

Library's Unified Catalog (EDS)

USER GUIDE

Library and Learning Resource Centre

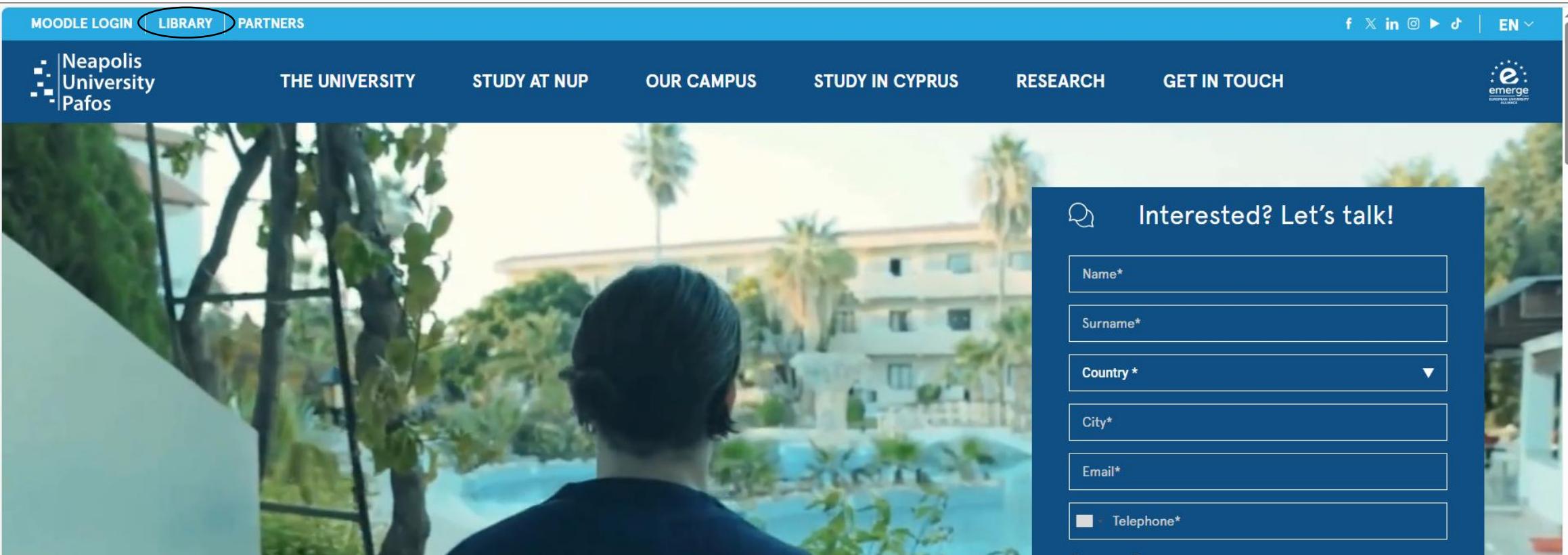
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ACCESS TO THE LIBRARY

1. Go to the official website of Neapolis University Pafos (www.nup.ac.cy).
2. At the top left of the homepage, select the option “LIBRARY”.
3. You will be automatically redirected to the Library page, where you can find information about all available services and electronic resources.



MOODLE LOGIN | LIBRARY | PARTNERS

Neapolis University Pafos

THE UNIVERSITY STUDY AT NUP OUR CAMPUS STUDY IN CYPRUS RESEARCH GET IN TOUCH

Interested? Let's talk!

Name*

Surname*

Country* ▾

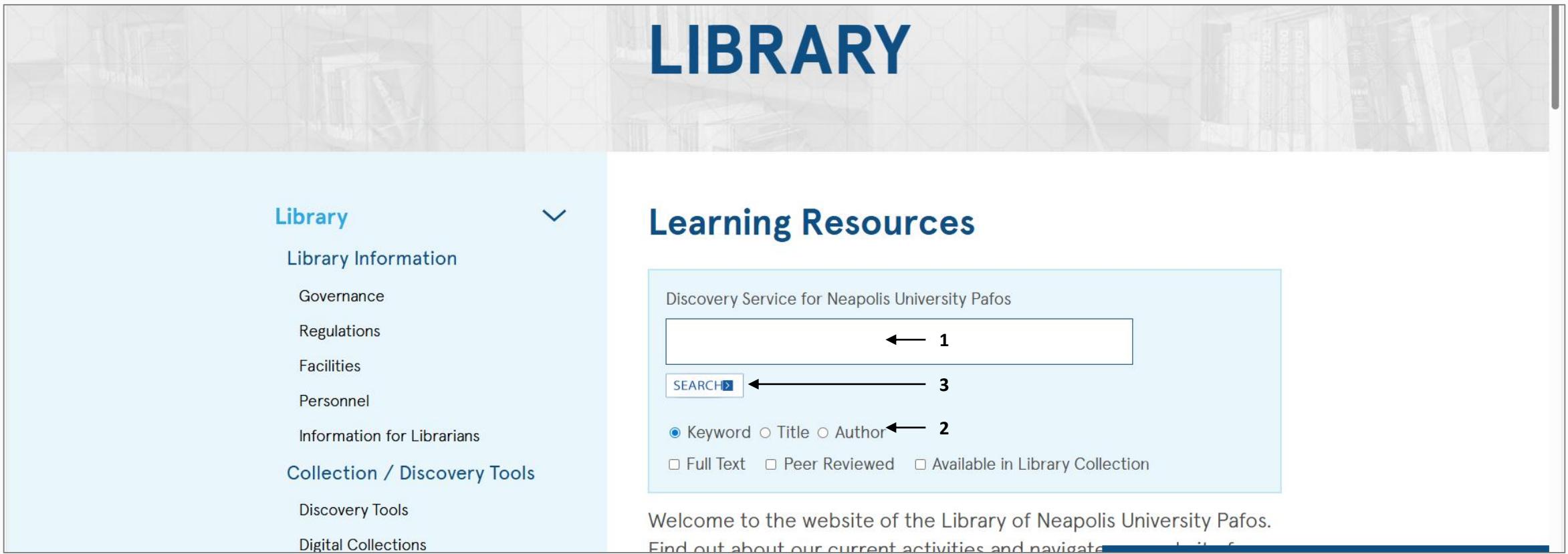
City*

Email*

Telephone*

MATERIAL SEARCH

1. In the search field, type the word related to the topic you are interested in.
2. Select whether the search concerns **Keyword**, **Title**, or **Author**.
3. Then, click the “**Search**” button.



The screenshot shows the homepage of the Library website. The main title "LIBRARY" is displayed prominently at the top. On the left, a sidebar menu titled "Library" is open, showing "Library Information" and "Collection / Discovery Tools" sections. The "Collection / Discovery Tools" section includes "Discovery Tools" and "Digital Collections". The main content area is titled "Learning Resources" and features a search box labeled "Discovery Service for Neapolis University Pafos". The search box contains a text input field (1), a "SEARCH" button (3), and a radio button group for "Keyword", "Title", and "Author" (2). Below the search box are checkboxes for "Full Text", "Peer Reviewed", and "Available in Library Collection". A welcome message at the bottom reads: "Welcome to the website of the Library of Neapolis University Pafos. Find out about our current activities and navigate to the various services."

LIBRARY

Library ▼

Library Information

- Governance
- Regulations
- Facilities
- Personnel
- Information for Librarians

Collection / Discovery Tools

- Discovery Tools
- Digital Collections

Learning Resources

Discovery Service for Neapolis University Pafos

1

3

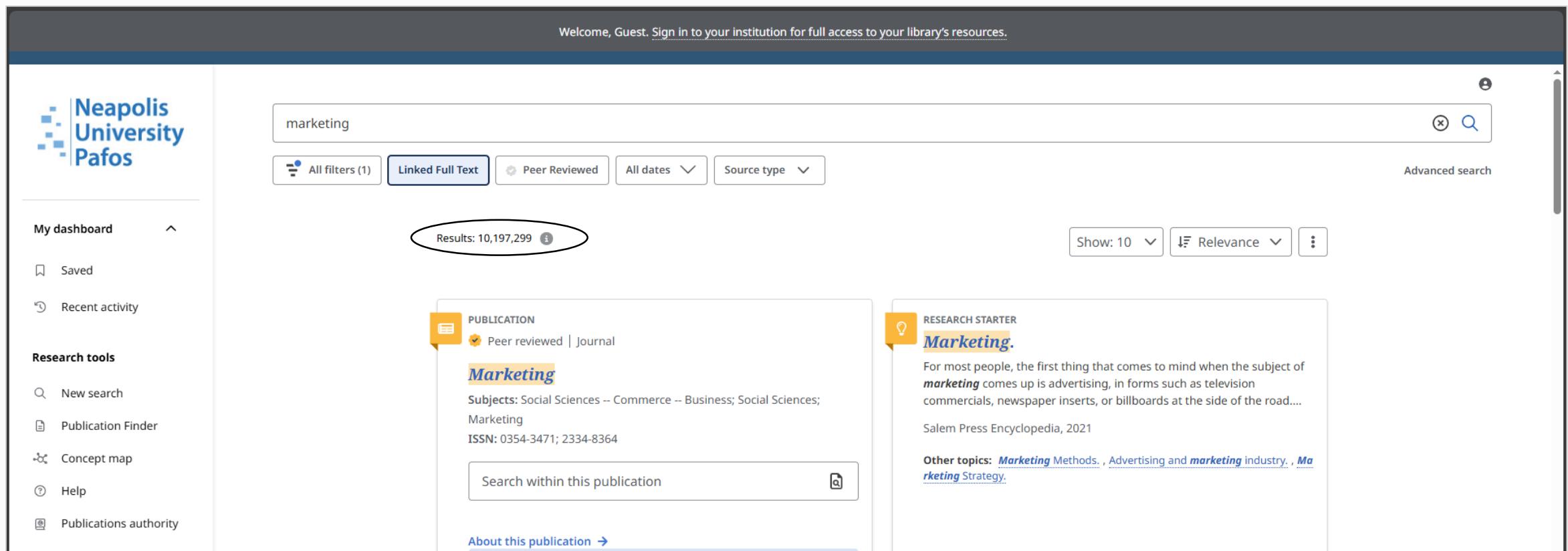
2

Full Text Peer Reviewed Available in Library Collection

Welcome to the website of the Library of Neapolis University Pafos. Find out about our current activities and navigate to the various services.

MATERIAL SEARCH

On the new page that opens, all results related to the keyword you previously searched for will be displayed.



Welcome, Guest. Sign in to your institution for full access to your library's resources.

marketing

All filters (1) Linked Full Text Peer Reviewed All dates Source type Advanced search

Results: 10,197,299

Show: 10 Relevance

PUBLICATION Peer reviewed | journal

Marketing

Subjects: Social Sciences -- Commerce -- Business; Social Sciences; Marketing

ISSN: 0354-3471; 2334-8364

Search within this publication

About this publication →

RESEARCH STARTER

Marketing.

For most people, the first thing that comes to mind when the subject of **marketing** comes up is advertising, in forms such as television commercials, newspaper inserts, or billboards at the side of the road....

Salem Press Encyclopedia, 2021

Other topics: [Marketing Methods.](#), [Advertising and marketing industry.](#), [Marketing Strategy.](#)

LOGIN TO THE LIBRARY'S UNIFIED CATALOG

To access an item in electronic format (e.g., eBook, academic journal) or to use the Interlibrary Loan service, you must be logged in via **OpenAthens**.

1. If you are not logged in, a grey bar will appear at the top of the results page with the message: "*Welcome Guest, Sign in to your Institution for full access to your Library's resources*" (see image below).
2. To gain access, click on the message and follow the steps to log in through **OpenAthens**

Welcome, Guest. Sign in to your institution for full access to your library's resources.

marketing

All filters (2) Linked Full Text Peer Reviewed All dates Source type Advanced search

1

Book

Marketing : an introduction / Gary Armstrong ... [et al.]

In: 2009 • Library Neapolis University Pafos

Subjects: **Marketing**

Status: Available Location: Call number:

HF5415 .M2965 2009

Access options

2

Book

My dashboard

- Saved
- Recent activity

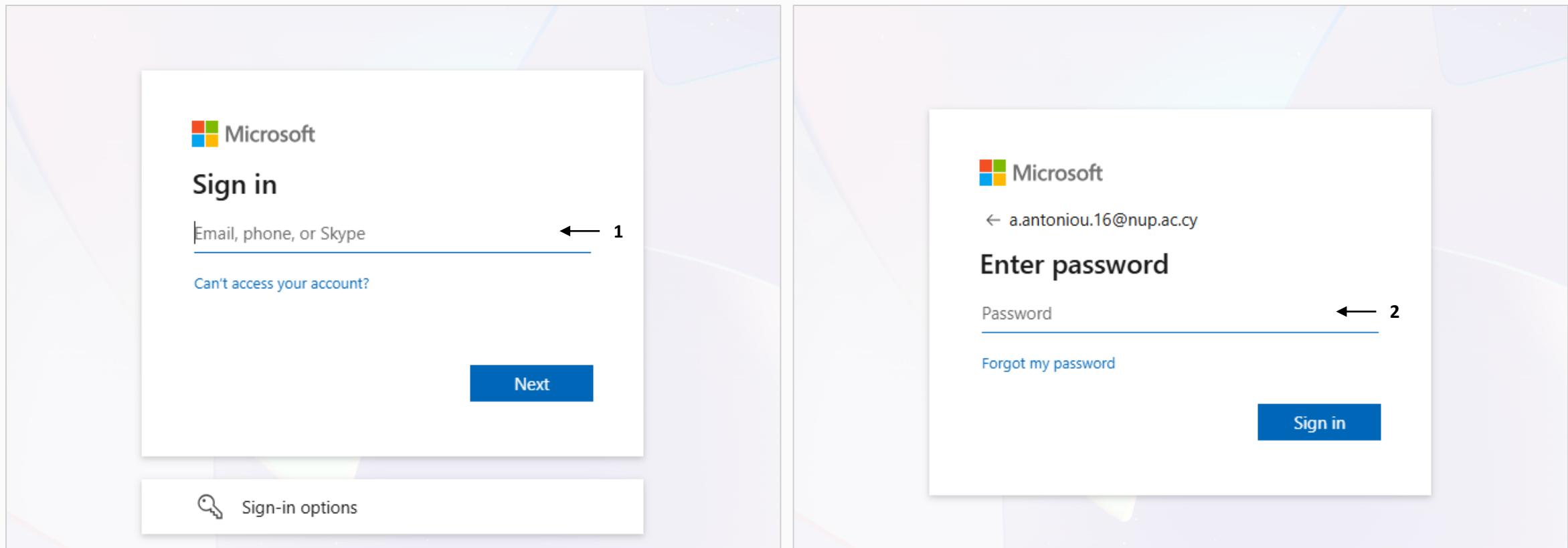
Research tools

- New search
- Publication Finder
- Concept map
- Help
- Publications authority

LOGIN TO THE LIBRARY'S UNIFIED CATALOG

You will be redirected to a new page, where:

1. in the “Sign in” field you enter your university email, and
2. in the “Enter Password” field your personal password (the same one you use for Moodle and your university email).



Microsoft

Sign in

Email, phone, or Skype ← 1

Can't access your account?

Next

Sign-in options

Microsoft

← a.antoniou.16@nup.ac.cy

Enter password

Password ← 2

Forgot my password

Sign in

SEARCH FILTERS

1. Click on “All filters” to display the filter menu on the right side of the screen.
2. Select the type of material you are searching for (books, academic journals, conference proceedings, etc.).
3. Use additional filters, such as Publication Date, Language, Subject, etc.
4. Click “Apply” to apply the filters.

The screenshot shows a search interface with the following elements:

- A search bar at the top containing the text "marketing".
- Below the search bar are three buttons: "All filters (1)" (highlighted with a red box and a number 1), "Linked Full Text", and "Peer Reviewed".
- The text "Results: 10,197,299" is displayed.
- A large orange "PUBLICATION" button with a document icon is at the bottom.

The filter menu is open on the right side of the screen, showing the following structure:

- Header: "All filters" (circled in red), "Search Mode: Find all my search terms", "Advanced search".
- Filter sections:
 - Linked Full Text
 - Peer Reviewed
 - Catalog Only
 - Available in Library Collection
 - EPUB eBooks
- Section headers:
 - Publication Date
 - Content provider
 - Source Types
 - Subject
 - Publication
 - Publisher
 - Language
- Buttons at the bottom: "Clear All" and "Apply" (with a red arrow pointing to it).

PHYSICAL COLLECTION

1. Click on “All filters”.
2. Select the “Catalog Only” checkbox.
3. Then, click “Apply” to limit the search to physical materials available in the University Library building.

The image shows a library search interface with the following components:

- Search Bar:** The word "marketing" is entered.
- Filter Buttons:** "All filters (1)", "Linked Full Text" (highlighted in blue), "Peer Reviewed", and "All".
- Result Count:** "Results: 10,197,299" with an information icon.
- Publication Filter:** A callout box shows "PUBLICATION" and "Peer reviewed | Journal" with a checked checkbox.
- Search Results Preview:** A list of results for "marketing" including a book by Salem Press Encyclopedia, 2021.
- Filter Sidebar:** "All filters" sidebar with "Search Mode: Find all my search terms" and "Active filters" section containing "Linked Full Text" and "Catalog Only" (checked).
- Filter Buttons (Sidebar):** "All filters", "Search Mode", "Active filters", "Linked Full Text", "Catalog Only", "Advanced search", "Linked Full Text" (checked), "Peer Reviewed", "Catalog Only" (checked), "Available in Library Collection", "EPUB eBooks", "Publication Date", "Content provider", "Source Types", "Subject", "Publication", "Publisher", "Clear All", and "Apply".

PHYSICAL COLLECTION

- To locate a book on the Library shelves, note its **call number**.
- The call number indicates the exact location of the book on the shelf (see example below: **HF5415 .M2965 2009**).

1



Book

Marketing : an introduction / Gary Armstrong ... [et al.]

In: 2009 • Library Neapolis University Pafos

Subjects: *Marketing*

Status:  Available

Location:

Call number: **HF5415 .M2965 2009**

Access options ▾

ELECTRONIC BOOKS (E-BOOKS)

1. Click on “All Filters” to open the menu on the right.
2. Select the “EPUB Ebooks” checkboxes.
3. From the “Source Type” option, select the “Ebooks” checkbox.
4. Click “Apply” to narrow the search.
5. Above each item, the label “Electronic Book” or “eBook” will appear.

marketing

All filters (1) **Linked Full Text** Peer Reviewed All dates Source 1

Results: 10,451,162

0 selected

PUBLICATION
Peer reviewed | Journal
Marketing

1

Linked Full Text Peer Reviewed All dates Source 1

Results: 10,451,162

0 selected

PUBLICATION
Peer reviewed | Journal
Marketing
Subjects: Social Sciences – Commerce – Business; Social Sciences; Marketing
ISSN: 0354-3471; 2334-8364

RESEARCH STARTER
Marketing
For most people, the first thing that comes to mind when the subject of **marketing** comes up is advertising, in forms such as television commercials, newspaper inserts, or billboards at the side of the road....
Salem Press Encyclopedia, 2021

Other topics: **Marketing Strategy**, **Advertising and marketing industry**, **Marketing Methods**

Book
Marketing : an introduction / Gary Armstrong ... [et al.].
In: 2009 • Library Neapolis University Pafos
Subjects: **Marketing**
Status: Available Location: Call number: HF5415 .M2965 2009

Access options

All filters EPUB eBooks
Expanders Also search within the full text of the articles
Apply equivalent subjects
Advanced search
Linked Full Text Peer Reviewed Catalog Only Available in Library Collection EPUB eBooks
Publication Date Content provider
Source Types (1)
Search terms
Hit count (high to low)
Academic Journals (3,467,502)
Trade Publications (1,884,532)
Magazines (1,531,794)
News (1,436,091)
eBooks (249,086)
Reports (208,175)
Reviews (147,816)
Clear All Apply

2 3 4

ELECTRONIC BOOKS (E-BOOKS)

Below the item, locate the option “Access options” or “Access now (eBook)”.

- If the “Access options” option (1) appears, click it and then select “PDF full text” or “EPUB full text” to open the e-Book.
- If the “Access now (eBook)” option (2) appears, click it for immediate access to the e-Book.

WHAT IS THE DIFFERENCE BETWEEN “PDF FULL TEXT” AND “EPUB FULL TEXT”?

PDF full text:

- Maintains the original format of the book (pages, layout, numbering).
- Ideal for printing and for precise page references.
- Viewing on mobile devices may be less flexible.

EPUB full text:

- Adapts to the size of the screen (mobile, tablet, e-reader).
- Allows font size adjustment and easier reading.
- Page numbering is not always fixed.

Below the item, locate the option “Access options” or “Access now (eBook)”.

• If the “Access options” option (1) appears, click it and then select “PDF full text” or “EPUB full text” to open the e-Book.

• If the “Access now (eBook)” option (2) appears, click it for immediate access to the e-Book.

Marketing : Prozess- und praxisorientierte Grundlagen

By: Peter Runia; Frank Wahl; Olaf Geyer; +1 more • In: De Gruyter Studium, 2019 • eBook Business Collection

Praxisorientiert, klar strukturiert und eingängig vermittelt das bewährte Lehrbuch wesentliche Grundlagen und konzeptionellen **Marketings**. Das Hauptaugenmerk liegt auf dem (klassischen) Konsumgütermarketing.

Subjects: BUSINESS & ECONOMICS / Marketing / General; Marketing

Access options 1

PDF full text

EPUB full text

Guerrilla Marketing : Advertising and Marketing Definitions, Ideas, Examples, and Campaigns to Inspire Your Business Success

By: Jay Conrad Levinson • In: Guerrilla Marketing, 2022, volume 00001 • eBook Business Collection (EBS)

Guerrilla Marketers are unique, and they know it and promote it. Therefore, Jason Myers and Merrilee Kirshner ask themselves: “How can we make this book unique?” After all, Guerrilla **Marketing**, since the original Guerrilla Marketing book, has become a cult classic.

Subjects: BUSINESS & ECONOMICS / E-Commerce / Digital Marketing; BUSINESS & ECONOMICS / Advertising; Promotion; success of business; Marketing

Access now (eBook) 2

ELECTRONIC BOOKS (E-BOOKS)

- The full-text page will appear as shown in the image below
- On the right side of the page, the **table of contents** of the book is displayed.
- By clicking on any chapter, you are automatically taken to the corresponding page of the eBook.



The screenshot shows a digital book viewer interface. The main content area displays the cover of the book 'Guerrilla Marketing: Advertising and Marketing Definitions, Ideas, Tactics, Examples, and Campaigns to Inspire Your Business Success'. The cover features a blue and purple camouflage background with the 'G' logo. It includes the text 'VOLUME ONE', 'NATIONAL BESTSELLER', and 'The Book Every Small-Business Owner Should Own'. Below the cover, the title 'GUERRILLA MARKETING' is prominently displayed in large, bold, blue letters. A subtitle in smaller purple text reads: 'Advertising and Marketing Definitions, Ideas, Tactics, Examples, and Campaigns to Inspire Your Business Success'. To the right of the main content area is a vertical sidebar titled 'Table of contents'. This sidebar lists the book's structure, starting with 'Cover' and then a list of chapters and sections, each with a small downward arrow indicating they are expandable. The chapters listed are: Cover, Title, Copyright, CONTENTS, Acknowledgments, Preface, What Makes This Book Unique?, Introduction, SECTION I The Strong Foundation of Guerrilla Marketing Success, SECTION II Guerrilla Maximedia Marketing, SECTION III Guerrilla Minimedia Marketing, SECTION IV Guerrilla E-Media Marketing, and SECTION V Guerrilla Info-Media Marketing.

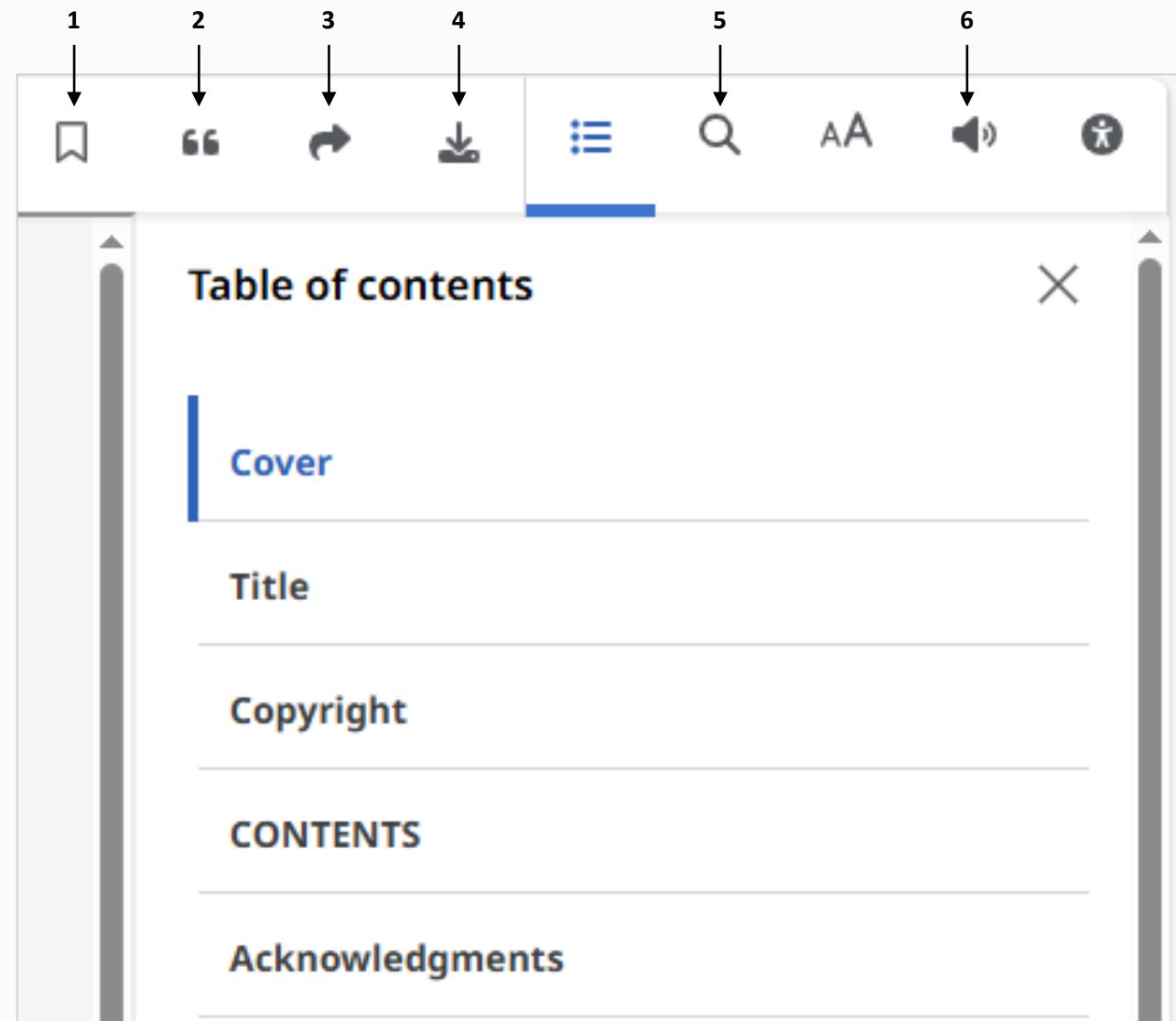
ELECTRONIC BOOKS (E-BOOKS)

At the top of the page, icons are displayed that allow you to:

1. Save the item
2. Create **citations**
3. Share the item
4. Download the item
5. Search for keywords within the text
6. Use the **Text-to-Speech** function for audio reading of the text

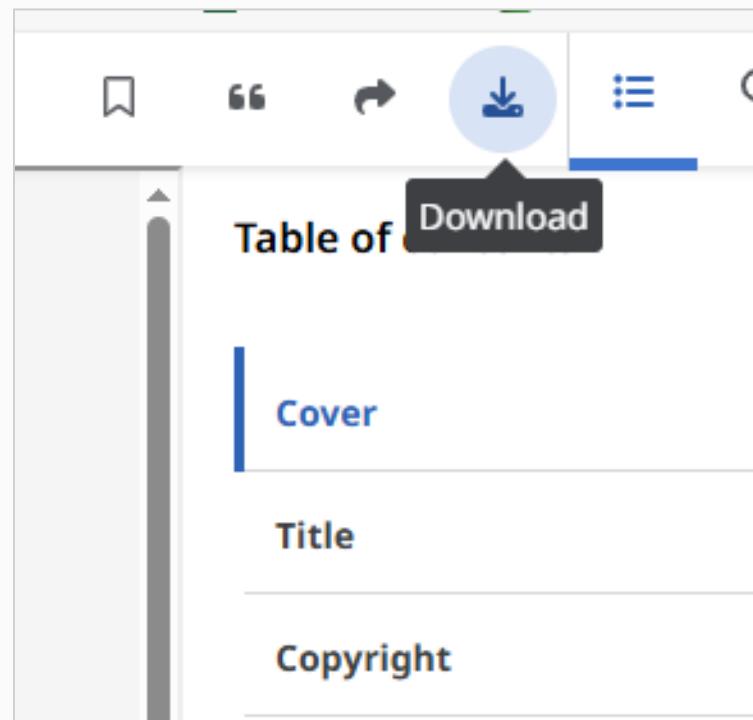
Text-to-Speech:

The Text-to-Speech feature allows the text to be read aloud by the system, facilitating access to the content.



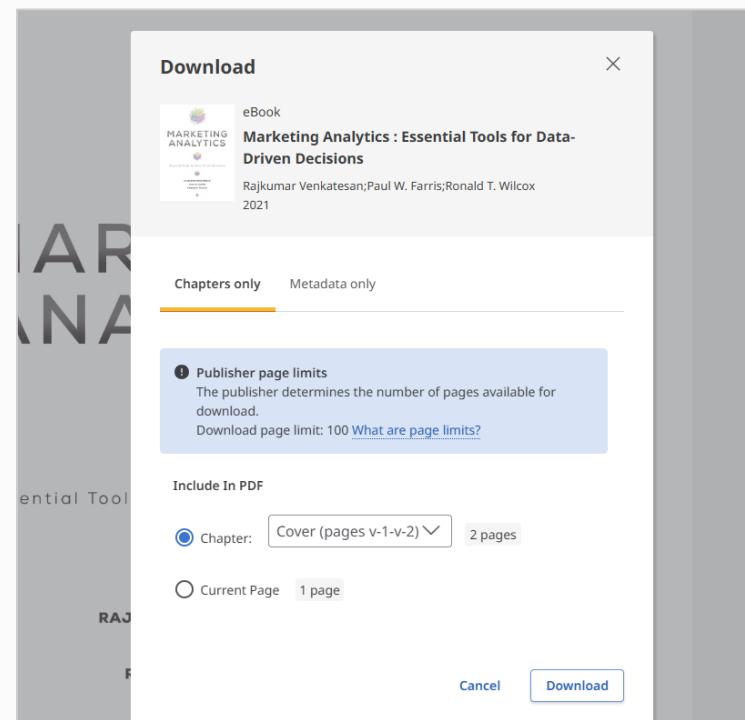
DOWNLOADING E-BOOKS

1. Click on the **download icon**, as shown in the image below, to download the book.

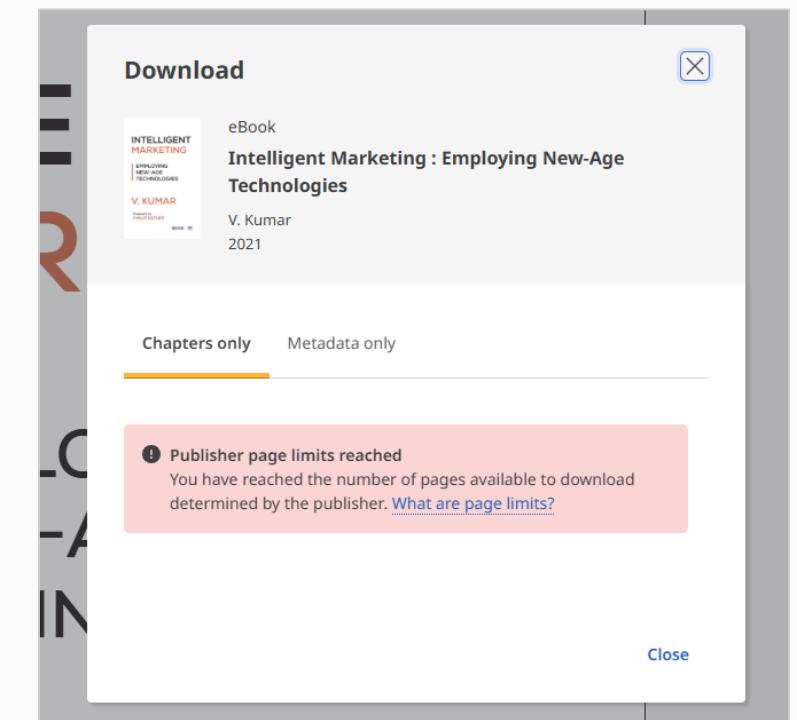


2. In the window that appears, select the pages you wish to download.

* **Note:** Download and printing restrictions are set by each publisher and may vary from book to book.



Attention! If you exceed the usage limit, a notification will appear indicating that you have surpassed the page limit and cannot download additional pages.



ACADEMIC JOURNALS

1. Click on “All Filters” to open the menu on the right.
2. Select the “Peer-reviewed” checkbox.
3. In the “Source Type” section, select the “Academic Journals” checkbox.
4. Click “Apply” to narrow the search results.

The screenshot illustrates the process of narrowing search results to academic journals. It shows two main views: a search results page and an open 'All filters' menu.

Search Results Page (Left):

- Search term: marketing
- Filter buttons: All filters (1), Linked Full Text (selected), Peer Reviewed, All dates, Source type.
- Results count: 10,451,162
- Filter icons: checkboxes, download, bookmark, folder, refresh, double quotes.
- Publication details for 'Marketing':
 - PUBLICATION: Peer reviewed | Journal
 - Subjects: Social Sciences -- Commerce -- Business; Social Sciences -- Marketing

All filters Menu (Right):

1. An arrow points to the 'All filters' button in the search results.
2. An arrow points to the 'Peer Reviewed' checkbox in the menu.
3. An arrow points to the 'Academic Journals' checkbox in the 'Source Types' section.
4. An arrow points to the 'Apply' button at the bottom of the menu.

Advanced search and results preview:

- Search term: marketing
- Results count: 0,451,189
- Filter buttons: Show: 10, Relevance.
- Publication details for 'Marketing':
 - Peer reviewed | Journal
 - Subjects: Social Sciences -- Commerce -- Business; Social Sciences -- Marketing
 - N: 0354-3471; 2334-8364
 - Search within this publication
 - See all publication matches
- Book details for 'Marketing : an introduction / Gary Armstrong ... [et al.]':
 - In: 2009 • Library Neapolis University Pafos
- RESEARCH STARTER: Marketing.
- Other topics: Marketing Strategy, Advertising and marketing, Marketing Methods.
- Source Types (1): Academic Journals (3,467,518) (selected).

ACCESSING THE FULL TEXT OF AN ACADEMIC ARTICLE

Below the item, locate the option “Access options” or “Access now (PDF)”.

- If “Access now (PDF)” appears, click on it. The article will open on a new page for reading or downloading.
- If “Access options” appears below the item, clicking the arrow will give you the following options: “PDF” and “Online full text”.



Peer reviewed | Academic Journal

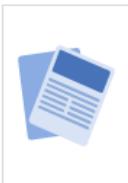
INTEGRATION OF ENERGY INDEPENDENCE INTO MARKETING STRATEGIES IN SMALL AND MEDIUM-SIZED ENTERPRISES: STATE SUPPORT AND PROFITABILITY ANALYSIS.

By: Adamovska, Viktoriia; *Mishchuk, Ievgeniia*; Porosla, Polina; +2 more • In: Technology Audit & Production Research, volume 2, issue 4(82), pages 24-32 (9p) • Academic Search Ultimate

The object of research is the **marketing** strategy of energy independence of enterprises. One of the most problematic issues is the lack of research on the effectiveness of energy independence **marketing** strategies and their profitability due to limited data availability.

Subjects: **Marketing**; Renewable energy sources; Energy security; Small business; +2 more

[Access now \(PDF\)](#) [Generate AI Insights](#)



Peer reviewed | Academic Journal

A Combined Importance-Performance Map and Necessary Condition Analysis of the Acceptance of Blockchain Use in Marketing: The Case of Loyalty Programmes.

By: *de Andrés-Sánchez, Jorge*; *Arias-Oliva, Mario*; *Souto-Romero, Mar*; +1 more • In: SAGE Open, July-Sep2023, issue 3, pages 1-20 (20p) • Academic Search Ultimate



Peer reviewed | Academic Journal

THE SYMPHONY CONCERT AS MARKETING PRODUCT.

By: TOADERE, Dalma Lidia • In: Studia Universitatis Babeş-Bolyai, Musica, 2025 Spl Issue, volume 70, pages 1-14 (14p) • Academic Search Ultimate

After having historically been reluctant to embrace **marketing** beyond mere advertisement, considering the artistic mission, symphony orchestras are having **marketing** as an integral part of their operations. Various factors contribute to this shift, including the need for financial sustainability and the desire to reach a wider audience.

Subjects: **Marketing**; Symphony; Sales promotion; Performing arts; +4 more

[Access options](#) [Generate AI Insights](#)

[PDF](#) [Online full text](#)



Peer reviewed | Academic Journal

Mental Marketing and Political Leadership: A Quantitative and Content Analysis of Trump, Obama, and Berlusconi.

By: Gega, Elsa • In: Balkan Journal of Interdisciplinary Research, Dec2025, volume 11, issue 3, pages 66-78 • Academic Search Ultimate

This study explores the intersection of mental **marketing** strategies and political leadership, focusing on three prominent figures: Donald Trump, Barack Obama, and Silvio Berlusconi. Employing a mixed-methods approach combining content analysis and quantitative measures, the research reveals distinct marketing strategies used by each leader to maintain their political influence.

Subjects: **Marketing**; Political leadership; Branding (**Marketing**); **Marketing** Consulting Services; +2 more

ACCESSING THE FULL TEXT OF AN ACADEMIC ARTICLE

ACCESS OPTIONS (1): SELECT “PDF”

By selecting “PDF”, the text of the article will appear as shown on the page below.

A Combined Importance-Performance Map and Necessary Condition Analysis of the Acceptance of Blockchain Use in Marketing: The Case of Loyalty Programmes.

This content may contain URLs/links that would redirect you to a non-EBSCO site. EBSCO does not endorse the accuracy or accessibility of these sites, nor of the content therein.

Original Research

A Combined Importance-Performance Map and Necessary Condition Analysis of the Acceptance of Blockchain Use in Marketing: The Case of Loyalty Programmes

Jorge de Andrés-Sánchez¹, Mario Arias-Oliva², Mar Souto-Romero³, and Miguel Llorens-Marín³

Abstract
Blockchain technology has applications beyond cryptocurrencies, notably in marketing through blockchain-based loyalty programmes (BBLPs). This study examines key factors for their implementation using importance-performance map analysis (IPMA) and necessary condition analysis (NCA), based on an adapted TAM3 model. The key endogenous variables include behavioural intention to use (BEINT), perceived usefulness (USEF), and perceived ease of use (EASE). The model suggests that USEF mediates the effects of trust (TRUST) and price-value (PVAL) on BEINT, while EASE mediates self-efficacy (SEFFIC) and perceived enjoyment (PENJ). Structural equation modelling reveals that USEF, EASE, PVAL, SEFFIC, and PENJ significantly impact BEINT. TRUST influences USEF but not BEINT directly, and social norms (SNORM) are not significant. IPMA analysis identifies USEF as the critical variable for BBLP acceptance, with EASE and PENJ being key influencers, followed by PVAL, NCA, and IPMA findings show that all variables, except SNORM, can act as constraints to increasing BEINT. However, TRUST and SEFFIC exceed the necessary threshold, indicating they are not actual constraints. Conversely, USEF, EASE, and PENJ act as bottlenecks, with USEF being crucial for BEINT improvement, while EASE and PENJ enhance perceived usefulness. Strengthening these factors can drive BBLP adoption.

Plain Language Summary
Strategic Variables to Implement Blockchain-Based Loyalty Programmes
This study explores why people may consider to engage with loyalty programmes powered with blockchain. Using a well-established technology acceptance model, we analysed data from U.S. consumers to understand which factors most influence adoption. We found that perceived usefulness, ease of use, and enjoyment are key drivers. The study also identifies which elements may limit adoption and which areas should be improved to increase acceptance. Our findings can help businesses design better loyalty programmes by focusing on transparency, simplicity, and engaging user experiences.

ACCESS OPTIONS (2): SELECT “ONLINE FULL TEXT”

By selecting “Online full text”, the text of the article will appear as shown on the page below.

A Combined Importance-Performance Map and Necessary Condition Analysis of the Acceptance of Blockchain Use in Marketing: The Case of Loyalty Programmes.

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A Combined Importance-Performance Map and Necessary Condition Analysis of the Acceptance of Blockchain Use in Marketing: The Case of Loyalty Programmes.

Published in: SAGE Open, July-Sep 2025, Academic Search Ultimate
By: de Andrés-Sánchez, Jorge; Arias-Oliva, Mario; Souto-Romero, Mar; Llorens-Marín, Miguel

Blockchain technology has applications beyond cryptocurrencies, notably in marketing through blockchain-based loyalty programmes (BBLPs). This study examines key factors for their implementation using importance-performance map analysis (IPMA) and necessary condition analysis (NCA), based on an adapted TAM3 model. The key endogenous variables include behavioural intention to use (BEINT), perceived usefulness (USEF), and perceived ease of use (EASE). The model suggests that USEF mediates the effects of trust (TRUST) and price-value (PVAL) on BEINT, while EASE mediates self-efficacy (SEFFIC) and perceived enjoyment (PENJ). Structural equation modelling reveals that USEF, EASE, PVAL, SEFFIC, and PENJ significantly impact BEINT. TRUST influences USEF but not BEINT directly, and social norms (SNORM) are not significant. IPMA analysis identifies USEF as the critical variable for BBLP acceptance, with EASE and PENJ being key influencers, followed by PVAL, NCA, and IPMA findings show that all variables, except SNORM, can act as constraints to increasing BEINT. However, TRUST and SEFFIC exceed the necessary threshold, indicating they are not actual constraints. Conversely, USEF, EASE, and PENJ act as bottlenecks, with USEF being crucial for BEINT improvement, while EASE and PENJ enhance perceived usefulness. Strengthening these factors can drive BBLP adoption.

Plain Language Summary: Strategic Variables to Implement Blockchain-Based Loyalty Programmes
This study explores why people may consider to engage with loyalty programmes powered with blockchain. Using a well-established technology acceptance model, we analysed data from U.S. consumers to understand which factors most influence adoption. We found that perceived usefulness, ease of use, and enjoyment are key drivers. The study also identifies which elements may limit adoption and which areas should be improved to increase acceptance. Our findings can help businesses design better loyalty programmes by focusing on transparency, simplicity, and engaging user experiences.

ADVANCED SEARCH

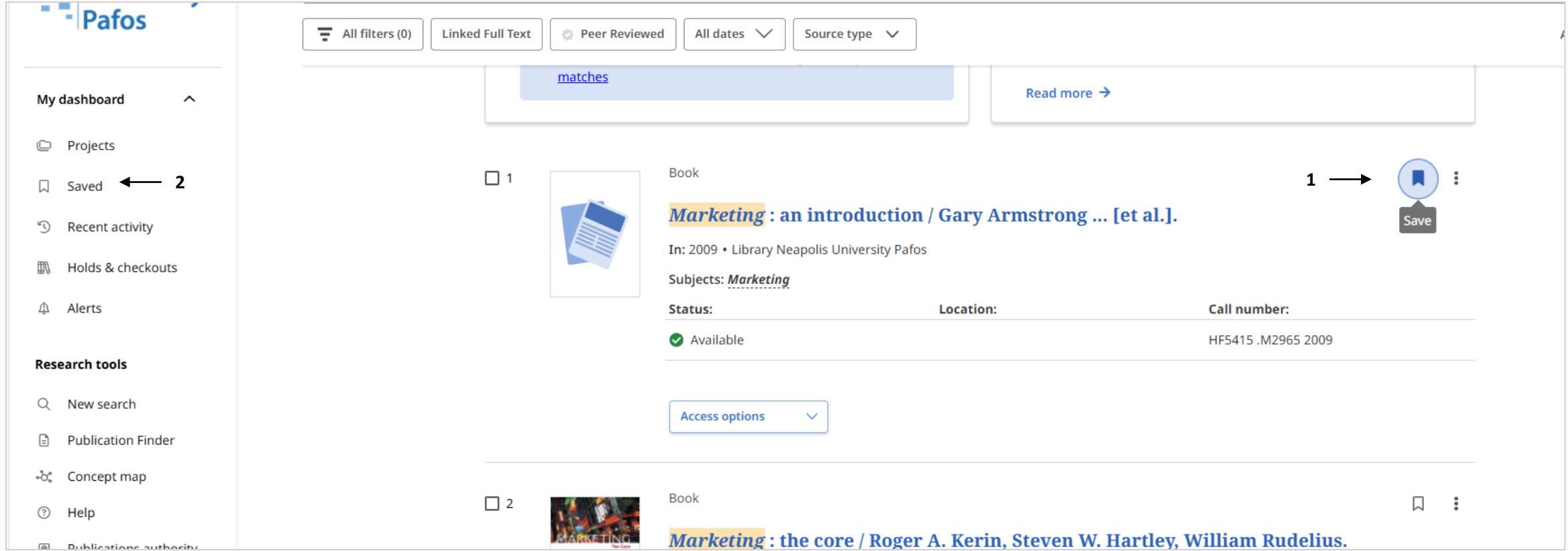
To perform a search using more than one field:

1. At the top right of your screen, select “Advanced Search”.
2. The advanced search page will open, where you can enter multiple criteria.
3. Type the keywords into the corresponding fields of the advanced search
4. Click “Search.”

The image shows a screenshot of the MyEBSCO search interface. On the left, the basic search interface is visible, featuring a search bar with a magnifying glass icon, a 'MyEBSCO' logo, and a 'Basic search' button. Below the search bar are buttons for 'Show: 10', 'Relevance', and a three-dot menu. On the right, the advanced search interface is shown. It has a header 'Search articles, books, journals & more' and a 'Basic search' section. The search bar contains the text 'MARKETING' in the first field and 'social media' in the second field, separated by an 'AND' operator. Below the search bar are buttons for 'Add row' and 'Delete row'. At the bottom of the search interface are tabs for 'Filters', 'Search options', and 'Publications', with 'Filters' currently selected. Under 'Filters', there is a section 'Limit your results (1)' with a checked checkbox for 'Linked Full Text' and other unchecked options: 'Peer Reviewed', 'Catalog Only', 'Available in Library Collection', and 'EPUB eBooks'. There are also fields for 'Author' and 'Title'.

SAVING ITEMS

1. To save an item, click the **save icon** located on the right side of the result.
2. To view all saved items, select the “**Saved**” folder in the left-hand menu, under “**My dashboard**.”

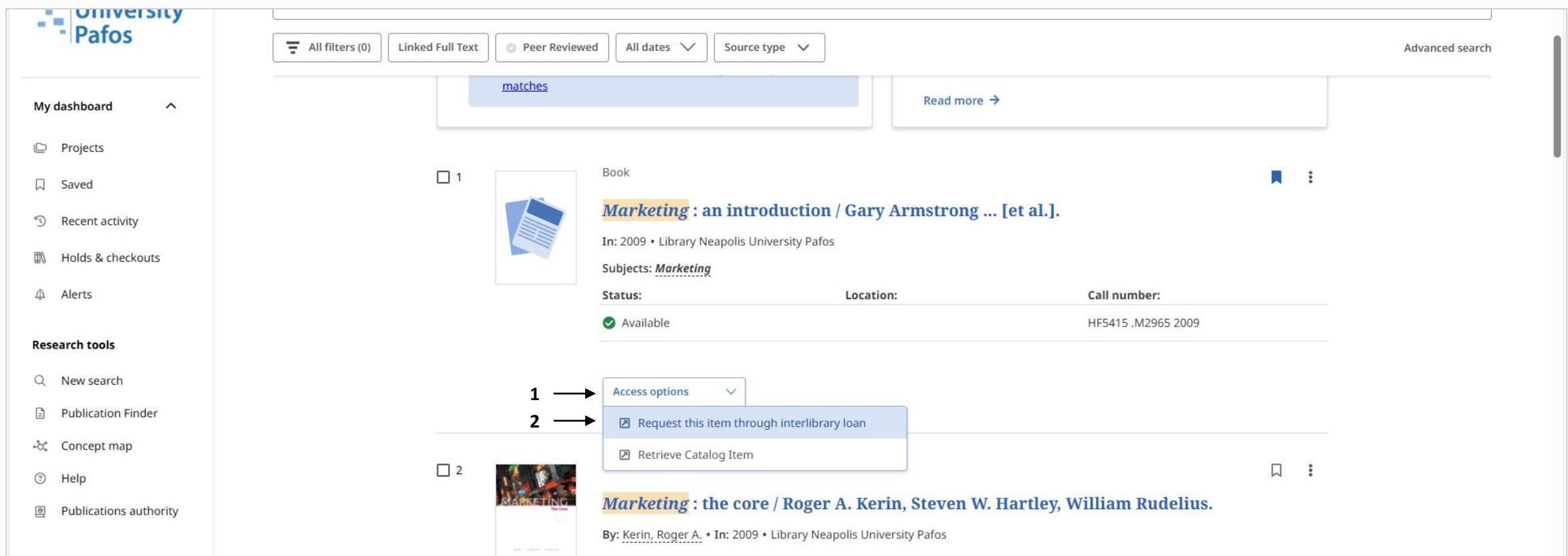


The screenshot shows the Pafos library search interface. The left sidebar includes 'My dashboard' (with 'Saved' highlighted, indicated by a blue arrow and the number '2'), 'Recent activity', 'Holds & checkouts', and 'Alerts'. Under 'Research tools' are 'New search', 'Publication Finder', 'Concept map', 'Help', and 'Publications authority'. The main search results for 'Marketing' are displayed. The first result is a 'Book' titled 'Marketing : an introduction / Gary Armstrong ... [et al.]'. It shows the call number HF5415 .M2965 2009 and an 'Available' status. A 'Save' button with a blue bookmark icon is located to the right of the title. The second result is another 'Book' titled 'Marketing : the core / Roger A. Kerin, Steven W. Hartley, William Rudelius.' A 'Save' button is also present for this item. At the top of the page, there are filters for 'All filters (0)', 'Linked Full Text', 'Peer Reviewed', 'All dates', and 'Source type'.

SUBMITTING AN INTERLIBRARY LOAN (ILL) REQUEST

If you find a book that is available only in physical format in the library (listed as “Book”) but cannot visit the Library in person, you can use the **Interlibrary Loan (ILL) service** to borrow it from libraries near you.

1. Click on “Access options”.
2. Select “Request this item through interlibrary loan” to submit your request.



The screenshot shows the Neapolis University Pafos library catalog interface. On the left, there is a sidebar with links for 'My dashboard', 'Projects', 'Saved', 'Recent activity', 'Holds & checkouts', 'Alerts', 'Research tools' (including 'New search', 'Publication Finder', 'Concept map', 'Help', and 'Publications authority'), and a 'Logout' button. The main content area displays search results for 'matches'.

Result 1: Book titled *Marketing : an introduction / Gary Armstrong ... [et al.]*.
In: 2009 • Library Neapolis University Pafos
Subjects: *Marketing*
Status: Available
Location: HF5415 .M2965 2009

Result 2: Book titled *Marketing : the core / Roger A. Kerin, Steven W. Hartley, William Rudelius.*
By: Kerin, Roger A. • In: 2009 • Library Neapolis University Pafos

A dropdown menu titled 'Access options' is open over the first book entry, showing two options:

- Request this item through interlibrary loan
- Retrieve Catalog Item

SUBMITTING AN INTERLIBRARY LOAN (ILL) REQUEST

1. You will be redirected to a new page where you need to fill in the following fields: (1) **First Name**, (2) **Last Name**, (3) **Student ID (Registration ID)**, (4) **Home Address**, (5) **Email**, (6) **Phone Number**.
2. After completing all fields, click “**Submit**” at the bottom of the page to complete the process.
3. The Library will receive your request and will attempt to locate the item at the nearest participating library to you.

EBSCO Research Databases

Interlibrary Loan Request Form

Please enter the information below in order to send an Interlibrary Loan request to your library administrator. The request will be sent via email.

*First Name 1

*Last Name 2

*Library Card # 3

Department

*Address 4

*E-mail Address 5

*Phone 6

Date Needed Format: mmm/dd/yyyy

Comments

* Indicates required field.

Item Details

Title Marketing : the core.

* Indicates required field.

Item Details

Title Marketing : the core.

Author Kerin, Roger A.;Hartley, Steven William;Rudelius, William

Source Marketing : the core / Roger A. Kerin, Steven W. Hartley, William Rudelius.

Date 2009-01-01

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Issue

Start Page

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FOR MORE INFORMATION ASK YOUR LIBRARIAN!

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