy. It allows businesses to grow based on evidence rather than speculation, improving resilience and long-term sustainability.

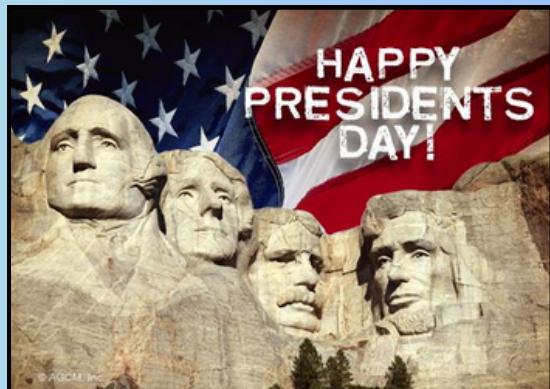
In a competitive and uncertain economic environment, those who test, listen and adapt are far more likely to survive and scale. Market testing turns risk into insight, and insight into smarter growth.

Holidays February 2026

Presidents' Day, Monday, February 16

Presidents' Day, officially Washington's Birthday at the federal governmental level, is a holiday in the United States celebrated on the Third Monday of February.

It is often celebrated to honor all those who served as presidents of the United States and, since 1879, has been the federal holiday honoring Founding Father George Washington, who led the Continental Army to victory in the American Revolutionary War, presided at the Constitutional Convention of 1787, and served as the first U.S. president from 1789 to 1797.



Valentine's Day is observed on **February 14** as a time to acknowledge love and affection in many forms. The observance is widely celebrated with cards, gifts, and other thoughtful gestures.

