

August 2024

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NEWS

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This repository includes different types of resources: eBooks, eArticles, Databases, Business Cases, etc.

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"DID YOU KNOW THAT..."

In URBE Digital Library (LIRN) you can find the **Business Market Research Database**. This database conducts company, industry, economic and geopolitical market research with information from these sources: Hoover's Company Profiles - covering 40,000 global public and non-public companies including financials, competitors, officers, and more; Ox Research - succinct articles covering regional economic and political developments of significance; US and Worldwide Industry & Market Reports from Barnes Reports - covering global industries in depth; and Snapshots - market research overviews on 40+ industries and 40 countries.

You can access this Database thru the page :
<https://www.lirn.net/>

If you have doubt or need training contact to:
Librarian. Karely Carrion
Email: library@urbeuniversity.edu or
karely.carrion@urbeuniversity.edu

EVENTS



Library Orientation for New Students Fall A-2024

Date: August 28, 29, 30, Sept 3 and 4 , 2024

Time: 2:00 to 3:00 PM

WHERE: Zoom Platform

How to use the Tools in Proquest Ebook Central

Date: August 14, 2024

Time: 2:00 to 3:00 PM

WHERE: Zoom Platform



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BEST ARTICLES

30 Best AI Companies: Leading the Future of Artificial Intelligence

Baruch Gordon | Edited by Max Abraham. Oct 17, 2023

Artificial intelligence (AI) has become integral to our daily lives, revolutionizing industries and driving technological advancements. From personal assistants like Siri and Alexa to self-driving cars and cybersecurity threat detection, AI transforms how we live and work.

As the demand for AI technologies grows, numerous companies are at the forefront, pushing the boundaries of what is possible. In this article, we will explore the best AI companies leading the future of artificial intelligence and why they stand out in this rapidly evolving field.

Artificial intelligence (AI) has continued to impact our daily lives, revolutionizing industries and driving technological advancements. AI transforms how we live and work. Think of how the world has changed with self-driving cars, cybersecurity threat detection, and personal assistants like Siri and Alexa.

If you want to read all the Article go to:

<https://management.org/best-ai-companies>

HispanIA Tierra Cloud.

José Antonio Puglisi. Redactor del Artículo Business People España Julio-Agosto 2024

Microsoft España sacudió al mercado nacional con el anuncio de la histórica inversión de 2.100 millones de euros y la apertura de la primera región cloud en la Comunidad de Madrid (Spain Central).

Su presidente, Alberto Granados, conversa con Business People para analizar la estrategia de la multinacional en materia de Inteligencia Artificial, así como ahondar en una hoja de ruta que, según el IDC, tendrá un impacto económico entre 2024 y 2030 de 10.700 millones de euros en el PIB y la creación de casi 77.000 empleos.

If you want to read all the article go to: <https://business-people.es/revista/que-encontraras-en-el-numero-de-julio-agosto-de-business-people/>

BEST ARTICLES



Navigating Job Searches with AI

ELISSA MALESPINA

MAY 20, 2024

Ways ChatGPT or Any Generative AI Program Can Help with a Job Search:

Here are some ways to use ChatGPT:

Crafting and Optimizing Application Materials

- **Resume Writing:** Provide ChatGPT with your work experience, skills, and education, and ask it to help draft or improve your resume tailored for a school librarian position. Since I already have a resume, I used it to help update it for me.
- **Cover Letter Drafting:** Ask ChatGPT to help you write a personalized cover letter that highlights your qualifications and passion for the role. I attach a copy of my resume and prompt it to help me write a cover letter using information from my resume.
- **Email Templates:** Use ChatGPT to draft professional emails for job applications, follow-ups, and thank-you notes after interviews. I highly recommend using it in this way. It has been especially helpful for thank-you notes.

If you want to read all the Article go to :

<https://elissamalespina.substack.com/p/navigating-job-searches-with-ai>

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BEST ARTICLES



Will artificial intelligence transform school?

The boldest visions for AI in classrooms misunderstand much about education
The Economist. July 7, 2024. The Special Report

"Books will soon be obsolete in schools," opined Thomas Edison in 1913. He believed the motion picture would replace texts and teachers as means of instruction, and that it would happen within a decade.

A century later, Mr. Edison is unwilling to admit error, no matter how hard your correspondent probes. He insists his prediction was "not entirely incorrect", and that he got it "both right and wrong". The best he will offer is that it was "perhaps a bit premature".

This slippery interviewee is not, needless to say, the long-dead Wizard of Menlo Park. It is a chatbot generated by Khanmigo—a set of ai tools designed for students and teachers that was released in America last year. Users who tire of teasing Mr Edison can speak instead to other giants of history like Albert Einstein, Winston Churchill or William Shakespeare, or with famous characters from literature. Kids may ask Captain Ahab about his whale, Victor Frankenstein about his monster, and Winnie where he got the name Pooh.

If you want to read all the Article go to :

<https://www.economist.com/schools-brief/2024/07/16/a-short-history-of-ai>

BEST ARTICLES



¿Por qué consume tanta energía la inteligencia artificial?

BOYLE, Joseph

AFP International Text Wire in Spanish; Washington. 07 July 2024.

Las emisiones de carbono de Google aumentaron un 48 % en cinco años debido al auge de la inteligencia artificial (IA), informó el martes el gigante estadounidense, evidenciando uno de los principales problemas del fulgurante desarrollo de esta tecnología: su voraz consumo de energía.

¿Por qué consume energía la IA?

Los modelos de lenguaje en los que se basan las IA generativas necesitan una capacidad de cálculo enorme para entrenarse utilizando miles de millones de datos, lo que requiere servidores potentes.

Luego, cada vez que un usuario envía una consulta a ChatGPT o a cualquier otra IA generativa hace funcionar servidores situados en un centro de datos.

Estos servidores consumen electricidad, se calientan y es necesario refrigerarlos con sistemas que a su vez requieren energía.

¿Cuánta energía consume la IA?

Antes de la fiebre de la IA, los centros de datos representaban en torno al 1 % del consumo mundial de electricidad, según la AIE. Si se suman la IA y el sector de las criptomonedas, los centros de datos consumieron casi 460 Twh de electricidad en 2022, es decir el 2 % de la producción mundial total, según la institución. Esta cifra podría duplicarse en 2026 hasta alcanzar los 1.000 Twh, lo que equivaldría al consumo eléctrico de Japón, advierte en un informe Alex de Vries, economista de la Universidad Libre de Ámsterdam, elaboró un modelo del consumo eléctrico necesario sólo para la inteligencia artificial basándose en proyecciones de ventas de la empresa Nvidia, cuyos procesadores son esenciales para entrenar modelos de IA.

If you want to read all the Article go to

URBE Digital Library (LIRN), choose: **Proquest Latin American Newsstream** Database and you can find this article and more interesting in this topics.

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GUEST WRITER



**Lawyer and Master in Public Administration
Barbara Puglisi Spadaro. MBA URBE Student**

The Invisible Force of Migration: Women as Drivers of Economic Development

In the complex framework of global migration, migrant women emerge as crucial figures. Not only do they seek better opportunities for themselves, but they also become essential economic pillars for their families. Female migration, frequently motivated by the search for employment, education and better living conditions, deeply impacts the family economy, surpassing national borders.

Remittances: A Vital Sustenance

One of the most tangible benefits that migrant women provide is the sending of remittances. These money transfers are an economic lifeline for many families in their home countries. According to the World Bank, global remittances have recently reached record numbers, with a significant portion coming from women workers abroad. These funds cover basic needs such as food, housing, education and medical care, significantly improving the quality of life of your loved ones.

Economic and Social Empowerment

The role of migrant women goes beyond simply sending money. By integrating into foreign labor markets, many acquire new skills and knowledge that they can transfer to their communities of origin.

This economic and social empowerment translates into greater participation in family and community decisions, promoting gender equity and sustainable development at the local level.

GUEST WRITER

Economic development also reaches home countries, as remittances sent by migrant women are often used to start or expand small family businesses. These microenterprises are essential for local economic development, generating employment and stimulating the community economy. Migrant women, with their entrepreneurial spirit and savings capacity, become catalysts of economic growth in their regions of origin.

But simultaneously, women prioritize investing in the education of their children or younger siblings who are still living in their countries of origin. Migrant women use remittances to ensure they have access to quality academic training. This focus on education not only improves children's future employment prospects, but also contributes to the development of human capital in their home countries. Education is a powerful tool to break the cycle of poverty and foster long-term economic progress.

A Call to Action

Despite numerous benefits, migrant women face significant challenges, including discrimination, labor exploitation, and separation from their families. However, their resilience and determination continue to drive positive change. It is essential that international migration and labor policies are adapted to protect their rights and maximize their contribution to economic and social development.

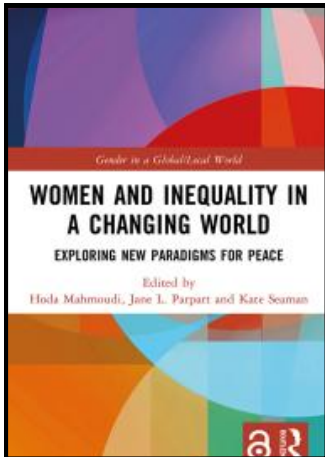
Migrant women are engines of change and development, and it is our responsibility as a society to recognize and support their invaluable contribution. Government policies must focus on creating a safe and fair environment for these women, ensuring that they can continue to be agents of progress and development both in their countries of origin and in their host communities. Only in this way can we build a more equitable and prosperous future for all.

Migrant women are much more than workers in foreign lands; they are economic heroines who sustain and transform their families and communities. Their contributions in the form of remittances, knowledge, and entrepreneurial spirit are fundamental for the development and well-being of their countries of origin. Recognizing and supporting the role of migrant women is crucial to building a more equitable and prosperous future for all.

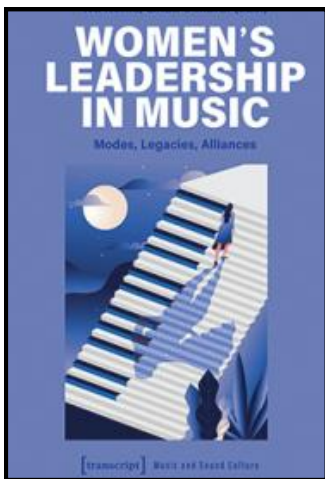
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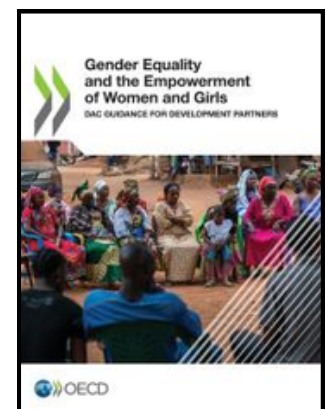
LIRN BOOKS Topic: Women



Mahmoudi, H., Parpart, J. L., & Seaman, K. (Eds.). (2023). *Women and inequality in a changing world : Exploring new paradigms for peace.* Taylor & Francis Group



Nenic, I., & Cimardi, L. (Eds.). (2023). *Women's leadership in music : Modes, legacies, alliances.* transcript Verlag.



OECD (2022). *Gender equality and the empowerment of women and girls.* Organization for Economic Cooperation & Development.

HOLIDAY

Mon, Aug 26, 2024

Women's Equality Day



Each year, on August 26th, we celebrate Women's Equality Day to commemorate the adoption of the nineteenth amendment to the United States Constitution in 1920, which prohibited states from depriving citizens of the United States of the right to vote based on gender.

The USDA's 2024 theme, "**Equality Starts with Empowered Women**," highlights the importance of fostering wellbeing and resilience of women in the workplace and society.

Educate and Raise Awareness: Share stories, articles, and resources about women's achievements and the challenges they face.

Wear Purple: Purple is the official color of International Women's Day. Wearing it shows solidarity and support.

'Empowered women, empower the world. 'Equality knows no gender. 'Strong women, strong world.