

NEWS

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URBE University Library has a Webpage with relevant information for your courses. You can access this page through the link: <https://library.urbeuniversity.edu/> You can find different sections such as Catalog, Digital Repository, Databases, Training and Docs, APA, Newsletters, and Request Assistance.

The **URBE Digital Repository** is an Institutional Repository that we are working to include different types of documents, right now you can access to eBooks, Articles, Open Access Databases, and other important documents that the students can use for their courses.

For access to some collections, you need your Username (email) and your Password.

If you have doubt or need training contact to: Librarian. Karely Carrion

Email: library@urbeuniversity.edu

DID YOU KNOW THAT?

URBE University Library has an important Database: **ProQuest Central**, the most comprehensive, diverse, and relevant multidisciplinary research database available.

ProQuest Central offers great value by including databases in Business, Health and Medical, Social Sciences, Education, Science, and Technology, as well as core titles in the Performing and Visual Arts, History, Religion, Philosophy, and Language and Literature.

The collection provides access to not only scholarly journals, but also to high value market research, country, economic and industry reports, essential pre-print working papers, and full-text dissertations.

You can access to this Database thru:

<https://www.lirn.net/>

EVENTS



Library Orientation for New Students and Instructors

Winter A- 2026

DATE: January 20, 21 and 22, 2026

TIME: 2:00 to 3:00 PM

WHERE: Zoom Platform

How to use the ProQuest eBook Central Database

DATE: January 27, 2026

TIME: 2:00 to 3:00 PM

WHERE: Zoom Platform



URBE Librarian. Karely Carrion.

GUEST WRITER



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

Family Businesses: Stars or Chaos in Business

When a business is born and grows within a family, three worlds coexist—or collide: the family world, the ownership world, and the business world. It can be a magical formula for success, or a fertile ground for misunderstandings, resentments, and decisions guided by emotions.

A model that often works—and not by chance—is TOUS, the Spanish jewelry brand. In a recent podcast interview, “The History of TOUS,” it becomes clear how this company learned to combine family identity with professional management, providing an excellent example of policies around who can—and who should not—work in a family business. The History of TOUS

What TOUS Does Well (and What Other Family Businesses Should Imitate)

- TOUS has a “family protocol”: a set of clear rules defining what it means to be part of the owning family, what the expectations are, and when family membership does or does not grant the right to work in the company.
- A key rule in this protocol: being an owner does not obligate you to work—ownership doesn’t automatically come with a job.
- *The founders’ daughters joined the company only after proper training, preparation, and assuming defined responsibilities. The goal is not to give a “privilege” for the surname, but to incorporate talent, commitment, and accountability.*

GUEST WRITER

- Each family member assumes a different role—some manage operations, others take creative or supervisory positions—avoiding internal competition and fostering complementarity.

This approach turns family into an asset, not a burden: family values strengthen the company’s identity, while structure and professional management ensure its sustainability, growth, and long-term legacy.

Why Many Family Businesses Fall into Chaos Without Clear Rules Without clear guidelines, common risks arise:

- Companies may fill positions with “placeholder family members” who work based on relationship rather than skills, causing resentment among non-family employees.
- Management positions can fall to less qualified heirs, affecting professionalism, performance, and strategic decisions.
- In families with multiple branches, unclear roles between family, ownership, and management can generate emotional conflicts, rivalries, and generational disagreements.

In short: without a clear “family protocol,” a family business risks turning into chaos, with fragmented legacy, low efficiency, and strained relationships.

How a Healthy Internal Employment Policy Should Look

Based on TOUS and family governance theory, a sound policy should include:

1. Define “family”: clarify which members are eligible.
2. Set real requirements for joining: minimum education, prior external experience, willingness, and commitment.
3. Assign clear, strategic roles: based on competencies, not surname.
4. Ensure impartial supervision: family members should ideally be evaluated by non-family supervisors.
5. Transparency in salaries and benefits: compensation based on role and responsibilities, not family ties.
6. Training and evaluation plans: even family members must develop and demonstrate accountability.
7. Clear succession and participation rules: when and how the next generation enters, what happens if someone cannot or does not want to work, and how shares/dividends are distributed.

"Stars or Chaos": The Decision That Defines the Outcome

Family businesses can be, like TOUS, engines of success, legacy, unity, and sustainable growth. But this requires courage: defining rules, accepting that not every surname guarantees talent, professionalizing management, and setting clear boundaries.

When a family commits to writing—and following—these rules, the company can become a "star": a solid organization with family soul, structure, modernity, and a global vision. Without them, it risks becoming chaos, where family ties—and with them, the brand and the business—can fracture.

For many entrepreneurial families, this decision—stars or chaos—is unavoidable. But with honesty, dialogue, and a well-designed protocol, the bet can be as profitable as it is human.

GUESS WRITER

Universities in the Age of AI: What Will Still Matter?

Dr. Natan Lederman. Professor Business Programs
URBE University



Every few months there's a new headline saying universities are about to be disrupted – or replaced – by artificial intelligence. Large language models can already explain concepts, draft essays, generate code and design practice quizzes in seconds. If content and basic feedback are abundant, what is the point of going to university?

I don't think universities are going away. But their reason for existing is changing fast.

From delivering content to designing experiences

For decades, higher education has followed a familiar script: the professor explains, the student takes notes, there is an exam, and eventually a degree. That model assumed that expert explanations and good learning materials were scarce.

Today that scarcity is gone. A motivated student can ask an AI tutor for explanations at any level of difficulty, in any language, at any time. If universities keep doing only long lectures, predictable assignments and exams that can be solved with a prompt, they will feel increasingly irrelevant. Where they still have real value is in something much harder to copy: the design of experiences that force genuine thinking and responsibility. Projects with real data and constraints, teamwork with conflict and negotiation, decisions under uncertainty, and encounters with people who think very differently – these are not easily automated. Universities can move from "covering content" to orchestrating demanding environments where students learn to use AI as a tool, not a crutch.

Evaluation when AI can do the assignment

If AI can already write a decent essay or solve standard problem sets, simply banning these tools in the name of academic integrity is a losing battle. The real shift is in what we evaluate.

Instead of asking "Did you write every word by yourself?", better questions are: Can you explain and defend what you submitted, including what you did with AI? What choices did you make along the way, and why? How did you check for errors, bias or missing perspectives?

This pushes assessment toward oral defenses, live problem-solving, iterative projects and portfolios. The work can use AI, but the judgment remains human.

The changing role of the professor

AI will automate a good part of what used to consume academic time: drafting slides, creating examples, writing first versions of rubrics, grading simpler quizzes. That doesn't make professors less necessary; it changes what we most need them for.

GUESS WRITER

The professor of the near future looks less like a "slide reader" and more like a designer of learning journeys, a coach who follows the process rather than just the final grade, a connector between disciplines and sectors, and a guardian of rigor and ethics in how AI is used. Good universities will be those that free faculty from repetitive tasks so they can spend their energy in higher-value work with students.

Campus as laboratory and social hub

If theory can be learned online, the physical campus has to justify itself in other ways. I imagine campuses that look less like corridors of identical classrooms and more like labs, makerspaces, simulation rooms and data studios.

They can also be hubs where companies, public institutions and NGOs bring real problems for students to tackle together.

In that sense, the campus becomes a social and experimental infrastructure that is hard to replicate from a laptop at home.

What universities must protect

Amid all the noise about tools and platforms, there is something universities cannot afford to lose: their role in shaping judgment.

AI can accelerate calculations and drafts, but it does not replace critical thinking about sources and incentives, the ability to see systems and trade-offs, or the slow work of building identity, values and a sense of responsibility toward others.

If universities embrace AI to gain efficiency but abandon these deeper goals, they will have modern tools and a very old problem: graduates who know how to do things, but not why or for whom. The institutions that thrive will be those that make a clear bet: use AI to handle what is predictable, and reserve human education for everything that is not.

ARTICLE

The future of AI: What to expect in the next 5 years

Michael Bennett, Northeastern University. 2024

<https://www.techtarget.com/searchenterpriseai/tip/The-future-of-AI-What-to-expect-in-the-next-5-years>

For the first half of the 20th century, the concept of artificial intelligence held meaning almost exclusively for science fiction fans. In literature and cinema, androids, sentient machines and other forms of AI sat at the center of many of science fiction's high-water marks -- from Metropolis to I, Robot. In the second half of the last century, scientists and technologists began earnestly attempting to realize AI.

Speed of life. The most obvious change that many people will feel across society is an increase in the tempo of engagements with large institutions. Any organization that engages regularly with large numbers of users -- businesses, government units, nonprofits -- will be compelled to implement AI in the decision-making processes and in their public- and consumer-facing activities. AI will allow these organizations to make most of the decisions much more quickly. As a result, we will all feel life speeding up.

DECEMBER 25 CHRISTMAS DAY



HOLIDAY

Christmas is celebrated on December 25 and is both a sacred religious holiday and a worldwide cultural and commercial phenomenon. For two millennia, people around the world have been observing it with traditions and practices that are both religious and secular in nature.

Christians celebrate Christmas Day as the anniversary of the birth of Jesus of Nazareth; a spiritual leader whose teachings form the basis of their religion. Popular customs include exchanging gifts, decorating Christmas trees, attending church, sharing meals with family and friends and, of course, waiting for Santa Claus to arrive. December 25—Christmas Day—has been a federal holiday in the United States since 1870

DECEMBER 31, 2025

New Year's Eve is one of the largest global celebrations because it marks the last day of the year in the Gregorian calendar, December 31, before the New Year. Is a day of mixed feelings for many people.

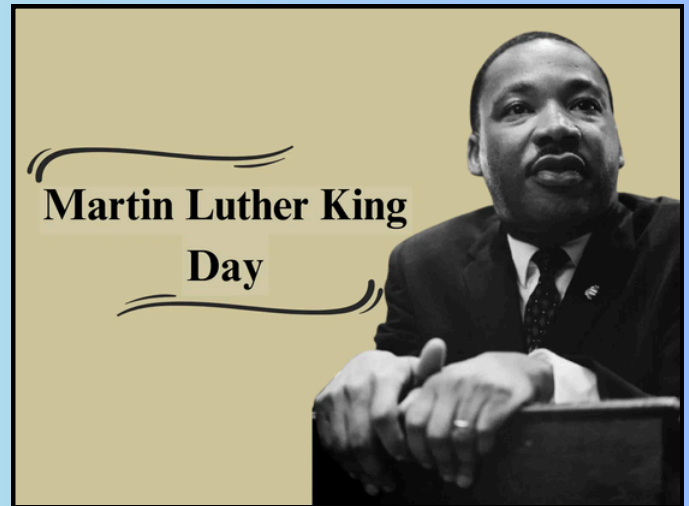
On one hand, it is a time to celebrate the end of the year gone by and welcome what is in store in the New Year. The other hand, some people experience a sense of nostalgia as they reflect on the events that took place in their lives in the past 12 months. Many people start thinking about New Year's resolutions at this time of the year.

Many people start counting down to New Year's Day in the last minute or seconds before the last night of the year ends and the New Year begins. Some people tune into watching televised countdowns. As the clock strikes midnight into New Year's Day, many people celebrate this event by exchanging hugs, kisses, and wish each other a **"Happy New Year"**.



HOLIDAY

MONDAY, JANUARY 19, 2026



Martin Luther King Jr. Day is a federal holiday in the United States observed on the third Monday of January each year. King was the chief spokesperson for nonviolent activism in the Civil Rights Movement, which protested racial discrimination in federal and state law and civil society.

Martin Luther King Jr. Day was created to celebrate the life and work of the Civil Rights Era leader. Dr. King's work was instrumental in helping African Americans secure their rights. In addition to his work in civil rights, Dr. King also spoke up for the disadvantaged and impoverished.

On August 28, 1963, in front of a crowd of nearly 250,000 people spread across the National Mall in Washington, D.C., the Baptist preacher and civil rights leader Rev. Dr. Martin Luther King, Jr. delivered his now famous "I Have a Dream" speech from the steps of the Lincoln Memorial.