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EN



## Library

- Library Information
- Governance
- Regulation
- Facilities
- Personnel
  - NUP Library Personnel: Kiki Zeniou
  - NUP Library Personnel: Christos Kotsias
  - NUP Library Personnel: Christos Panage
  - NUP Library Personnel: Marina Christodoulou
- Information for Librarians
- Collection / Discovery Tools
  - Discovery Tools
  - E-Books and E-Journals
  - Dissertation and Theses
  - Digital Collections
  - Print Collections
- Services
  - Circulation
  - Interlibrary Loan



## Learning Resources

Discovery Service for Neapolis University Pafos



- Keyword
  Title
  Author  
 Full Text
  Peer Reviewed
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Welcome to the website of the Library of Neapolis University Pafos. Find out about our current activities and navigate our website from the menu on the left side of your screen.

The search box above provides an easy to access way to discovery tools. If you want to exploit the full potential of our discovery tools you are encouraged to use each one them separately.




- Where can I find printed and electronic material for my work?  
Go to Neapolis University page (<http://www.nup.ac.cy/>) and select the tab Library

The screenshot shows the top navigation bar of the Neapolis University website. It features several icons and text elements:

- Mail:** Represented by an envelope icon.
- Moodle:** Represented by a document icon.
- Library:** Represented by an open book icon, which is circled in red with a red arrow pointing to it from the left.
- View all »:** A text link with a right-pointing arrow.
- Language:** A dropdown menu showing "MAIL", "LIBRARY", and "MOODLE", with "LIBRARY" circled in red and a red arrow pointing to it from the right.
- Navigation Menu:** A horizontal bar with colored segments for "STUDY WITH US" (blue), "SCHOOLS" (red), "ADMISSIONS" (purple), "WHY PAFOS" (orange), and "LIFE" (dark red).
- Footer:** A row of links: "SCHOOLS / RESEARCH & MOBILITY / TUITION & FEES / ABOUT US / CONTACT".
- Search and Language:** A search icon and a language selector set to "EN".

## Life at NUP

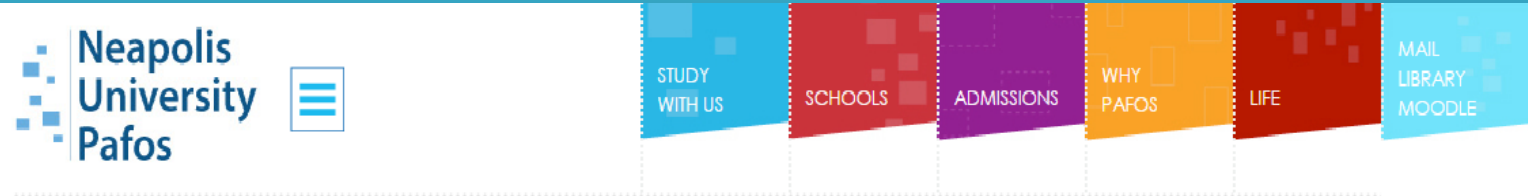
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Education is not preparation for life;  
education is life itself.



# • How do I search for material?

Insert your query by selecting one of the following 'keyword', 'title' or 'author'



SCHOOLS / RESEARCH & MOBILITY / TUITION & FEES / ABOUT US / CONTACT  EN



- Library
  - Library Information
  - Governance
  - Regulation
  - Facilities
  - Personnel
    - NUP Library Personnel: Kiki Zeniou
    - NUP Library Personnel: Christos Kotsias
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  - Information for Librarians
  - Collection / Discovery Tools
    - Discovery Tools
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## Learning Resources

Discovery Service for Neapolis University Pafos

SEARCH

Keyword  Title  Author

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Welcome to the website of the Library of Neapolis University Pafos. Find out about our current activities and navigate our website from the menu on the left side of your screen.

The search box above provides an easy to access way to discovery tools. If you want to exploit the full potential of our discovery tools you are encouraged to use each one them separately.



Select from "Refine Results" the "Catalog Only" tab. Your search is now limited to the printed material that is available in the library collection. To locate a book on the shelf make a note of the call number ( see example below i.e Call No. N5610 .B295. 2001)

## Refine Results

### Current Search

Find all my search terms:

art

### Expanders

Also search within the full text of the articles

### Limiters

Catalog Only

Available in Library Collection

### Limit To

- Linked Full Text
- Scholarly (Peer Reviewed) Journals

Catalog Only

1960 Publication Date 2013

Show More Options set

Search Results: 1 - 10 of 86

Relevance Page Options



### Research Starter Art.

Art: a visual object or experience consciously created through an expression of skill or imagination. The term art encompasses diverse media such as... [More](#)

Encyclopædia Britannica, 2014

Related: [Art: Research Starters Topic](#).

### 1. Classical art : from Greece to Rome / Mary Beard and John Henderson.



By: Beard, Mary. Oxford : Oxford University Press, 2001. 01/01/2001 298 p. : ill. (some col.), maps, ports. ; 24 cm. Language: English, Database: Neapolis University Pafos Catalogue



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Retrieve Catalogue Item

	Location	Call No.	Status
Book	NUP Main Collection	N5610 .B295 2001	AVAILABLE

### 2. Italian Baroque art / edited by Susan M. Dixon.



Malden, MA : Blackwell Pub., 2008. 01/01/2008 xvii, 390 p. : ill. ; 26 cm. Language: English, Database: Neapolis University Pafos Catalogue



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	Location	Call No.	Status
Book	NUP Main Collection	N6916 .I83 2008	AVAILABLE

### 3. Locating Renaissance art / edited by Carol M. Richardson.

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Wed 09 Jul 2014 03:53:43

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## How to find e-journals

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EESSOhost Searching: Discovery Service for Neapolis University Pafos

Keyword: art Search

Basic Search Advanced Search Search History

Refine Results

Current Search

Find all my search terms:  
art

Expanders

Also search within the full text of the articles

Limiters

Linked Full Text

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Limit To

Linked Full Text

Scholarly (Peer-Reviewed) Journals

Catalog Only

1461 Publication Date 2018

Show More Options set

Source Types

All Results

Academic Journals (3,855,153)

Magazines (1,270,533)

Reviews (1,120,980)

Trade Publications (508,872)

News (409,458)

Show More

Subject

Publisher

Publication

Language

Geography

Location

Content Provider

Search Results: 1 - 10 of 8,483,028

Research Starter  
**Art.**  
Art: a visual object or experience consciously created through an expression of skill or imagination. The term **art** encompasses diverse media such as... [More](#)  
Encyclopedia Britannica, 2014  
Related: [Art: Research Starters Topic](#)

1. **Determinants of the Number of Artworks in Corporate Art Collections.**  
By: Hyunjung Yoon, Hyung-Deok Shin. *International Journal of Arts Management*. Winter2014, Vol. 16 Issue 2, p19-28. 10p. 4 Charts. Database: Business Source Complete  
Subjects: CORPORATIONS; ART museums; REGRESSION analysis; Museums; Non-commercial art museums and galleries; Live theatres and other performing arts presenters with facilities; ART collections; ARTS facilities; WORKS of art  
Show all 4 images  
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2. **L'ART ET L'ARTISANAT D'ART EN QUÊTE DE RÉASSURANCE. (French)**  
FINE ART AND CRAFT ART SEEKING REASSURANCE: ROLES OF LABELS AND WORKSHOP VISITS. (English). By: De Barrier, Virginie; Lager, Joelle. *Decisions Marketing*. jan-mar2012, Issue 65, p9-19. 11p. 1 Diagram, 3 Charts. Language: French. Database: Business Source Complete  
Subjects: QUALITATIVE research; CONSUMER behavior; FOCUS groups; Independent Artists, Writers, and Performers; Independent visual artists and artisans; HANDICRAFT; WORKSHOPS in art; ARTS; PAINTERS  
Show all 4 images  
[PDF Full Text \(1.3MB\)](#)

3. **Extending the theory of metaphor in marketing: The case of the art gallery.**  
By: Rentschler, Ruth; Jopulu, Uma; Karshaw, Anne; Osborne, Angela. *Journal of Marketing Management*. Oct2012, Vol. 28 Issue 11/12, p1454-1485. 22p. 3 Charts. DOI: 10.1080/0287257X.2012.715090. Database: Business Source Complete  
Subjects: ART museums - Marketing; MARKETING management; RESEARCH; MARKETING strategy; MARKETING theory; MARKETING research; Marketing Research and Public Opinion Polling; Museums; Non-commercial art museums and galleries; SPIRITUALITY; ART & spirituality; ART museum attendance; METAPHOR; ART - Psychological aspects  
Show all 8 images  
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4. **Creating Meaningful Art Museum Experiences for Young Children: Discussions With Future Art Teachers.**  
By: SZEKELY, ILONA. *Art Education*. Jul2014, Vol. 67 Issue 4, p34-39. 6p.  
Subjects: ART museums & children; ART teachers; ART museums; CHILDREN'S art; ART museum visitors; UNITED States; STUDENT teachers  
[HTML Full Text](#) [PDF Full Text \(3.9MB\)](#)

5. **Old Masters, No Class.**  
By: Tully, Kathryn. *Forbes*. 12/10/2012, Vol. 190 Issue 10, p160-163. 2p. Database: Business Source Complete  
Subjects: ART as an investment; ASSETS (Accounting); FINE Art Fund Group Ltd.; SALES & prices; ART - 21st century - Sales & prices; ART industry - Economic aspects; ART storage; ART insurance; ART genres; COLLECTIBLES - Sales & prices  
[HTML Full Text](#) [PDF Full Text \(1.8MB\)](#)

6. **Liberals Against Art.**

Determinants of the Number of Artworks in Corporate Art Collections.  
Authors: Hyunjung Yoon, Hyung-Deok Shin  
Source: *International Journal of Arts Management*  
Date: 2014  
Publication Type: Academic Journal  
Subjects: CORPORATIONS; ART museums; REGRESSION analysis; Museums; Non-commercial art museums and galleries; Live theatres and other performing arts presenters with facilities; ART collections; ARTS facilities; WORKS of art in art  
Abstract: Corporations have different motivations for collecting art. This study extends the rationale for corporations collecting to the determinants of the number of artworks in a collection. The authors  
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Source: International Journal of Arts Management  
Date: January 1, 2014

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Choose Another Issue

Market Research

Full Text Article

# Determinants of the Number of Artworks in Corporate Art Collections

Hyejung Yoon, Hyung-Deok Shin

## Introduction

Corporations began collecting art at the end of the 19th century. The majority of corporate art collections were developed between the 1960s and the 1980s and it had become a global trend by the late 1980s (Wu, 2003; Martorella, 1990), mainly due to the economic boom (Jacobson, 1993). Within a decade, about half of Fortune 500 companies were involved in collecting art, led by the real estate and hotel industries (Kottasz et al., 2008).

Much research has been conducted to determine why corporations spend their budgets on art collections. It has been found that motivations include improving the work environment, acquiring valuable assets, benefiting from tax allowances and enhancing the corporation's image (Kottasz et al., 2007, 2008; Thornicroft, 2003; Wu, 2003; LeClair and Doornbosch, 1995; Martorella, 1990). Kottasz et al. (2008) suggest that art collections help corporations build their image by communicating their core values to society.

The present study extends Kottasz et al.'s (2008) work in order to determine whether the size of art collections is driven by the same motivations as those that drive the collections themselves. Although there have been many qualitative studies on the motivations behind art collections, more quantitative studies are needed before a

In the following section we review the literature on the motivations behind corporate art collections and identify several factors that may affect the size of collections. Then we operationalize the factors to empirically test whether in fact these factors have a significant impact on size. The results and a discussion follow.

## Literature Review and Hypotheses

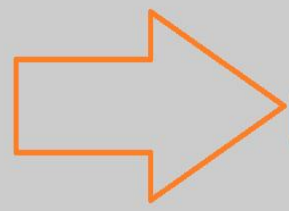
### History of Corporate Art Collecting

Art patronage dates back to the Roman Empire when the politician Gaius Clinius Meccenas supported various artists. Instead of purchasing existing works, art patrons commissioned artists to create new ones. For example, the Medici family, prominent art patrons in the 15th century, commissioned Sandro Botticelli to execute one of the most renowned Renaissance paintings, *The Birth of Venus*.

Over time, various entities such as governments, foundations and corporations have largely replaced individuals as art patrons (Martorella, 1990). Corporate art collecting essentially began in the 1930s and by the 1978 the value of collections had grown to \$15 mil-

**Hyejung Yoon** holds a bachelor's degree from Simmons College in Boston and a master's degree from the Department of Culture and Arts Management at Hongik University, Seoul, South Korea.

**Hyung-Deok Shin** (Ph.D., Ohio State University) is an associate professor of management, College of Business Administration, Hongik University. His research areas include business strategy, international business, entrepreneurship and arts management. He has published in several international journals, including *Thunderbird International Journal of Business Reviews*.



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*Enter your barcode or login name*

Barcode

11434024XX (ID number example)

Submit

### How to make an Advanced Search

For an advanced search with more than one fields select the “Advance Search” tab ( ex. art and European)

Hello, Guest. Login for full access.

EBSCOhost Searching: Discovery Service for Neapolis University Pafos Neapolis University Pafos

art Select a Field (optional) ▾ Search Clear ?

AND ▾ european Select a Field (optional) ▾

AND ▾ Select a Field (optional) ▾ + -

[Basic Search](#) [Advanced Search](#) [Search History](#)

#### Search Options

Reset

#### Choose a discipline to search - Beta Release

##### Disciplines ?

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Anthropology               | <input type="checkbox"/> Diplomacy & International Relations | <input type="checkbox"/> Language & Linguistics        | <input type="checkbox"/> Psychology                   |
| <input type="checkbox"/> Applied Sciences           | <input type="checkbox"/> Drama & Theater Arts                | <input type="checkbox"/> Law                           | <input type="checkbox"/> Public Health                |
| <input type="checkbox"/> Architecture               | <input type="checkbox"/> Earth & Atmospheric Sciences        | <input type="checkbox"/> Library & Information Science | <input type="checkbox"/> Religion & Philosophy        |
| <input type="checkbox"/> Biography                  | <input type="checkbox"/> Economics                           | <input type="checkbox"/> Life Sciences                 | <input type="checkbox"/> Science                      |
| <input type="checkbox"/> Biology                    | <input type="checkbox"/> Education                           | <input type="checkbox"/> Literature & Writing          | <input type="checkbox"/> Social Sciences & Humanities |
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| <input type="checkbox"/> Chemistry                  | <input type="checkbox"/> Environmental Sciences              | <input type="checkbox"/> Mathematics                   | <input type="checkbox"/> Sociology                    |
| <input type="checkbox"/> Communication & Mass Media | <input type="checkbox"/> Ethnic & Cultural Studies           | <input type="checkbox"/> Nutrition & Dietetics         | <input type="checkbox"/> Sports & Leisure             |



## How to refine results

From the Refine Results tab we can also select the type of material such as books, e-books, academic journals, reviews, conference materials, etc. Additionally we can also quickly filter results to display a particular date

The screenshot displays the EBSCOhost search interface. At the top, navigation links include 'New Search', 'Multimedia', 'A-to-Z Publications Locator', 'Library', and 'Home'. The search bar contains the text 'EBSCOhost' and 'Searching: Discovery Service for Neapolis University Pafos'. The search terms 'art' and 'european' are entered in separate fields, with 'AND' operators between them. The search results are displayed in a list format, with the first three results highlighted. The 'Refine Results' tab is selected on the left sidebar, and the 'Publication Date' filter is set to '1753' to '2015'. The search results are as follows:

**Search Results: 1 - 10 of 1,383,312**

- The Total Work of Art in European Modernism**  
By: Roberts, David. In: Signale: Modern German Letters, Cultures, and Thought. Ithaca, N.Y. : Cornell University Press. 2011. eBook. , Database: eBook Academic Collection (EBSCOhost)  
Subjects: PHILOSOPHY / Metaphysics; ART / European; ART / History / Modern (late 19th Century to 1945); Arts, European--20th century--Philosophy; Modernism (Aesthetics); Arts, Modern  
Options: eBook Full Text, Download (Offline), Table of Contents, Most Relevant Pages From This eBook
- Cultural Contact and the Making of European Art Since the Age of Exploration**  
By: Sheriff, Mary D. In: Bettie Allison Rand Lectures in Art History. Chapel Hill [N.C.] : University of North Carolina Press. 2010. eBook. , Database: eBook Academic Collection (EBSCOhost)  
Subjects: ART / European; Art, European--Themes, motives; Art and globalization--Europe  
Options: eBook Full Text, Download (Offline), Table of Contents, Most Relevant Pages From This eBook
- The Imagining of Community in European Art and Architecture, 1140-1617 : Envisioning Transcendence Of, Authority In, and Foundations**  
By: Greene, David B. Lewiston : Edwin Mellen Press. 2010. eBook. , Database: eBook Academic Collection (EBSCOhost)  
Subjects: ART / General; Art and society--Europe; Architecture and society--Europe; Communities--Europe  
Options: eBook Full Text, Download (Offline), Table of Contents, Most Relevant Pages From This eBook

Left sidebar filters:

- Refine Results** (circled in red)
- Current Search**: art AND european
- Expanders**: Also search within the full text of the articles
- Limiters**: Available in Library Collection
- Limit To**:
  - Linked Full Text
  - Scholarly (Peer Reviewed) Journals
  - Catalog Only
  - 1753** Publication Date **2015** (circled in orange)

# How to refine our results even further

From the Refine Results tab we can also limit our results by selecting subject, publisher, content provider, language, etc.

1753 Publication Date 2015

Show More Options set

Source Types

- All Results
- Academic Journals (753,753)
- Books (201,280)
- eBooks (195,441)
- Reviews (145,663)
- Magazines (113,728)

Show More

Subject

- books -- reviews (103,374)
- nonfiction (102,040)
- books (22,876)
- history (18,417)
- exhibitions (15,215)
- research (14,387)

Show More

Publisher

- taylor & francis ltd (153,243)
- wiley-blackwell (146,045)
- springer science & business media b.v. (79,639)
- oxford university press / usa (45,910)
- cambridge university press (37,372)
- sage publications, ltd. (25,643)

Show More

Publication

Language



Geography



Location

Content Provider

- All Providers
- Business Source Complete (139,971)

**Subjects:** ART / General; Art and society--Europe; Architecture and society--Europe; Communities--Europe


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eBook



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4. Palaeolithic Cave Art at Creswell Crags in European Context

 eBook

By: Ripoll, Sergio; Bahn, Paul G.; Pettitt, Paul. Oxford : Oxford University Press. 2007. eBook. , Database: eBook Academic Collection (EBSCOhost)


**Subjects:** HISTORY / Ancient / General; Art, Prehistoric--England--Creswell Crags; Cave paintings--Europe; Petroglyphs--Europe; Paleolithic period--England--Creswell Crags; Cave paintings--England--Creswell Crags; Petroglyphs--England--Creswell Crags

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5. Tort Law in the Jurisprudence of the European Court of Human Rights

 eBook

By: Berka, Walter; Fenyves, Attila; European Court of Human Rights. In: Tort and Insurance Law. Vienna : De Gruyter. 2011. eBook. , Database: eBook Academic Collection (EBSCOhost)


**Subjects:** LAW / Administrative Law & Regulatory Practice; Torts--Europe

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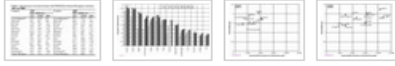
6. Demographic relevancy of increased Use of assisted reproduction in european countries.


 Academic Journal

By: Kocourkova, Jirina; Burcin, Boris; Kucera, Tomas. Reproductive Health. 2014, Vol. 11 Issue 1, p1-20. 20p. 1 Chart, 6 Graphs. DOI: 10.1186/1742-4755-11-37.

**Subjects:** INFERTILITY treatment; CHILDBIRTH -- Statistics; COMPARATIVE studies; DEMOGRAPHY; FERTILIZATION in vitro; HUMAN reproductive technology; MATERNAL age; CROSS-sectional method; EUROPE; In-Vitro Diagnostic


Show all 7 images



 PDF Full Text (263KB)



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7. The Art of Lobbying the EU : More Machiavelli in Brussels

 eBook

By: Schendelen, M. P. C. M. van. Edition: Fourth, fully updated and revised edition. Amsterdam : Amsterdam University Press. 2013. eBook. , Database: eBook Academic Collection (EBSCOhost)


**Subjects:** POLITICAL SCIENCE / General; POLITICAL SCIENCE / Public Affairs & Administration; POLITICAL SCIENCE / American Government / Executive Branch; Business and politics--European Union countries; Pressure groups--European Union countries

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 Table of Contents  Most Relevant Pages From This eBook


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8. Art Collecting on a Global Scale: Non-European Objects from the William Randolph Hearst Archive.

 Academic Journal


By: Larkin, Catherine. Visual Resources: An International Journal of Documentation. Mar2014, Vol. 30 Issue 1, p5-32. 28p. DOI: 10.1080/01973762.2014.879374.

**Subjects:** ART -- Collectors & collecting; NON-Western art; ART -- Provenance; LONG Island University; Libraries and Archives; PERSONAL archives; RESEARCH; HEARST, William Randolph, 1863-1951; HEARST, Phoebe Apperson, 1863-1951

 Linked Full Text



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9. Maori-European interactions in art

 Book

By: Blackley, Roger. In: Grove Art Online, 1996; Oxford University Press Language: English, Database: Grove Art Online

**Subjects:** Art and Art Forms; Geography: Australasia and Pacific Islands; New Zealand; Styles and Cultures; Aboriginal Australia and Oceania; Time Periods: 1700--1800; 1800--1900; 1900--2000; Aesthetic Movement; 2000--; art and photo

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# How to save material in the Folder

We can print, e-mail, or save multiple items by clicking the folder icon on the right hand side of each result. To view all saved items click on the FOLDER tab

The screenshot shows a library search results page for the term "art". The page features a search bar at the top with the text "art" and a "Search" button. Below the search bar, the results are displayed in a list format. Each result includes a title, author, and a brief description. On the right side of the page, there is a "Folder" tab and a "Folder has items" section. An orange arrow points to the "Folder" tab with the text "Click here to view your saved items". Another orange arrow points to a folder icon next to a result with the text "Click & Save". A third orange arrow points to a folder icon next to another result. A fourth orange arrow points to a folder icon next to a third result. A fifth orange arrow points to a folder icon next to a fourth result. A sixth orange arrow points to a folder icon next to a fifth result. A seventh orange arrow points to a folder icon next to a sixth result. A eighth orange arrow points to a folder icon next to a seventh result. 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