

DID YOU KNOW THAT?

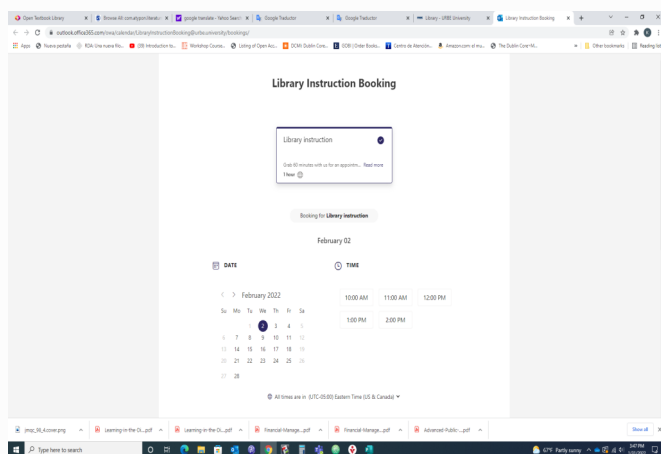
URBE University Library Webpage has a new section: **REMOTE LIBRARY INSTRUCTION.**

We can help you 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.urbe.university/>
- 2.– Click on : REMOTE LIBRARY INSTRUCTION
- 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



How to use Books 24/7 LIRN Database

DATE: Thursday, March 10th 2022

TIME: 2:00 PM—3:00 PM

How to use the LIRN Databases for Communication Program

DATE: Thursday, March 17th 2022

TIME: 2:00 PM—3:00 PM

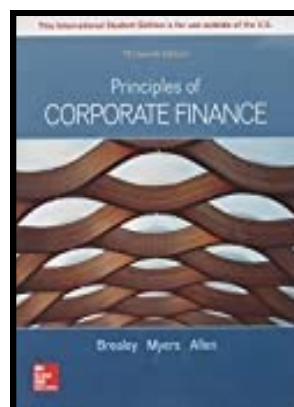
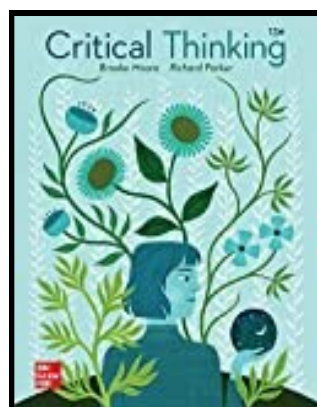
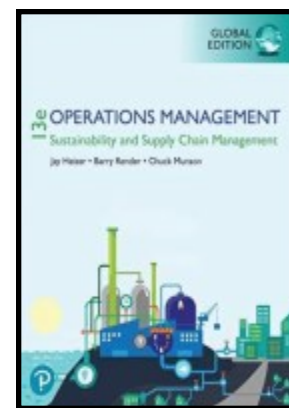
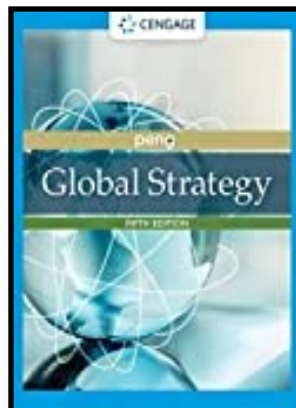
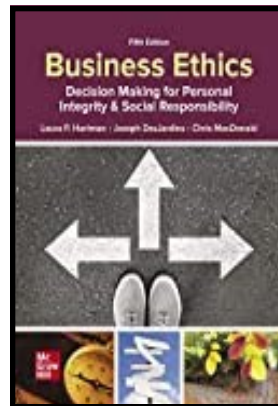
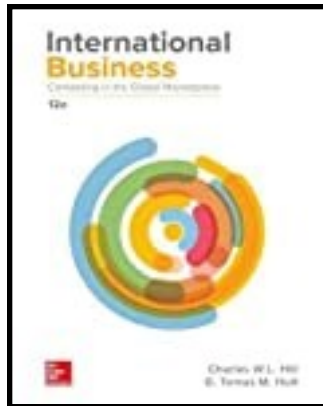
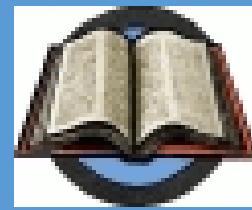
How to use the LIRN Databases for Business Programs

DATE: Thursday, March 24th 2022

TIME: 2:00 PM—3:00 PM

PRINTED BOOKS

NEW ADDITIONS

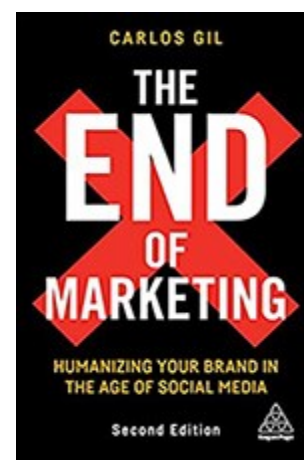
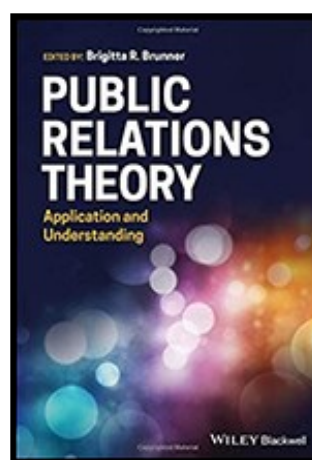
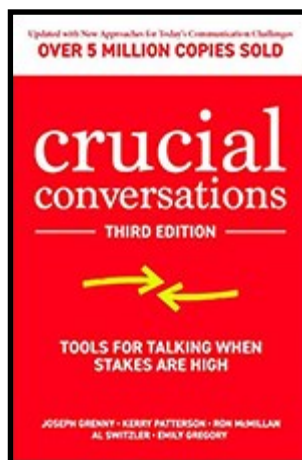
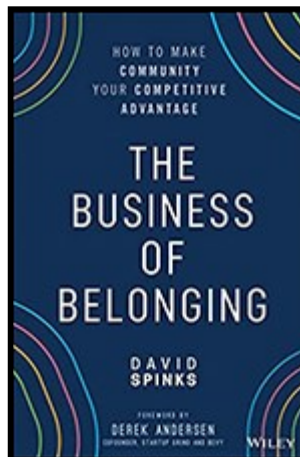
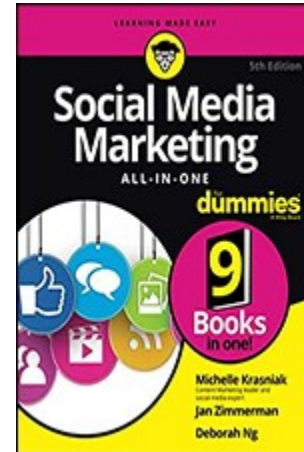
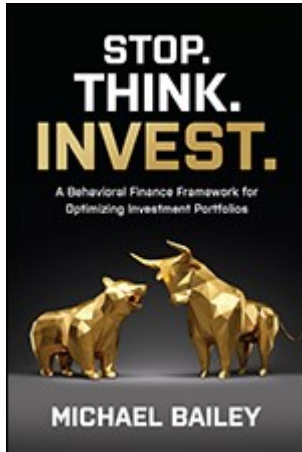


EBOOKS

NEW ADDITIONS



<https://9w13qjfri-mp03-y-https-library-books24x7--com.proxy.lirn.net/bookshelf.asp>

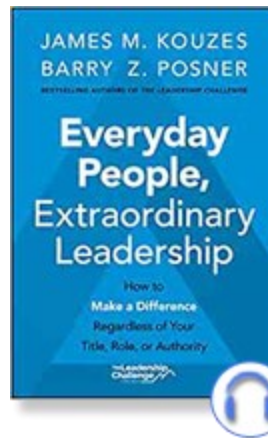
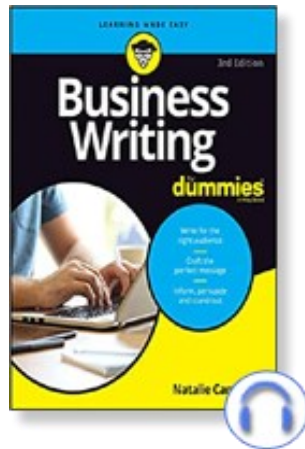
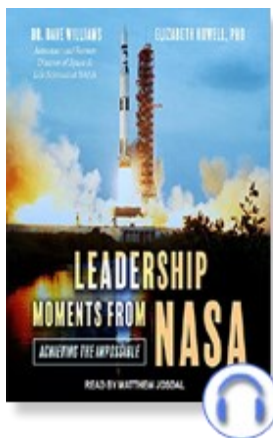
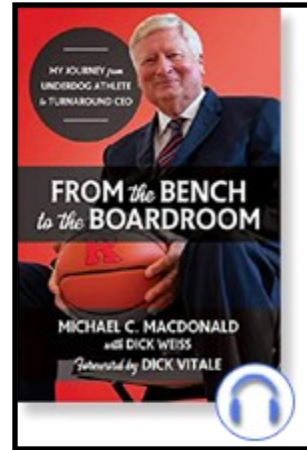
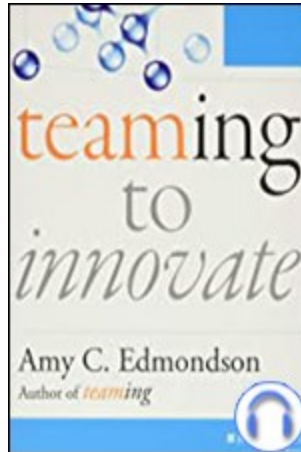
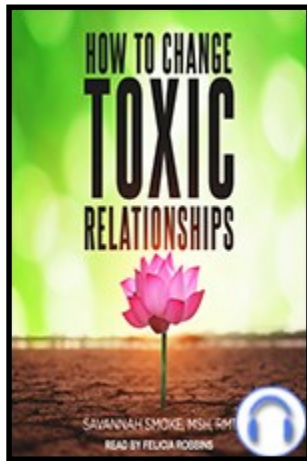


<https://library.urbe.university/>



DID YOU KNOW THAT ?

URBE University Library has a collection of **Audiobooks** with more than 2800, you can access thru **Books 24/7 Database** in LIRN



Go to: <https://library.urbe.university/>, Choose: **DATABASES**, **LIRN** and **Skillsoft Books**

Go to: **Audio Books**

<https://library.urbe.university/>



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>

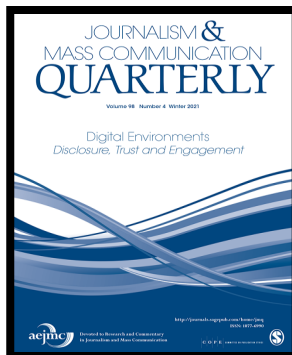
Human Communication Research concentrates on presenting the best empirical work in human communication. The Journal works to advance understanding of human symbolic processes with a strong emphasis on theory-driven research, the development of new theoretical models in communication, and the development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

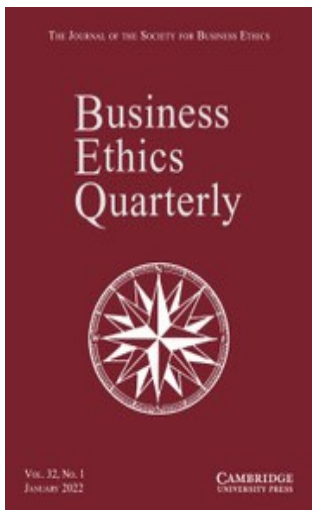
Media, Culture & Society provides a major international forum for the presentation of research and discussion concerning the media, including the newer information and communication technologies, within their political, economic, cultural and historical contexts.



[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.



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.

<https://library.urbe.university/>

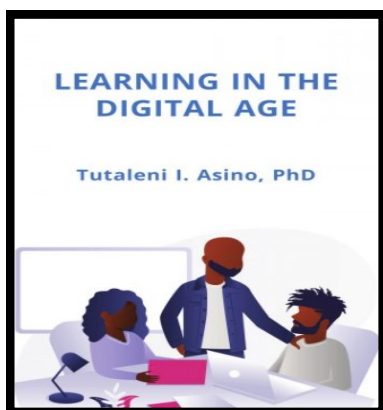
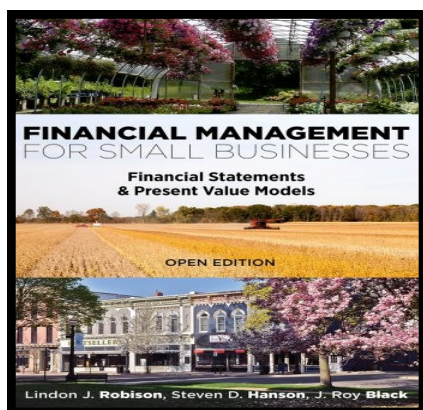
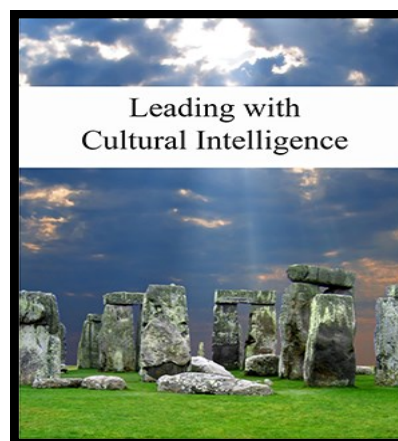
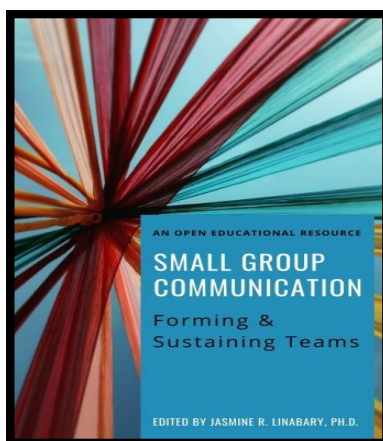
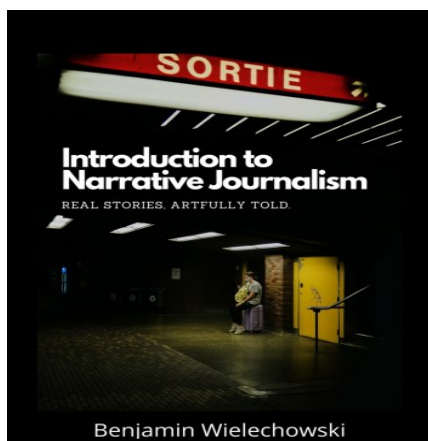


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GUEST WRITER COLUMN

URBE INSTRUCTOR: JESUS FUENMAYOR



Improving Communication: Developing effective Communication Skills.

Published: February 5th, 2019

Effective communication skills are critical to succeed in many aspects of life. Many jobs require strong communication skills, and people who have them generally enjoy better interpersonal relationships with friends and family.

Effective communication is generally achieved with the following skills:

1. Learn to listen

Learn to listen not only to the words that are spoken, but also to the way they are spoken and the non-verbal messages that are sent with them. Use the techniques of clarification and reflection to confirm what the other person has said and avoid any confusion.

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Try not to think about what to say next as you listen; instead, clear your mind and focus on the message being received. Your friends, colleagues and other acquaintances will appreciate good listening skills.

To learn to listen you have to:

- ◆ Become aware of other people's emotions, supporting them in their sadness and congratulating them in their joy.
- ◆ Empathize to try to see things from the point of view of others.
- ◆ Support through words and actions of encouragement so that others feel loved, valued and appreciated in your communications.

2. Learn to express yourself effectively

Don't say the first thing that comes to mind, but take a moment and pay close attention to what you say and how you say it. Focus on the meaning of what you want to communicate.

Try to increase understanding by considering how your message might be received by the other person. By communicating clearly, you can help avoid misunderstandings and potential conflict with others. By speaking eloquently, you will appear more intelligent and mature.

Be aware of the messages you are sending through non-verbal channels: make eye contact and avoid defensive body language. Pay special attention to differences in culture, past experiences, attitudes, and abilities before getting your message across.

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Some tips for the message to reach the recipients better are:

- ◆ **Use humor**, as laughter releases endorphins that can help relieve stress and anxiety.
- ◆ Treat people equally by communicating on equal terms and avoiding condescending people.
- ◆ Learn to solve and solve problems and conflicts as they arise, through effective mediation and negotiation.
- ◆ **Maintain a positive attitude and a smile** that shows you are friendly and upbeat with other people.

3. Minimize Stress

Some communication scenarios are, by their nature, stressful. However, stress can be a major barrier to effective communication, so all parties should try to remain calm and focused.

Only complain when absolutely necessary. People will not be attracted to you if you are constantly complaining or criticizing. If something upsets or upsets you, wait a few hours and calm down before acting.

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If you complain, do it calmly, try to find some positive aspects of the situation, and avoid unnecessary criticism.

VALENTINA BEATRIZ ARIAS FRANCO

URBE UNIVERSITY Student
Bachelor in Mass Communication



How to be a good university student

Among the tips to be a better university student, Miguel Carbonell says that people have to develop and improve their reading habits. If you study a career in social sciences, the main way in which you will develop your learning will be reading.

Sometimes you will have to read somewhat dry texts, full of technicalities and detailed questions. There is no other way you can learn, so you will have to spend many hours reading.

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Mostly students who study Careers such as: Social Communication, Law, etc., have to develop the habit of reading since it aids in learning. As a student of Social Communication, our learning material contains extensive reading since it is support material to reinforce what was learned in class.

Develop and improve the attention you pay in class and the way you take notes. To make the most of the class, you should try to sit in the front rows of the classroom and carefully follow what the teachers are saying.

The notes should guide you regarding the topics that the teacher considers most important and the approach that the professor considers should be adopted at each point. Based on what you have been able to collect in them, you should develop an individual or collective study strategy that allows you go deeper into the topics and adopt complementary points of view, even from trains of thought that may not be shared by your teachers.

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Develop and improve the way of writing and speaking. One of the skills you must acquire while seeking a degree is to speak and write correctly and fluently.

Communication skills are essential not only to be able to have efficient professional performance, but also to develop yourself in any area of life.

It is also important that you get involved in extracurricular activities that allow you to make friends, and develop social skills that will be very useful for your later professional and personal development.



Thank you
For
your participation

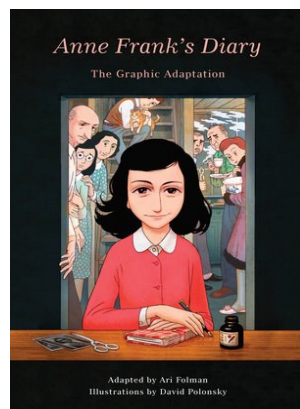
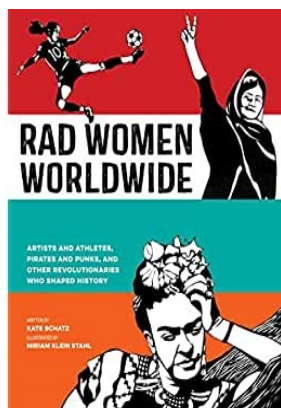
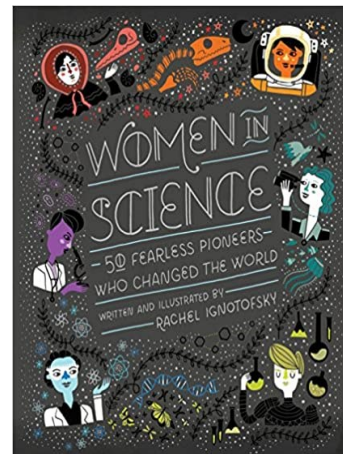
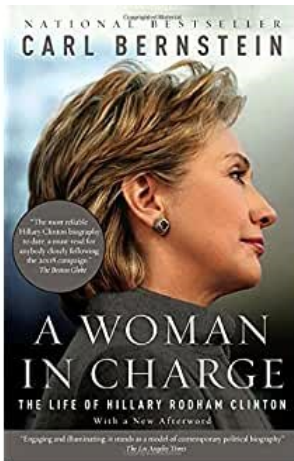
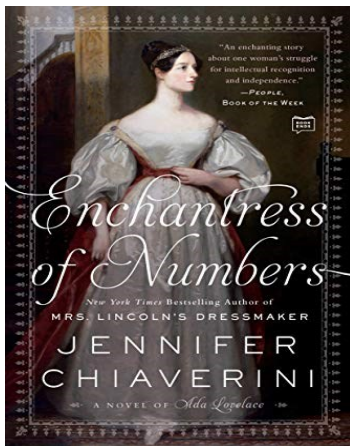
If you want to participate, send your work to:

Librarian. Karely Carrion

karely.carrion@urbe.university



International Women's Day is a global day celebrating the social, economic, cultural and political achievements of women. ... Marked annually on March 8th, International Women's Day (IWD) is one of the most important days of the year to: **celebrate women's achievements. raise awareness about women's equality.**



46 Books about Women who changed the world

<https://www.penguinrandomhouse.com/the-read-down/books-about-women-who-changed-the-world/>

<https://library.urbe.university/>



St. Patrick's Day

Thursday, March 17, 2022



St. Patrick's Day is celebrated annually on **March 17**, the anniversary of his death in the fifth century. The Irish have observed this day as a religious holiday for over 1,000 years. On St. Patrick's Day, which falls during the Christian season of Lent, Irish families would traditionally attend church in the morning and celebrate in the afternoon. Lenten prohibitions against the consumption of meat were waived and people would dance, drink and feast—on the traditional meal of Irish bacon and cabbage.