URBE UNIVERSITY

LIBRARY NEWSLETTER

November 2024

NEWS

"I WANT TO SHARE WITH YOU THAT... "

URBE University Library has many Learning Resources to use for developing their courses. We have around 154 Databases at Virtual Library (LIRN), from different Publishers covering all subjects, also we are working to improve our URBE Digital Repository with EBooks, Business Cases, Articles, etc.

To use these resources you can access them through: https://lirn.net. , or directly in Canva in your course.

If you have a doubt, we can help you, send us an email to : library@urbeuniversity.edu

"DID YOU KNOW THAT... "

In URBE Digital Library (LIRN) you can find the **ACM Open Digital Library Database.**
ACM is committed to a sustainable future where all peer reviewed scholarly articles will be published in the ACM Digital Library on an Open Access (OA) basis. The ACM Digital Library includes bibliographic information, abstracts, reviews, and full texts.
ACM publishes more than 50 scholarly peer-reviewed Journals in dozens of Computing and Information technology disciplines, available in Print and Online.

You can access this Database through the page:
https://www.lirn.net/

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

EVENTS

Navegación en BD en Biblioteca Digital de URBE (Spanish Presentatiom)
Date: November 12, 2024
Time: 2:00 to 3:00 PM
WHERE: Zoom Platform

How to use the tools in Proquest Ebook Central
Date: November 21, 2024
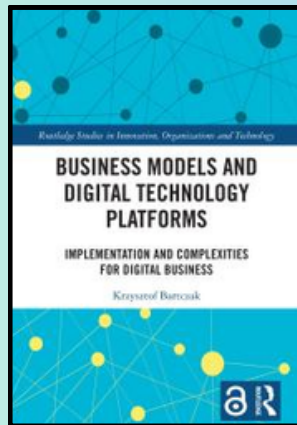Time: 2:00 to 3:00 PM
WHERE: Zoom Platform
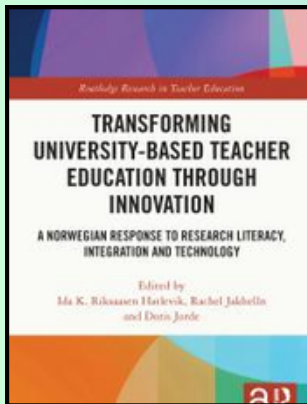

Librarian. Karely Carrion
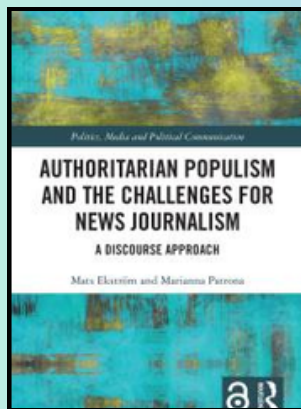
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NEW BOOKS

Introducción a la Economía de Empresa. 2020

Business Models and Digital Technology Platforms

Transforming University-Based Teacher Education Throigh Innovation

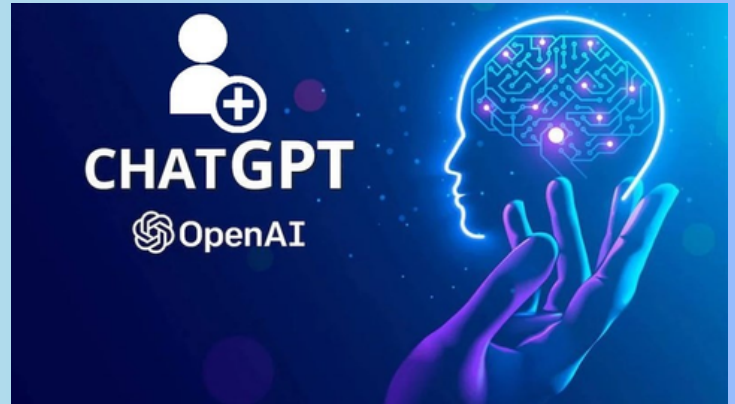*Authoritarian Populism and the Challenges for News Journalism*

Innovations in Journalism

Inteligencia Artificial : Fundamentos de Ingenieria de Prompts con ChatGPT

NEW ARTICLE

Why does ChatGPT generate Fake References?
Uncovering the ingredients that go into robotic porkie pies and some possible sweet dessert at the end.
 Mathew Hillier on 20 February, 2023

The following is a brief experiment to explore how and why ChatGPT makes up Fake References. The point of this experiment is not negate the brilliant work of the scientists and engineers at organisations such as OpenAI, but to better appreciate the workings and affordances of these innovations to be able best make use of these tools. Some extra caveats are that this represents a moment in time and the outcomes you see may be different.
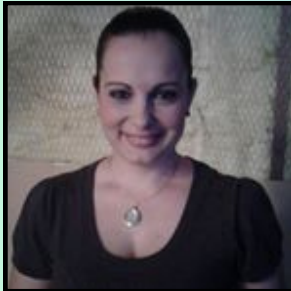
It is important to outline that ChatGPT is a 'large language model' designed to output human-like text based on the context of the user's prompt. It uses a statistical model to guess, based on probability, the next word, sentence and paragraph to match the context provided by the user. The size of the source data for the language model is such that 'compression' was necessary and this resulted in a loss of fidelity in the final statistical model.

This means that even if truthful statements were present in the original data, the 'lossiness' in the model produces a 'fuzziness' that results in the model instead producing the most 'plausible' statement. In short, the model has no ability to evaluate if the output it is producing equates to a truthful statement or not.

If you want to read all the article go to:
https://teche.mq.edu.au/2023/02/why-does-chatgpt-generate-fake-references/#:~:text=For%20example%2C%20when%20using%20matching,markers%20check%20these%20more%20quickly.

GUEST WRITER

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

The Decline of Black Friday's Impact on Commerce: Between Saturation and Digital Transformation

Black Friday, one of the biggest discount events worldwide, has been a sales driver for years. Traditionally held the day after Thanksgiving in the United States, this date marked the official start of the holiday season and was known for massive discounts that encouraged consumers to make large-scale purchases. However, in recent years, Black Friday's impact has started to wane. Market saturation, changing consumer trends, and the rise of e-commerce are some of the factors that have reduced its relevance.

Market Saturation and the Dilution of Promotions

One of the main issues Black Friday faces is market saturation with discount events. Today, it's not just Black Friday—there are also other sale days like "Cyber Monday," Amazon's "Prime Day," and summer or mid-year sales. The competition among brands to capture consumer attention has led to a discount war that stretches throughout the year, diluting the appeal of Black Friday.

Additionally, many companies have started launching their deals before the official Black Friday date, extending promotions over several weeks. This phenomenon, known as "Black November," makes consumers less likely to feel the urgency to take advantage of discounts on a single day.

GUEST WRITER

The constant availability of promotions over weeks and the anticipation of more sales generate the perception that Black Friday offers are no longer as special as they once were.

Digital Transformation and the Rise of E-commerce

The rise of e-commerce has also transformed the way consumers shop during Black Friday. A few years ago, images of crowds fighting for the best deals in physical stores were a symbol of the commercial frenzy of the day. However, digital commerce has significantly reduced the flow of customers in physical stores, shifting purchasing behavior toward online platforms.

This, in turn, has diminished some of the excitement associated with Black Friday. The convenience of shopping from home, without dealing with long lines or crowds, has reduced the sense of urgency that traditionally defined this day. Moreover, consumers no longer feel the need to wait for Black Friday to get good deals, as online promotions—like those found on events such as "Cyber Monday" or the year-round discounts offered by e-commerce giants—are available all year long.

Shifts in Consumer Priorities

Changes in consumer priorities have also played a key role in the diminishing impact of Black Friday. Today's consumers, particularly younger generations like millennials and Gen Z, increasingly value experiences over material possessions, which reduces the desire to spend large sums of money on products during events like Black Friday.

Additionally, awareness of sustainability has grown, driving a trend toward more responsible consumption. The culture of rampant consumerism that traditionally characterized Black Friday is being questioned by an ever-growing segment of the population, who prefer adopting more sustainable and ethical shopping habits

GUEST WRITER

Brands that promote long-lasting products, circular economy initiatives, or those focused on eco-friendly practices are gaining ground, diminishing the appeal of massive, fast-purchase deals.

Discount Fatigue

Another related phenomenon is "discount fatigue." After years of seeing increasingly frequent and extensive offers, consumers have developed an indifference toward discounts. They are no longer perceived as something extraordinary but rather as a constant sales strategy. This particularly affects events like Black Friday, which used to be the king of discount dates but now competes with promotional campaigns that appear every month.

The Competition from Private and Personalized Sales

Finally, the personalization of commerce has also impacted Black Friday's relevance. Brands have started prioritizing exclusive discounts for their most loyal customers or for those registered on their platforms, reducing the need to rely on massive events like Black Friday. These private sales, which typically include more segmented and personalized promotions, allow consumers to access deals that better match their preferences.

Black Friday has lost much of its impact due to a combination of factors: market saturation of discounts, the rise of e-commerce, the evolution of consumer preferences, and discount fatigue. As commerce adapts to new realities, Black Friday is seeing its status as a unique, highly anticipated event fade, giving way to an environment where deals are spread throughout the year and where shopping is done with less urgency and more awareness.

HOLIDAY

Monday, Nov 11, 2024 VETERAN'S DAY

Veterans Day is a Federal Holiday in the United States observed annually on November 11, for honoring Military Veterans of the United States Armed Forces.

Armistice Day Changed To Honor All Veterans The first celebration using the term Veterans Day occurred in Birmingham, Alabama, in 1947.
Raymond Weeks, a World War II veteran, organized "National Veterans Day," which included a parade and other festivities, to honor all veterans. The event was held on November 11, then designated Armistice Day. Later, U.S. Representative Edward Rees of Kansas proposed a bill that would change Armistice Day to Veterans Day.
In 1954, Congress passed the bill that President Eisenhower signed proclaiming November 11 as Veterans Day. Raymond Weeks received the Presidential Citizens Medal from President Reagan in November 1982. Weeks' local parade and ceremonies are now an annual event celebrated nationwide.
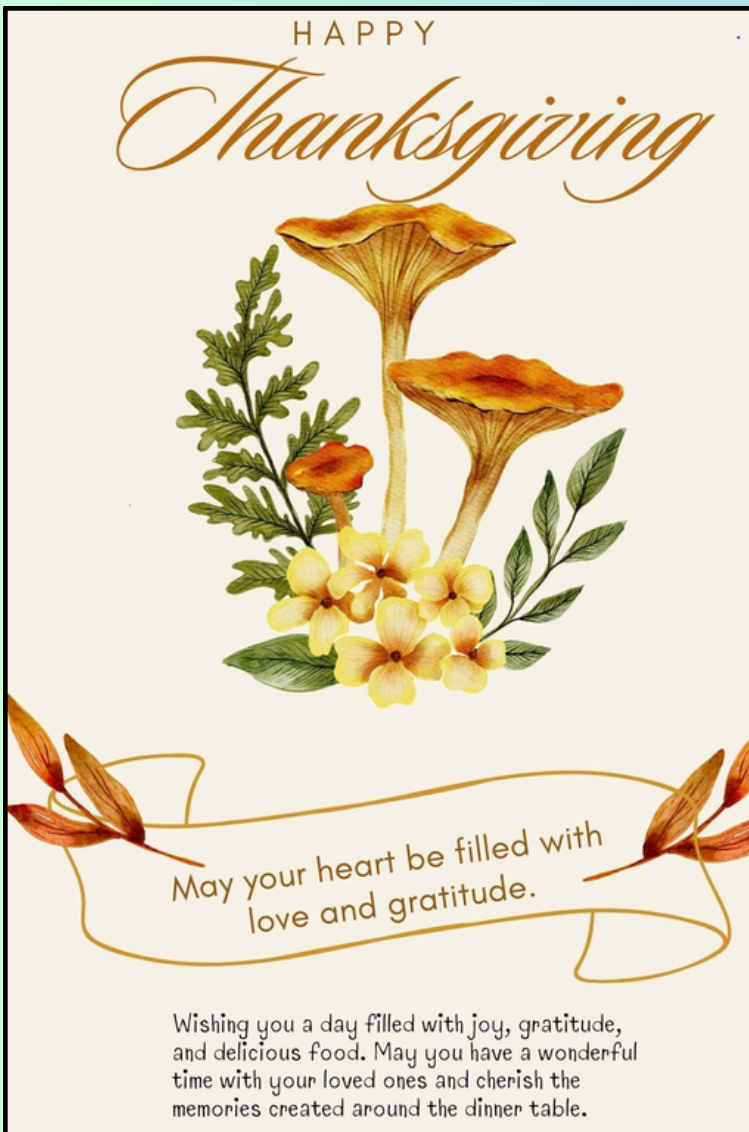
National Veterans Day Ceremony

The Veterans Day National Ceremony is held each year on November 11th at Arlington National Cemetery . The ceremony commences precisely at 11:00 a.m. with a wreath laying at the Tomb of the Unknowns and continues inside the Memorial Amphitheater with a parade of colors by Veterans' organizations and remarks from dignitaries. The ceremony is intended to honor and thank all who served in the United States Armed Forces.

HOLIDAY

Thursday, November 28 , 2024

*Wishing you a very **Happy Thanksgiving.** May you celebrate Thanksgiving Day with love in your heart, prosperous vision in your mind and gratitude in your being. Blessings, blessings, and more blessings: that is my prayer for you. Happy Thanksgiving and may God greatly bless you!*

HAPPY *Thanksgiving*

May your heart be filled with love and gratitude.

Wishing you a day filled with joy, gratitude, and delicious food. May you have a wonderful time with your loved ones and cherish the memories created around the dinner table.

HOLIDAY

NOVEMBER 5 - 7, 2024
International Day Against Violence and Bullying at School, Including Cyberbullying
The Theme for 2024 is Protect, Educate, Empower. A call by learners for safe and inclusive school.

INTERNATIONAL DAY AGAINST VIOLENCE, BULLYING AND CYBERBULLYING

A significant number of children and adolescents around the world face violence at school and bullying, including cyberbullying, which affects their health, well-being and education.

UNESCO Member States have declared the first Thursday of November as the International Day against Violence and Bullying at School, including cyberbullying, recognizing that violence in schools, in all its forms, constitutes a violation of the rights to education, health and well-being of children and adolescents. This day calls on Member States, UN partners, other relevant international and regional organizations, as well as civil society, including non-governmental organizations, individuals and other stakeholders, to promote, celebrate and support the commemoration of this international day.

This day calls on learners, families, members of educational communities, educational authorities and various sectors and partners, including the technology industry, to participate in the prevention of all forms of violence and to promote safe learning environments, essential for the health, well-being and learning of children and young people.