

November/2025

<https://library.urbeuniversity.edu/>

NEWS

DID YOU KNOW THAT?

URBE University Library has a **Request Assistance Service**

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.

The steps to fill out the form of instruction request are:

- 1.- Go to: <https://library.urbeuniversity.edu/>
- 2.- Click on : REQUEST ASSISTANCE
- 3.- Choose: **Date and Time** that you need the instruction
- 4.- Write your information: **Name, Phone Number and Email**
- 5.- Detail into **Note** what type of instruction you need

EVENTS



How to find Journals Articles in LIRN Databases

DATE: November 12, 2025

TIME: 2:00 to 3:00 PM

WHERE: Zoom Platform

[https://urbe-university.zoom.us/j/91331181260?](https://urbe-university.zoom.us/j/91331181260?pwd=NW505fwGRa0bAxoUU4tu1bRbZ5hpDn.1)

[pwd=NW505fwGRa0bAxoUU4tu1bRbZ5hpDn.1](https://urbe-university.zoom.us/j/91331181260?pwd=NW505fwGRa0bAxoUU4tu1bRbZ5hpDn.1)

How to use the AI with ethics and responsibility

DATE: November 21, 2025

TIME: 2:00 to 3:00 PM

WHERE: Zoom Platform

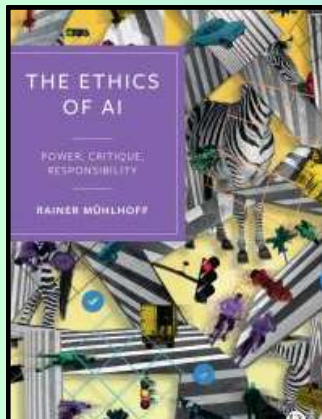
[https://urbe-university.zoom.us/j/92652631608?](https://urbe-university.zoom.us/j/92652631608?pwd=eRm5ugabzFFAnobyZ0HXdmemBHInA5.1)

[pwd=eRm5ugabzFFAnobyZ0HXdmemBHInA5.1](https://urbe-university.zoom.us/j/92652631608?pwd=eRm5ugabzFFAnobyZ0HXdmemBHInA5.1)

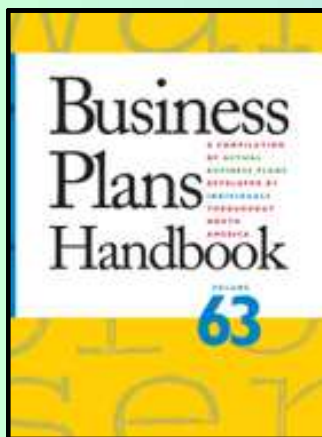


URBE Librarian. Karely Carrion.

LIRN NEW Ebooks



Mühloff, R. (2025). **The ethics of AI: Power, critique, responsibility**. Bristol University Press.
<https://proxy.lirn.net/URBEUniv?groupID=1&qurl=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fbcu-ebooks%2Fdetail.action%3FdocID%3D31727420>



Selden, H., & Mohan, M. (Eds.). (2025). **Business Plans Handbook** (Vol. 63). Gale.
<https://9w10bz2ft-mp03-y-https-link-gale-com.proxy.lirn.net/apps/pub/58IR/GVRL?u=lrn03435&sid=bookmark-GVRL>

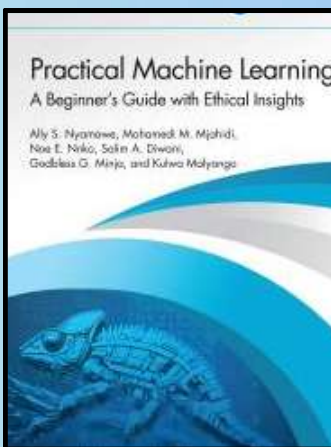


González, M. M., Cervero, R. J. A., & Amorós, M. A. (2024). **Supuestos prácticos de planificación contable**. Universidad Miguel Hernández.
<https://proxy.lirn.net/URBEUniv?groupID=1&qurl=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fbcu-ebooks%2Fdetail.action%3FdocID%3D31778587>

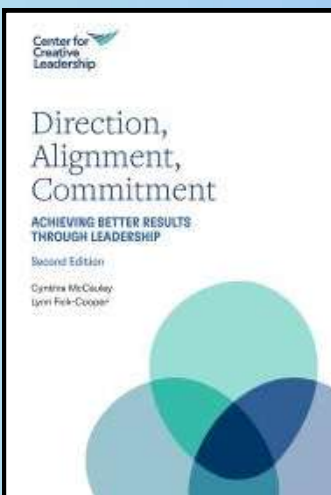
LIRN NEW BOOKS



MEJÍA-TREJO, J. (2025). **Inteligencia artificial y su repercusión en la educación superior**. Academia Mexicana de Investigación y Docencia en Innovación S.C. (AMIDI).
<https://proxy.lirn.net/URBEUniv?groupID=1&qurl=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fbcu-ebooks%2Fdetail.action%3FdocID%3D32076983>



Nyamawe, A. S., Mjahidi, M. M., Nko, N. E., Diwani, S. A., Minja, G. G., & Malyango, K. (2025). **Practical machine learning: A beginner's guide with ethical insights**. CRC Press LLC.
<https://proxy.lirn.net/URBEUniv?groupID=1&qurl=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fbcu-ebooks%2Fdetail.action%3FdocID%3D31594227>



McCauley, C., & Fick-Cooper, L. (2024). **Direction, alignment, commitment: Achieving better results through leadership**, second edition. Center for Creative Leadership.
<https://proxy.lirn.net/URBEUniv?groupID=1&qurl=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fbcu-ebooks%2Fdetail.action%3FdocID%3D6032335>

GUEST WRITER



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

Black Friday 2025: Smarter and More Cautious Shopping in the U.S.A

As the holiday season approaches, U.S. retailers are gearing up for a Black Friday defined by strategy and restraint. According to the National Retail Federation (NRF), retail sales are expected to grow between 2.7% and 3.7% compared to last year, while Mastercard Economics Institute forecasts similar gains throughout the holiday period. The outlook is steady — not explosive, but solid enough to signal continued consumer confidence.

Once again, digital commerce takes center stage. Over 50% of online purchases are expected to be made via mobile devices, and package deliveries could rise by about 5%. Brands are increasingly relying on AI-driven marketing, personalization, and automation tools to offer faster and more relevant shopping experiences.

Yet, enthusiasm is tempered by caution. Consumers are entering the season more price-sensitive and focused on getting real value from their purchases. Black Friday itself is no longer a single-day event; early-bird deals and extended promotions have blurred the boundaries, pushing retailers to be more creative and strategic.

Meanwhile, brick-and-mortar stores face the challenge of reengaging shoppers through personalized experiences, in-store pickup options, and hybrid shopping models. Success will depend on how well businesses integrate their physical and digital channels.

Black Friday 2025 will not be a frenzy of spontaneous spending, but rather a more planned, digital, and competitive shopping season. The winners will be those brands that communicate transparently, deliver efficiently, and understand the new American consumer — one who is more rational, connected, and value-driven than ever before.

Suggested reading



Review written by Mass Com. Professor
Dr. Arnaldo Fernandez

This book tells the first-person story of Gerardo López Rodelo, who moved to the United States with his family and had to overcome the challenges of living in a country different from his homeland. He ultimately graduated with a degree in Media and Film Studies from Arizona State University.

The author's perspective can be adopted regardless of the change in the flag depicted on the cover. His Mexican heritage doesn't detract from his life experience, which is divided into two parts. Every immigrant goes through this and has a story to tell. The young student Gerardo gradually transforms into Jerry and attempts to balance his personal and academic life, but he faces numerous conflicts. His story is far from a picture-perfect life and offers the lesson that difficulties and setbacks must be overcome within the context of transculturation, and that one should not lose heart, especially in the supportive environment of URBE, where human warmth and solidarity make all the difference compared to Gerardo's student life as he transitions into Jerry.

Este libro cuenta en primera persona la historia de Gerardo López Rodelo, quien se mudó a Estados Unidos con su familia y tuvo que superar los obstáculos de vivir en país distinto a su tierra natal y consiguió graduarse de Estudios de Medios y Cinematografía en la Universidad Estatal de Arizona.

El punto de vista del autor puede adoptarse con independencia de que cambie la bandera que ilustra la portada. No importa que sea mexicano para compartir la experiencia vital dividida en dos partes. Todo inmigrante pasa por ello y tiene una historia que contar.

El joven estudiante Gerardo se va transformando en Jerry e intentará equilibrar su vida personal y académica, pero tendrá demasiados conflictos. Su historia dista mucho de la vida en rosa y aporta la lección que las dificultades y los contratiempos hay que superarlos en el contexto de la transculturación y que no cabe desanimarse, mucho menos en el entorno favorable de URBE, donde el calor humano y la ayuda solidaria marcan la diferencia con respecto al ambiente estudiantil de Gerardo en tránsito a Jerry.

HOLIDAY

Tuesday, November 11, 2025

Is Veterans Day, a federal holiday in the United States.

Veterans Day is a day set aside to honor all American veterans of war. On November 11, 1918, a cessation of hostilities, or armistice, between the Allied Powers and Germany took place. With this armistice, fighting during World War I ended, and the stage was set for a treaty to be signed formally ending the war.

On June 28, 1919, the Treaty of Versailles was signed. On the first anniversary of the armistice, President Woodrow Wilson proclaimed the day as Armistice Day, and said, "To us in America the reflections of Armistice Day will be filled with solemn pride in the heroism of those who died in the country's service, and with gratitude for the victory, both because of the thing from which it has freed us and because of the opportunity it has given America to show her sympathy with peace and justice in the councils of nations." At this time celebrations were marked with parades and public meetings, as well as brief pauses in business at 11:00 AM, the time at which the armistice had taken place in 1918.

On June 4, 1926, Congress passed a concurrent resolution that requested that the President issue a proclamation for the day; it also called on officials to display the flag on government buildings, and invited the public "to observe the day in schools and churches, or other suitable places, with appropriate ceremonies of friendly relations with all other peoples."



HOLIDAY

Thursday, Nov 27, 2025

Happy Thanksgiving day

Thanksgiving Day in the United States is celebrated on the Fourth Thursday of November each year.

Traditionally it is a time to give thanks for all the sacrifice and hard work done for the harvest. In modern times people take time off work (4 day weekend starting Thursday) and spend time with family and friends over a large feast held on Thanksgiving Day.

