URBE UNIVERSITY LIBRARY
NEWSLETTER
MARCH /2023

DID YOU KNOW THAT?

URBE University Library Webpage has a new section: **REQUEST ASSISTANCE**.

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:

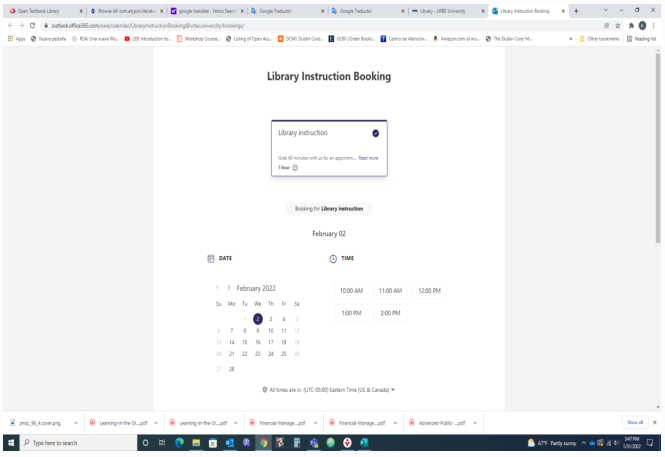
1.– Go to: https://library.urbe.university/

2.- Click on : **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



Library Instruction for New Students

DATE: March 1, 2, 3, 6 and 7, 2023

TIME: 2:00 PM—3:00 PM

How to use the LIRN Databases for Communication Program

DATE: March 8 and 16 , 2 023

TIME: 2:00 PM—3:00 PM

How to use the LIRN Databases for Business Programs

DATE: March 21 and 30, 2023

TIME: 2:00 PM—3:00 PM

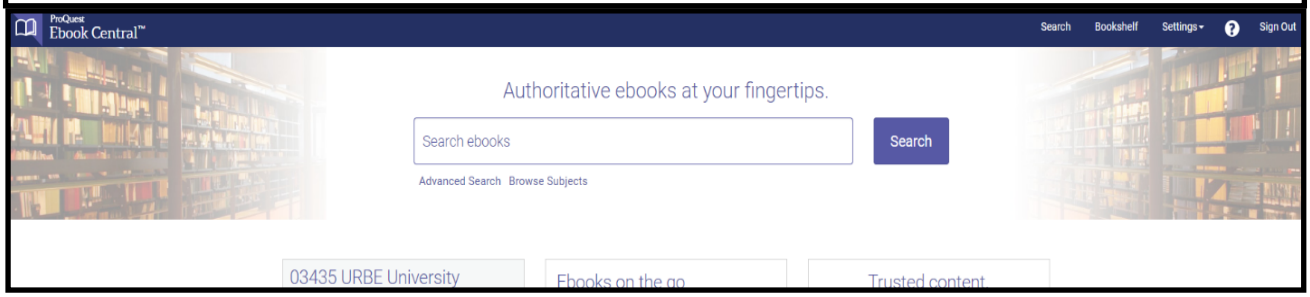
ProQuest Ebook Central™

DID YOU KNOW THAT ?

URBE UNIVERSITY has access to **Proquest Ebook Central Database**, thru LIRN . This Database include the most complete collection with nearly 1.85 million EBooks from 1,300+ leading publishers covering all academic disciplines, researchers have access to everything they need in one place.

Quick Guide for access to: PROQUEST EBOOK CENTRAL

1. Go to: **https://library.urbe.university/**
2. Click on**: Databases** and click on: https://www.lirn.net/
3. **Sign in for full access** with the library credentials and choose the Database: **Proquest Ebook Central**



4. **Search for books** by entering a Keyword, ISBN, or other terms into the search box. For more search options, click "Advanced Search" or "Browse Subjects

5. **Narrow search results** using Year Published, Subject, and other filters at the left.

6. **Learn more about a book** by clicking its title or "Table of Contents and more". The detail page will show the book's availability for online reading and download, copy and print allowances, and bibliographic data.

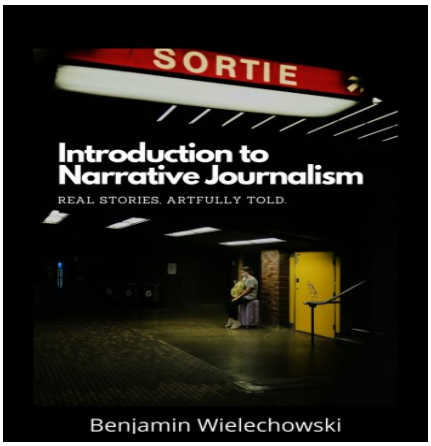
7. **Save a link to a book** into your bookshelf by clicking "Add to bookshelf"

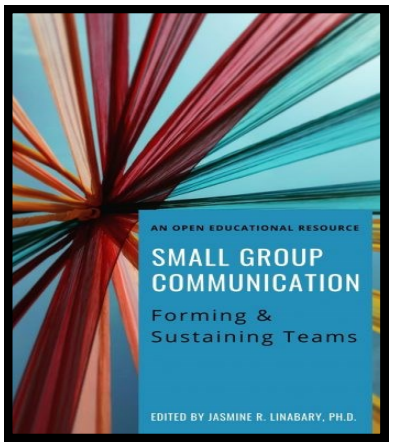
Open Textbook Library

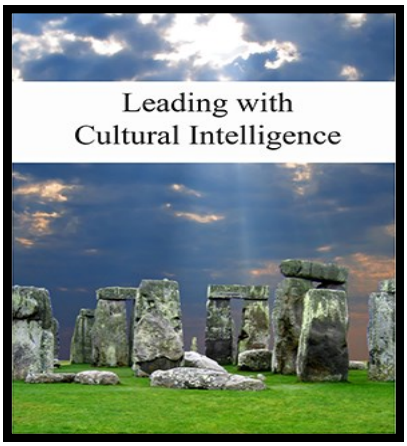
https://open.umn.edu/opentextbooks/

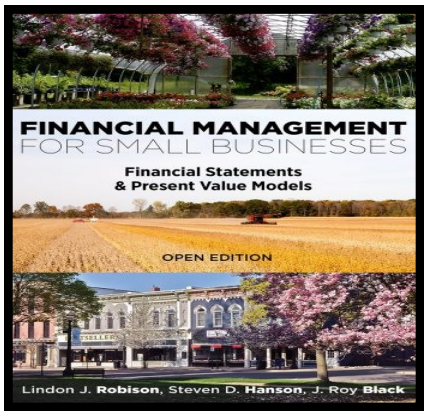
Textbooks in the Open Textbook Library are considered open because they are free to use and distribute, and are licensed to be freely adapted or changed with proper attribution.

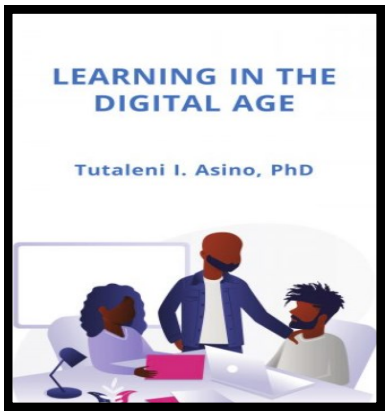
This Open Resource has 1178 Open Textbooks of different Subjects such as: BUSINESS, ACCOUNTING, FINANCE, MANAGEMENT, JOURNALISM, MEDIA STUDIES AND COMMUNICATIONS, EDUCATION, etc.

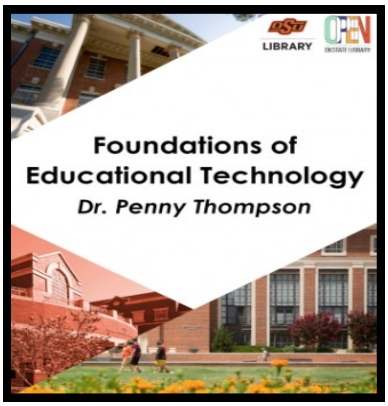












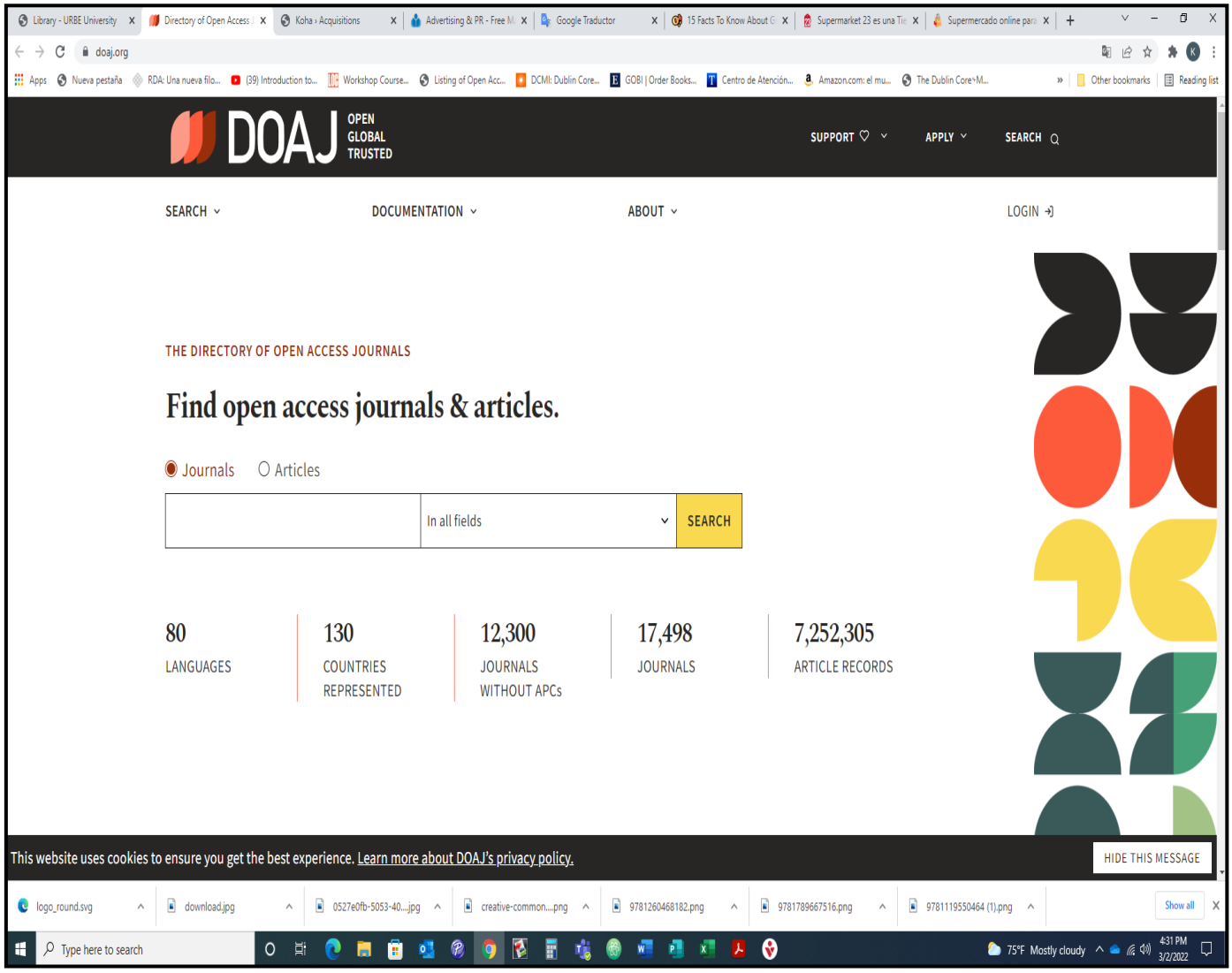
https://library.urbe.university/

DIRECTORY OF OPEN ACCESS JOURNALS

https://www.doaj.org/

DOAJ (Directory of Open Access Journals) was launched in 2003 with 300 open access journals. Today, this independent index contains almost 17 500 peer-reviewed, open access journals covering all areas of Science, Technology, Medicine, Social Sciences, Arts and Humanities. Open Access Journals from all countries and in all languages are accepted for indexing.

DOAJ is an independent, non-profit organization managed by Infrastructure Services for Open Access C.I.C. (IS4OA), a community interest company registered in the United Kingdom and with a branch in Denmark.



https://library.urbe.university/

OPEN EDUCATIONAL RESOURCE COMMONS

https://www.oercommons.org/

OER Commons is a public Digital Library of Open Educational Resources. Explore, create, and collaborate with educators around the world to improve curriculum. Open Educational Resources (OER) are teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others. Include full courses, course Materials, Modules, Textbooks, Streaming Videos, Tests, Software, and any other tools.

BUSINESS & COMMUNICATION (2048)

https://www.oercommons.org/browse?batch_size=20&sort_by=title&view_mode=summary&f.general_subject=business-and-communication

ACCOUNTING (110)

https://www.oercommons.org/browse?batch_size=20&sort_by=title&view_mode=summary&f.general_subject=accounting

MANAGEMENT (426)

https://www.oercommons.org/browse?batch_size=20&sort_by=title&view_mode=summary&f.general_subject=management

MARKETING (641)

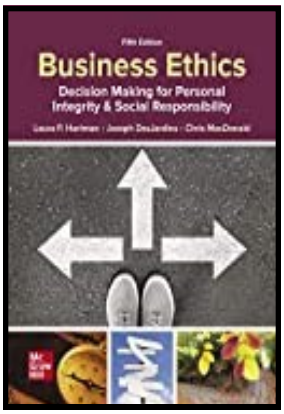
https://www.oercommons.org/browse?batch_size=20&sort_by=title&view_mode=summary&f.general_subject=marketing

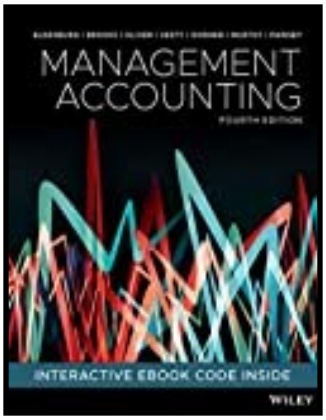
EDUCATION (7100)

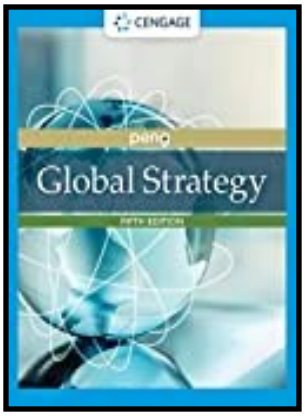
https://www.oercommons.org/browse?batch_size=20&sort_by=title&view_mode=summary&f.general_subject=education

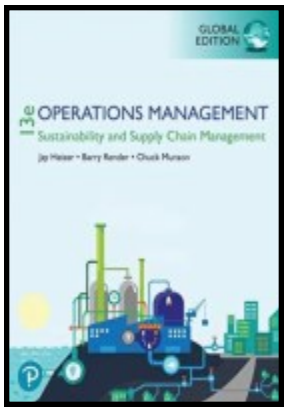
PRINTED BOOKS

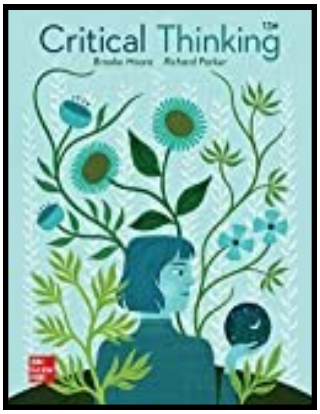
NEW ADDITIONS

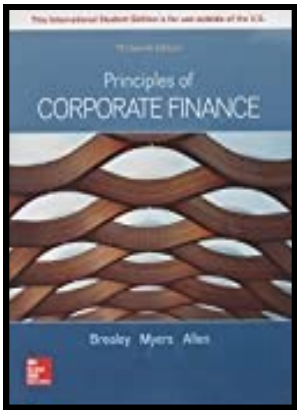


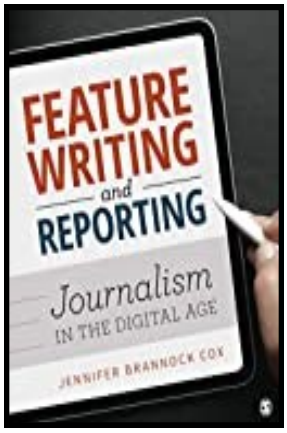










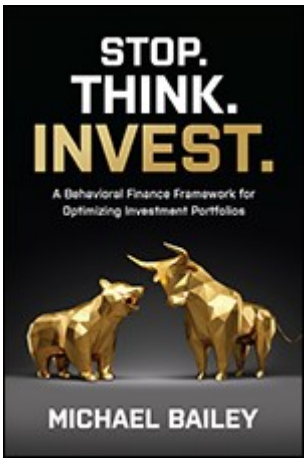


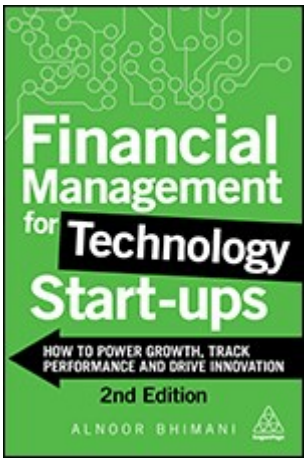
https://library.urbe.university/

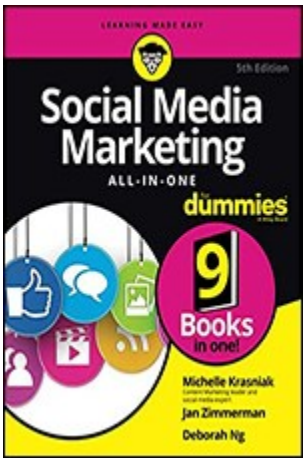
EBOOKS

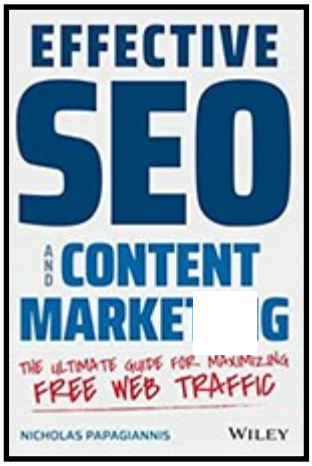
NEW ADDITIONS

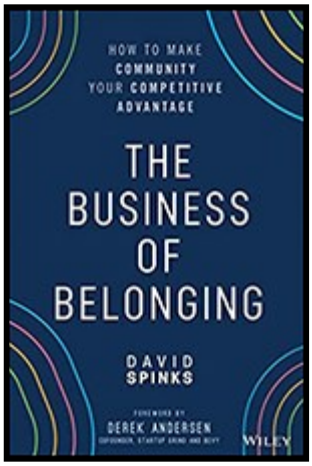
https://9w13qjfri-mp03-y-https-library-books24x7--com.proxy.lirn.net/bookshelf.asp

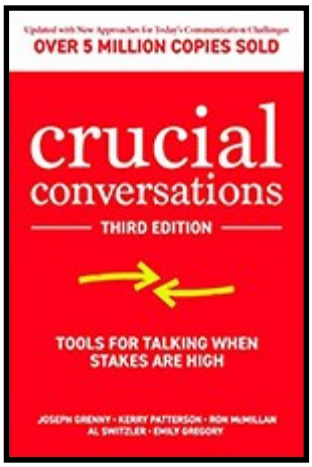


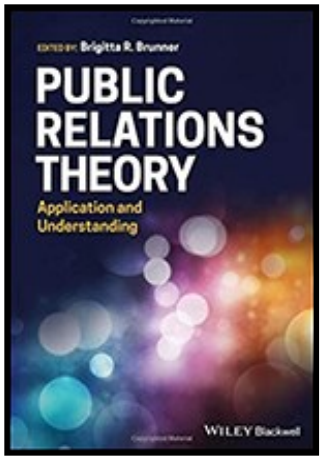


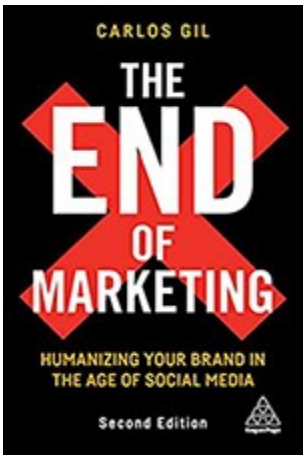












https://library.urbe.university/

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. .

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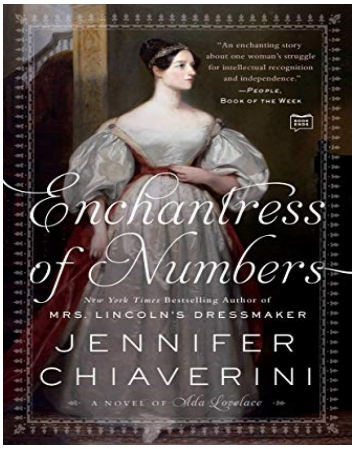
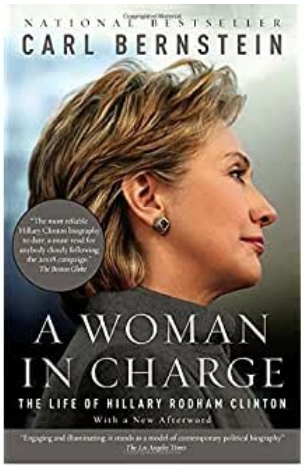
Journal of Management & Organization

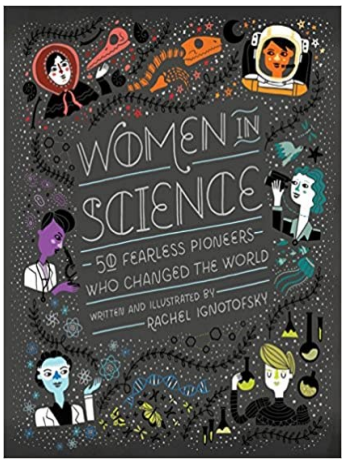
https://www.proquest.com/central/publication/38879/citation/83B32771E1234505PQ/5?accountid=180358

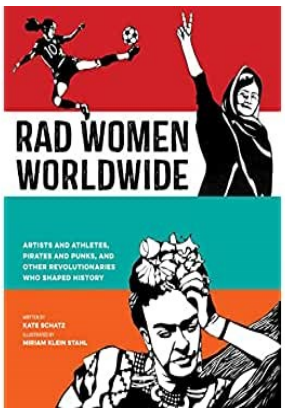
JMO is an international peer-review journal committed to publishing high quality and influential research to provide in-depth understanding of Management and Organizational issues. *JMO* invites novel contributions that are empirical in nature or conceptual papers that extend our understanding of existing theory.

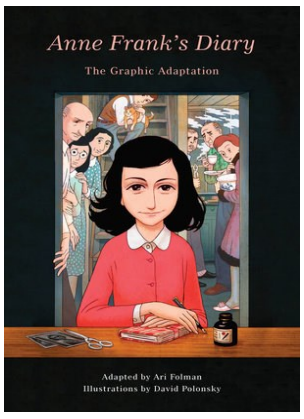
International Women's Day is a global day celebrating the social, economic, cultural and political achievements of women. ... Marked annually on March 8th, International Women's Day (IWD) is one of the most important days of the year to: **celebrate women's achievements**. **raise awareness about women's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

Friday, March 17, 2023

Saint Patrick's Day, or the Feast of Saint Patrick, is a cultural and religious celebration held on 17 March, the traditional death date of Saint Patrick, the foremost patron saint of Ireland. Saint Patrick's Day was made an official Christian feast day in the early 17th century and is observed by the Catholic Church, the Anglican Communion, the Eastern Orthodox Church, and the Lutheran Church. The day commemorates Saint Patrick and the arrival of Christianity in Ireland, and celebrates the heritage and culture of the Irish in general. Celebrations generally involve public parades and festivals, and the wearing of green attire or shamrocks.

GUESS WRITER COLUMN

Dr. Oscar Belloso Vargas
Chief of Academics. URBE University
Dr. José Barboza Hernández

USE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE UNIVERSITY MANAGEMENT PROCESS: A LEARNING REALITY IN TIMES OF PANDEMIC

University Management has been a multidimensional and dynamic space of drive and growth. Based on the development of knowledge and its practical use, universities have always been at the forefront of the changes planned by humanity. Academic, extension and research works become the driving force of university life, focused on creating theoretical and practical solutions to address challenges in each environment and established living space.

In the last decades of both the twentieth and the current century, information and communication technologies (ICTs) have positioned themselves worldwide. They are present in every scientific discipline, in the engines of the productive and service sectors and in every aspect of people's lives, and their main attraction is their constant renewal and innovative development. In this order of ideas, educational policies are linked to ICT and are part of a larger field that involves citizenship and the world of work and is subject to the development and access of the population to telecommunications.

GUESS WRITER COLUMN

Education at different levels has assumed that digital technologies are a driving force for change and innovation that the knowledge society has been demanding, both in the implementation of new spaces and opportunities for learning, as well as in the redefinition of teaching roles and teaching and learning processes.

In recent years it has been a challenge for universities in the Americas to promote favorable conditions for the inclusion of information and communication technologies in the teaching process. This leads to a better infrastructure and adequate equipment in the classrooms. In the same way, it is of vital importance to establish action plans, supported by institutional policies regarding the use of ICT in the different learning spaces.

The most important aspects of education using information and communication technologies involve the training of teachers in the use of digital tools, the availability of support networks, access to virtual contents and applications, as well as the permanent research and evaluation of the implementation and sustainability of the different proposals.

We have gone through advances and denomina-tions such as giving a greater specificity to the educational field, through learning and knowledge technologies (LKT). These LKTs are aimed at exploring these technological tools at the service of learning and the acquisition of significant knowledge.

Next, we refer to the concept of TEP (Technologies for Empowerment and Participation) highlighting the need for technological appropriation to create practices of interaction and citizen participation.

Distance education experts refer to the concept of a virtual learning environment (VLE), which is defined as an electronic environment, created, and constituted by digital technologies.

GUESS WRITER COLUMN

Dr. Oscar Belloso Vargas
Chief of Academics. URBE University
Dr. José Barboza Hernández

It is hosted on the network and offers remote access to its contents through some type of device with an Internet connection. It is made up of applications or computer programs that support the training activities of teachers and students.

In this regard, EVAs facilitate the development of educational activities without the need for teachers and students to coincide in space and/or time. In turn, these environments have a technological dimension and an educational dimension, which are interrelated and enhance each other.

In the same vein, there are PLE (Personal Learning Environment) or Personal Learning Environments. These are systems that help students to take control and manage their own learning; they can be composed of one or several subsystems such as a desktop application or one or more web services that allow them to connect a series of resources and systems within a personally managed space.

In this pandemic times, we were able to experience in real time the opportunities and difficulties that can occur when using information and communication technologies without planning and adaptation to each reality and space.

GUESS WRITER COLUMN

While technologies allowed us to meet academic objectives in our universities, we must also internalize the lessons learned about the correct use of technological platforms with high quality procedures and specifications. The university management process requires us to know the available resources and determine the gaps to be closed in each organization to consolidate the most suitable platform for meaningful learning.

After more than two years of confinement and modification of conditions of our lives, universities must assume with their leaders to plan the correct use of the technologies for optimizing the capacities to provide adequate responses from the academia, fostering technical and generic competencies of students, hand in hand with a support to the virtual teacher as a source of knowledge and experience.

GUESS WRITER COLUMN

Dr. Jesus Alberto Fuenmayor .
Instructor. URBE

Leadership training: a key tool for organizational development

https://jesusfuenmayor.com/2023/01/31/formacion-en-liderazgo-herramienta-clave-para-el-desarrollo-organizacional/

For an organization to be successful, it is important that senior employees receive leadership training and develop competency in a wide range of skills. Without effective leaders and managers it is almost impossible to outperform competitors and succeed in the marketplace.

It is not enough to organize a few training programs for a short period of time. Although these activities help improve specific skills, they may not be enough to enable an employee to manage an entire team and become a successful team leader.

Read on to learn why leadership training programs are important for organizational growth.

Leadership Training

Leadership training programs teach participants different leadership skills. These courses focus on skills such as strategic thinking, communication, project and change management, employee management, negotiation, and delegation…all skills that will help employees become good leaders, managers, and professionals.

Poor leadership can damage the organization's reputation or it may not be able to meet expected

GUESS WRITER COLUMN

Benefits of Leadership Training

Leadership training courses can help participants with many different aspects of their leadership development. Here are some of the benefits of completing leadership training programs:

Increase Efficiency

A leader is responsible for the efficiency and profits earned by an organization or business. The training of these professionals can help increase the efficiency of organizations.

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This is especially so because leaders who are aware of their responsibilities and roles are able to delegate tasks more effectively. Due to the resulting increases in efficiency, many companies see the benefits and organize leadership training sessions for their employees.

Promotes Innovation

Properly trained leaders are more likely to be open to innovative thinking and willing to take risks when necessary. According to recent statistics, only 58% of managers receive the training necessary to be effective leaders.

As a result, many organizations are missing out on the potential rewards of strong leadership and the benefits of a supportive team environment.

Good leaders can identify opportunities for innovation and help foster an environment in which creativity can thrive. As a result of such steps, the organization will develop in terms of professional environment, productivity and different innovative approaches.

GUESS WRITER COLUMN

Dr. Jesus Alberto Fuenmayor .
Instructor. URBE

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Develop Leaders

When people have access to effective leadership training, they become stronger leaders. For example, people can manage teams efficiently after leadership training.

In addition, they can develop interpersonal skills such as communication skills and problem solving. A professional with well-developed leadership skills also knows how her decisions can affect the performance of the team and the organization.

As a result, they will use their decision-making and critical thinking skills to solve problems effectively. Additionally, having well-trained leaders builds employee confidence by showing them that their work is important and appreciated by management.

IMPORTANT THINGS

The development of leadership skills by managers can help the smooth and sustainable growth of the organization. If you are a business owner, I recommend that you host such training sessions at your workspace.

GUESS WRITER COLUMN

You should also encourage all people moving up to the management level to participate in leadership training. This will help them understand the difference between being an ordinary employee and a leader in an organization.

If you want to participate, send an email to:
karely.carrion@urbe.university

https://library.urbe.university/