

Library's Unified Catalog (EDS)

USER GUIDE

Library and Learning Resource Centre

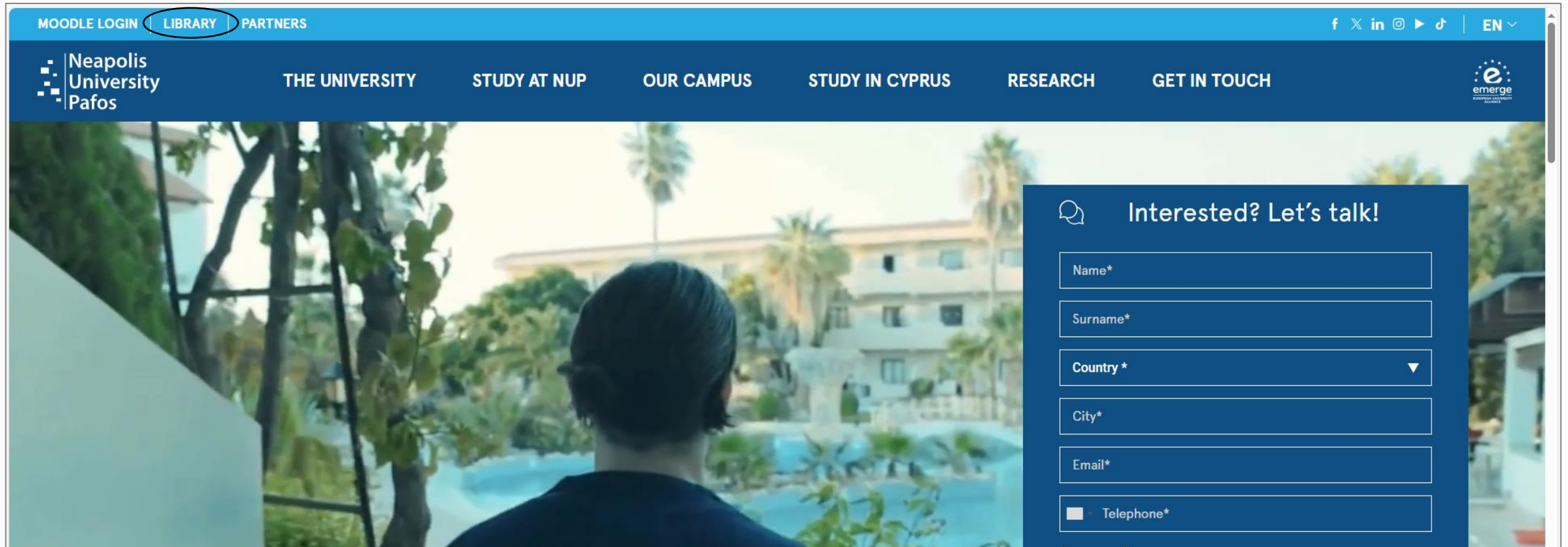
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- [ACCESS TO THE LIBRARY](#)
- [MATERIAL SEARCH](#)
- [LOGIN TO THE LIBRARY'S UNIFIED CATALOG](#)
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- [SAVING ITEMS](#)
- [SUBMITTING AN INTERLIBRARY LOAN \(ILL\) REQUEST](#)



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.



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.


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

SEARCH 


☒ Keyword ☐ Title ☐ Author

☐ 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

MATERIAL SEARCH

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



Neapolis University Pafos

My dashboard ^

- Saved
- Recent activity

Research tools

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

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.](#)

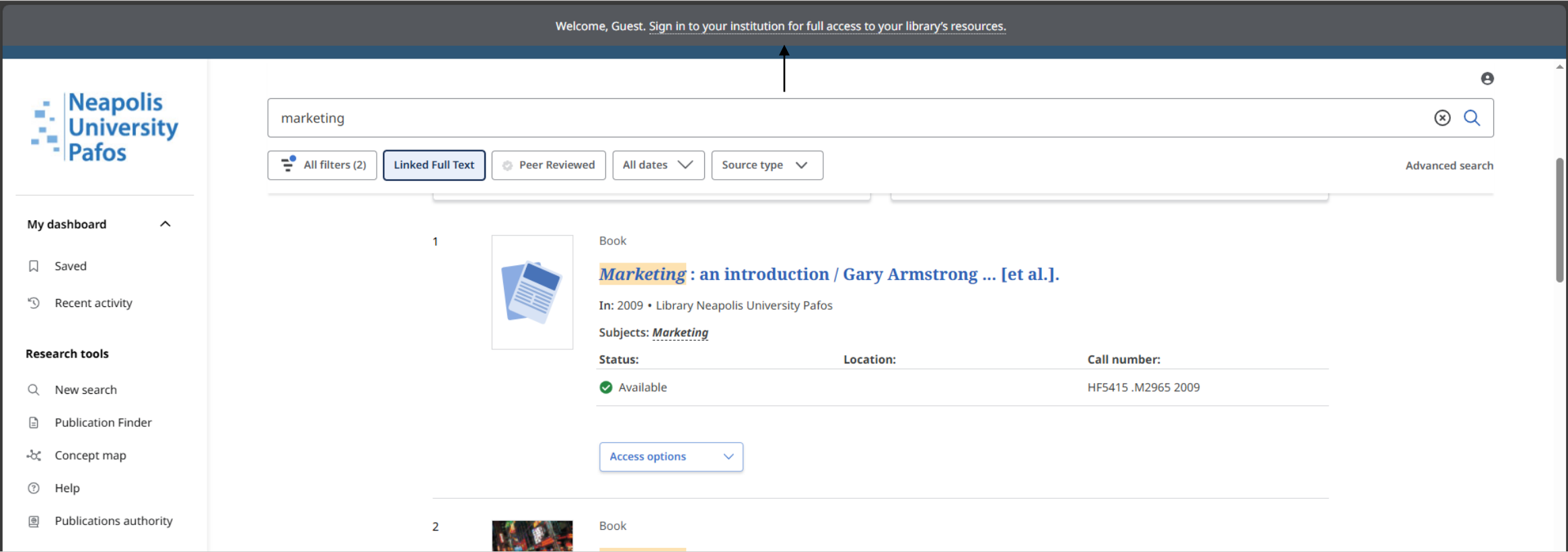
▲

5

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**.

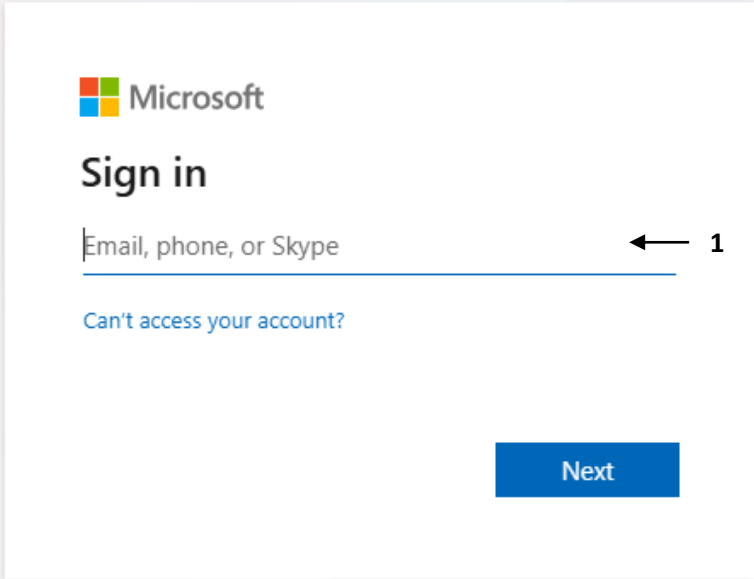
- 1. If you are not logged in, a grey bar will appear at the top of the results page with the message: "Welcome Guest, Sign in to your Institution for full access to your Library's resources" (see image below).
- 2. To gain access, click on the message and follow the steps to log in through **OpenAthens**



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

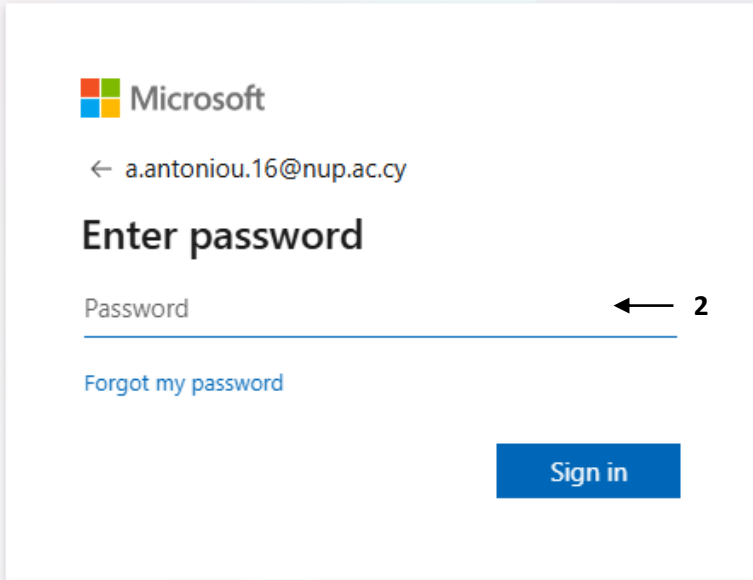
Sign in

Email, phone, or Skype ← 1

[Can't access your account?](#)

Next

Sign-in options



Microsoft

← a.antoniou.16@nup.ac.cy

Enter password

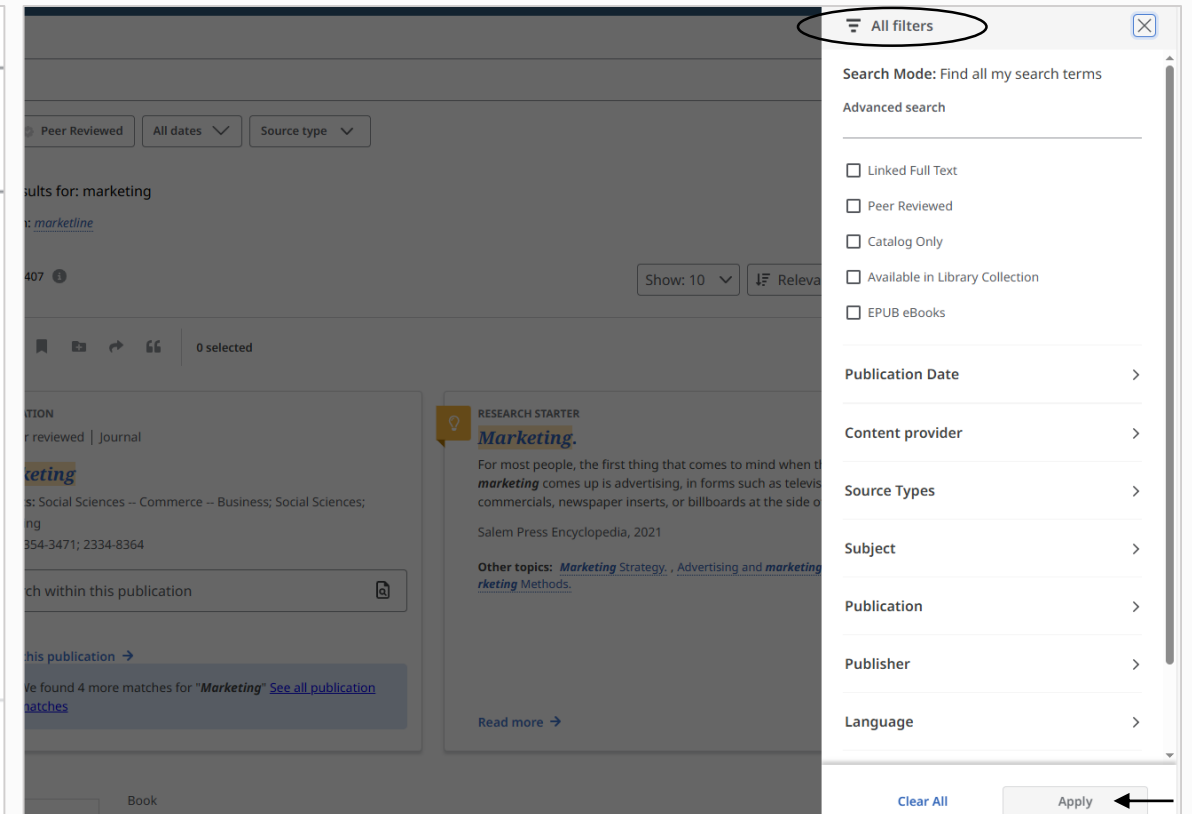
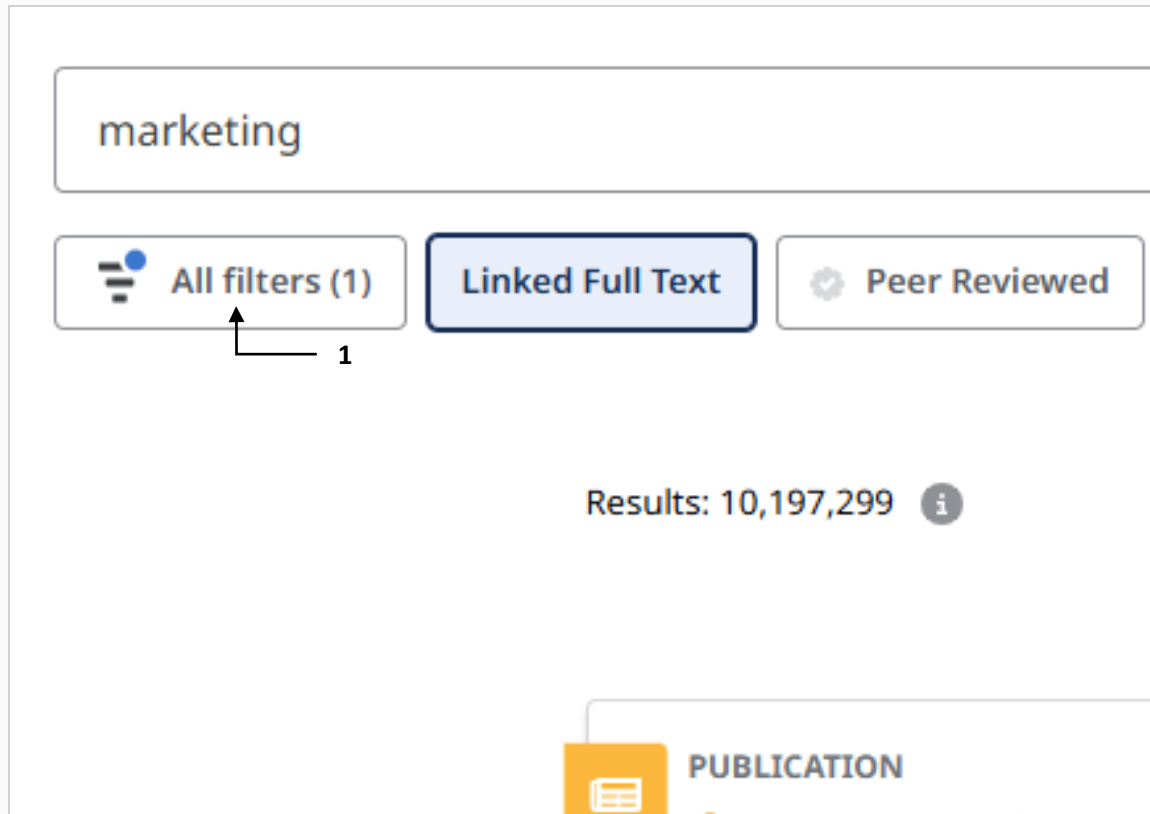
Password ← 2

[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.



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.

marketing

All filters (1)

Linked Full Text

Peer Reviewed

All

Results: 10,197,299

PUBLICATION

Peer reviewed | Journal

Peer Reviewed All dates Source type

results for: MARKETING

mean: [marketline](#)

958,984

Show: 10 Relevancy

0 selected

PLICATION

Peer reviewed | Journal

[Marketing](#)

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

N: 0354-3471; 2334-8364

Search within this publication

Out this publication

We found 4 more matches for "Marketing" [See all publication matches](#)

RESEARCH STARTER

[Marketing.](#)

For most people, the first thing that comes to mind when [marketing](#) comes up is advertising, in forms such as television commercials, newspaper inserts, or billboards at the side of a road.

Salem Press Encyclopedia, 2021

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

Read more

Book

All filters

Search Mode: Find all my search terms

Active filters

Linked Full Text Catalog Only

Advanced search

☒ Linked Full Text

☐ Peer Reviewed

☒ Catalog Only

☐ Available in Library Collection

☐ EPUB eBooks

Publication Date

Content provider

Source Types

Subject

Publication

Publisher


Clear All 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:

Location:

Call number:

✓ Available

HF5415 .M2965 2009

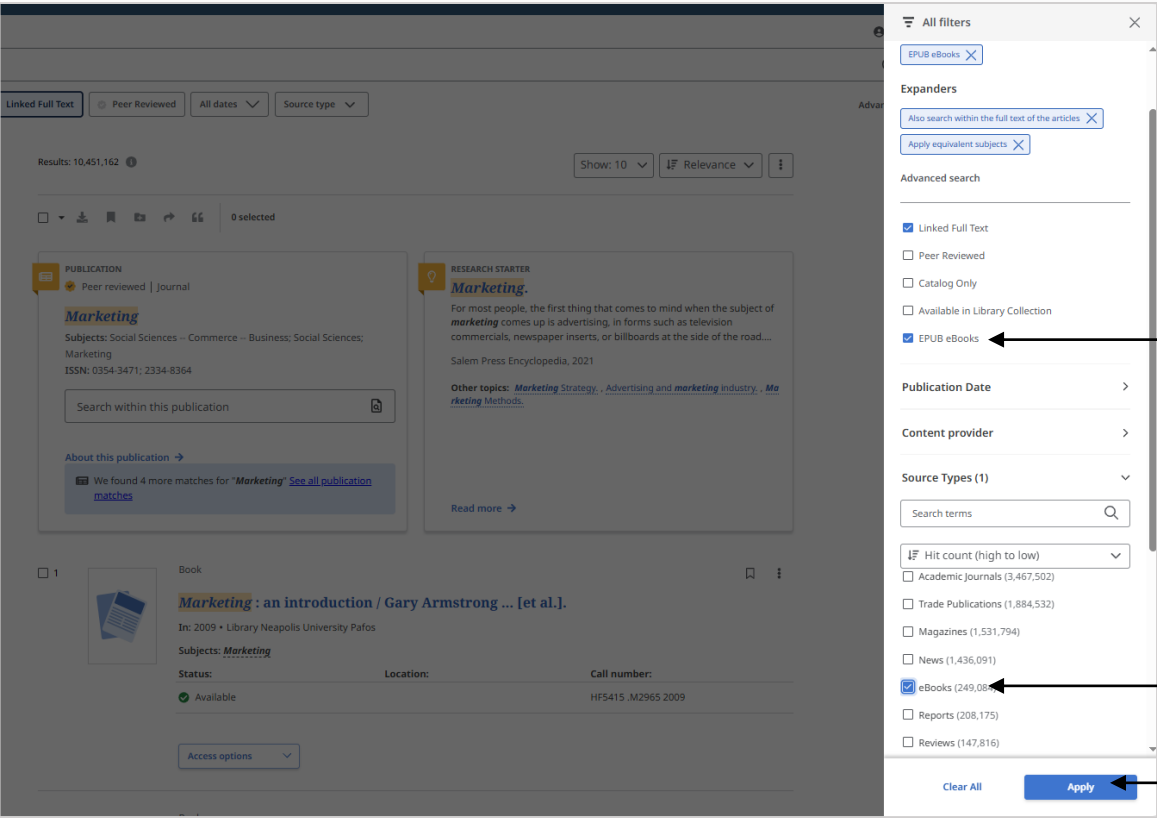
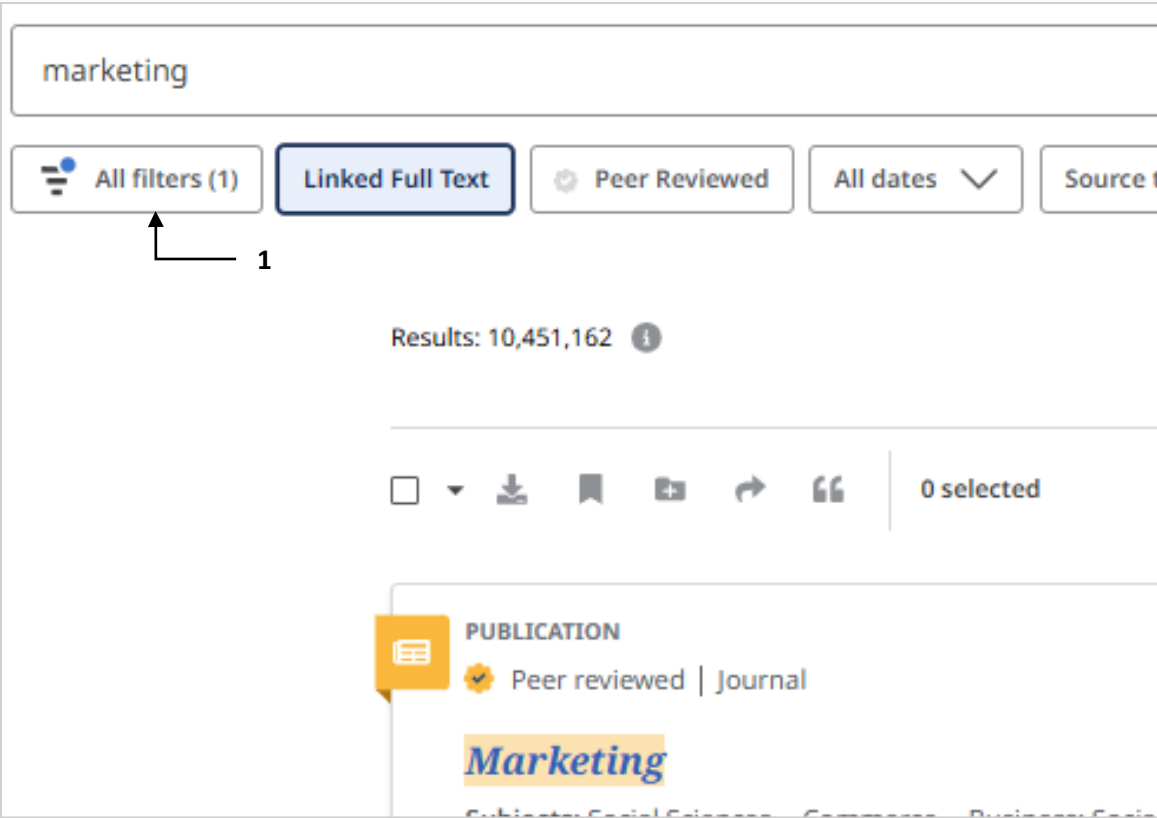
Access options

▼

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.



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.

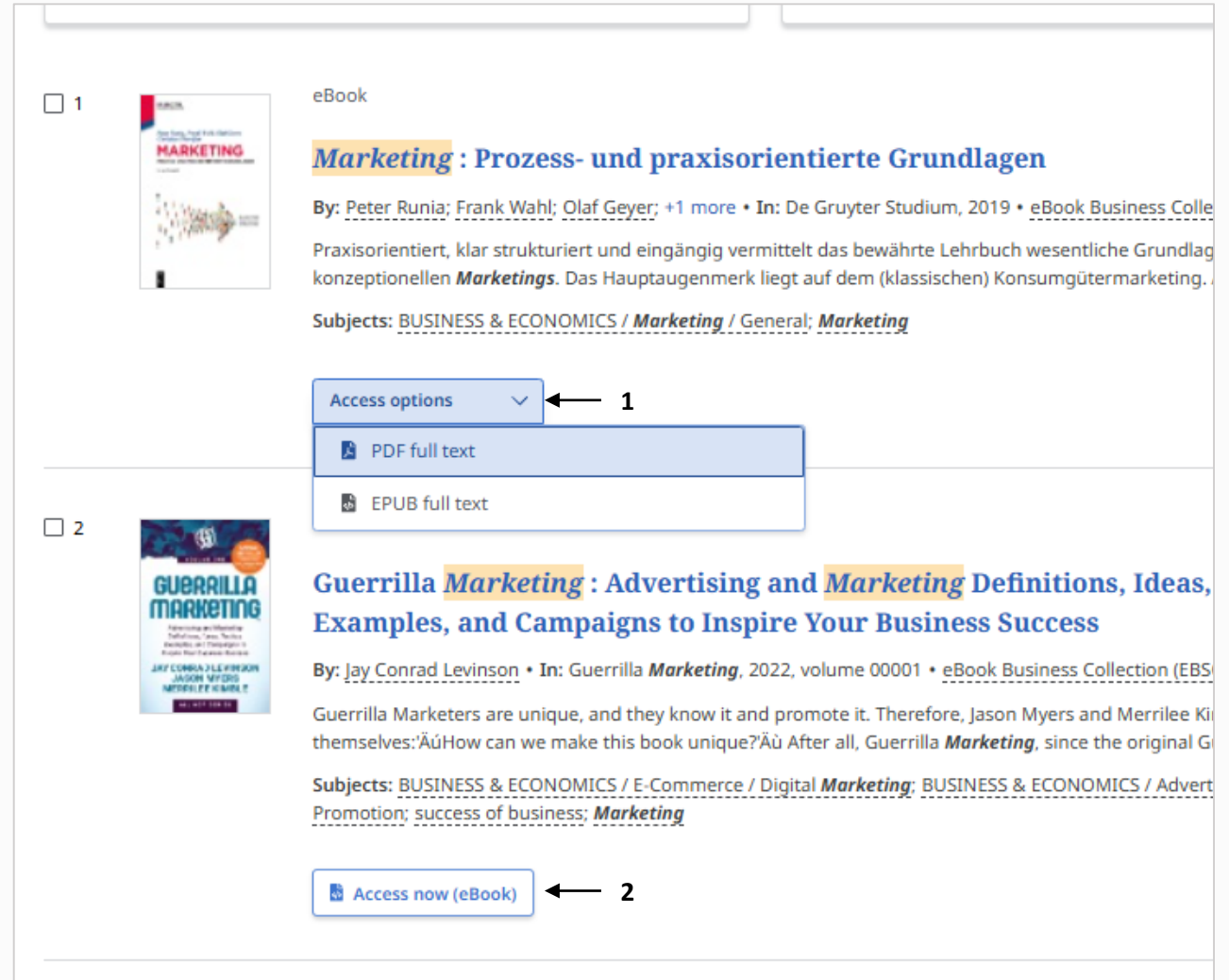
WHAT IS THE DIFFERENCE BETWEEN “PDF FULL TEXT” AND “EPUB FULL TEXT”?

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.



1

eBook

Marketing : Prozess- und praxisorientierte Grundlagen

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

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

Subjects: BUSINESS & ECONOMICS / **Marketing** / General; **Marketing**

Access options ▾ 1

PDF full text

EPUB full text

2

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 Ki themselves: "How can we make this book unique?" After all, Guerrilla **Marketing**, since the original G

Subjects: BUSINESS & ECONOMICS / E-Commerce / Digital **Marketing**; BUSINESS & ECONOMICS / Advert

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.



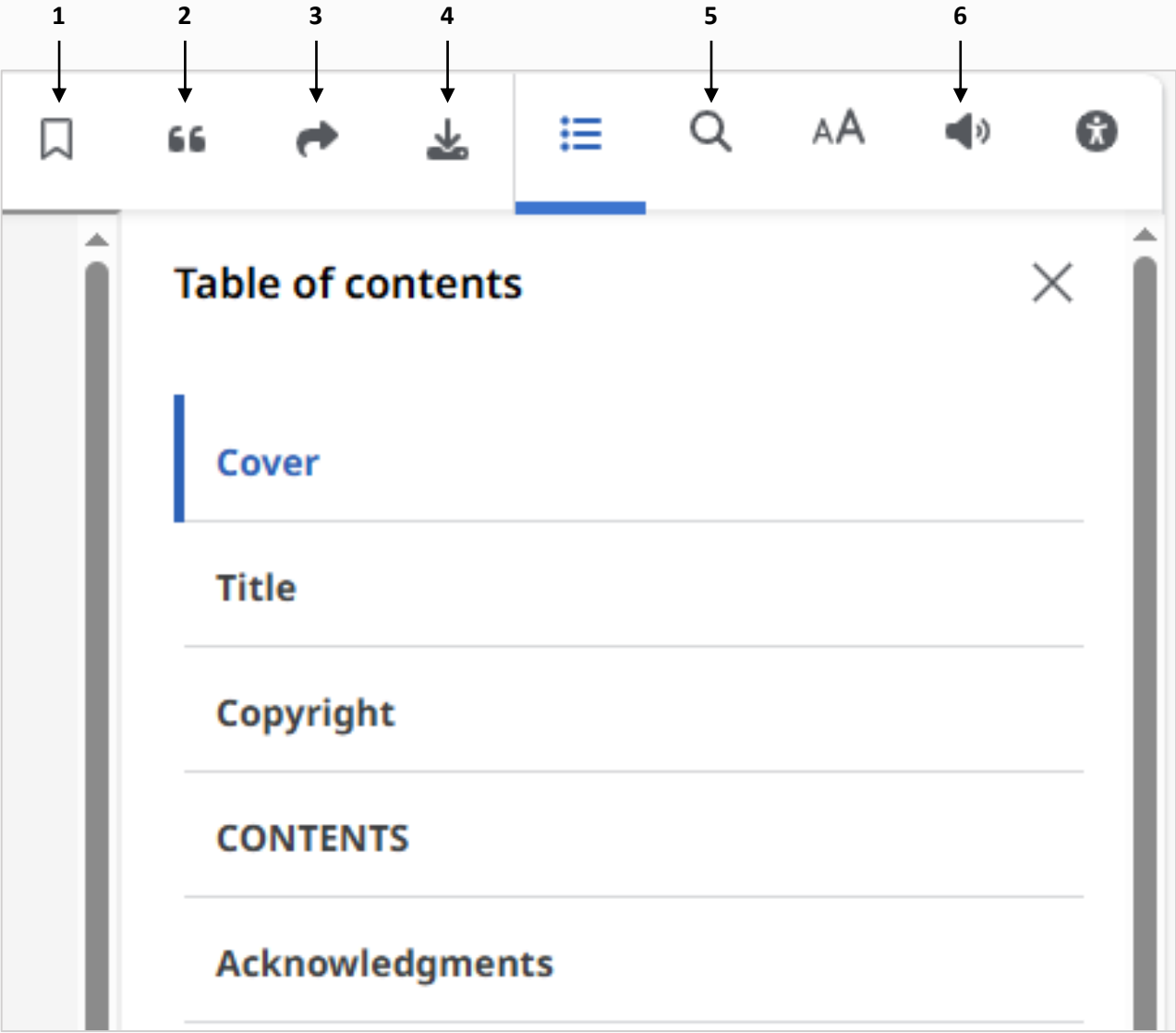
ELECTRONIC BOOKS (E-BOOKS)

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

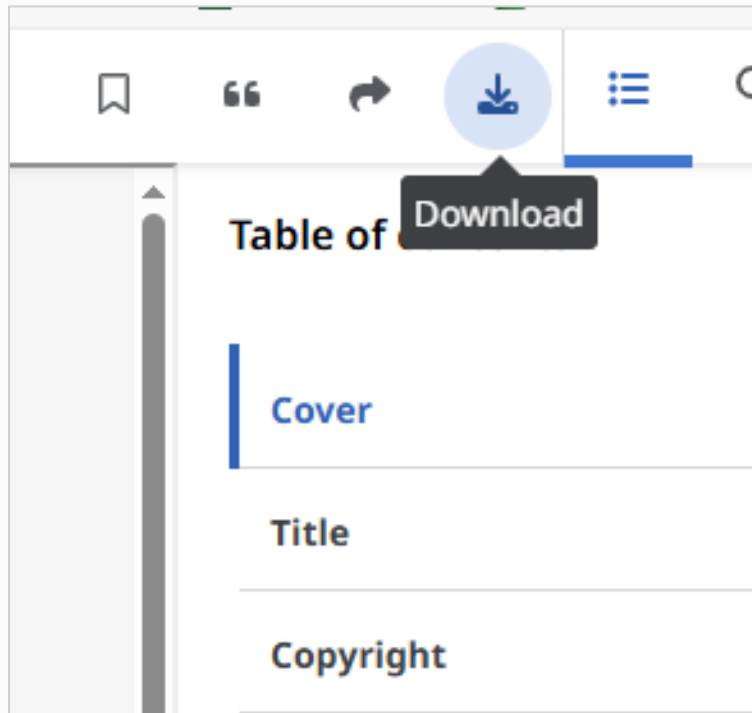
Text-to-Speech:

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



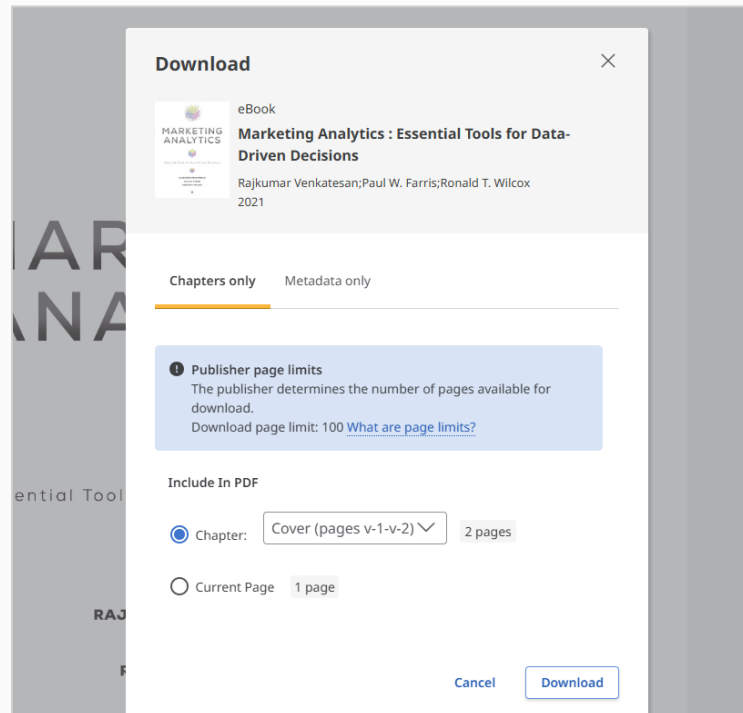
DOWNLOADING E-BOOKS

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

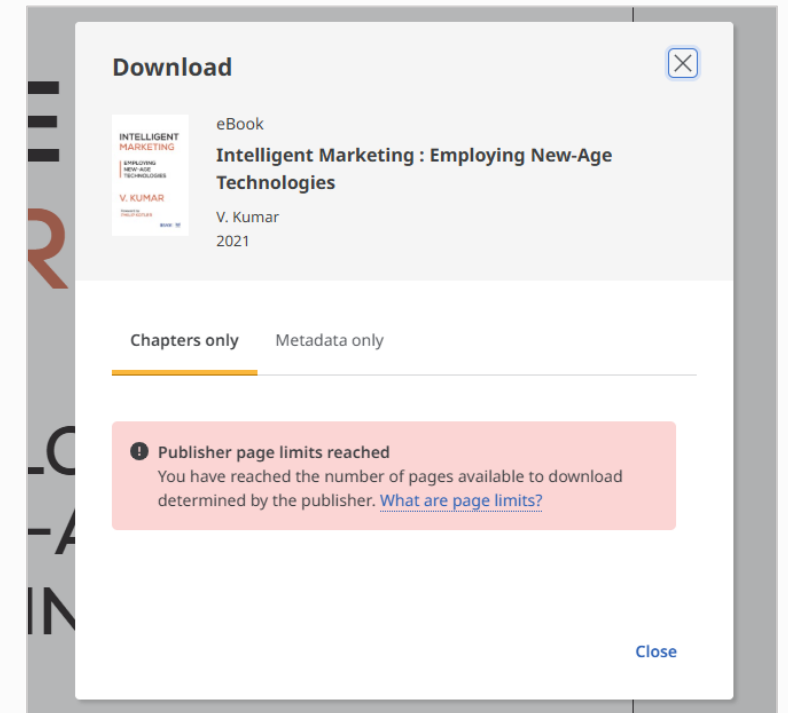


2. In the window that appears, select the pages you wish to download.

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

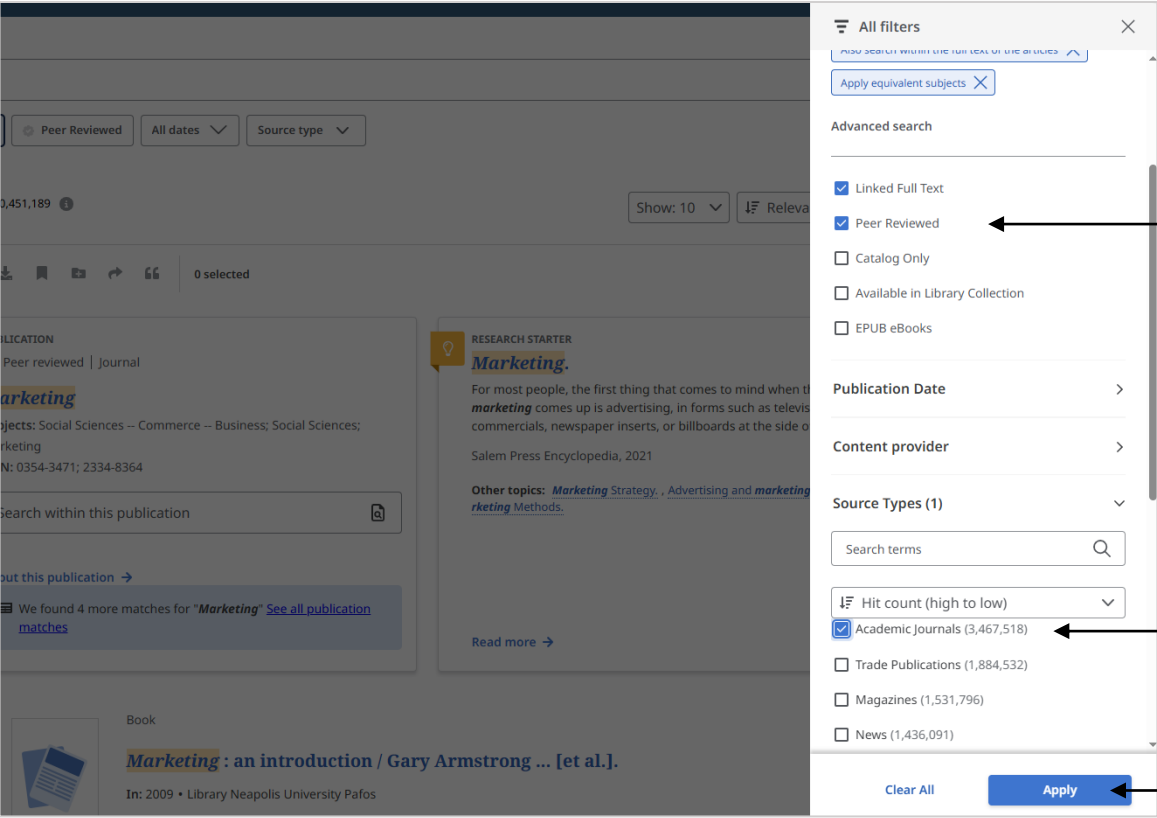
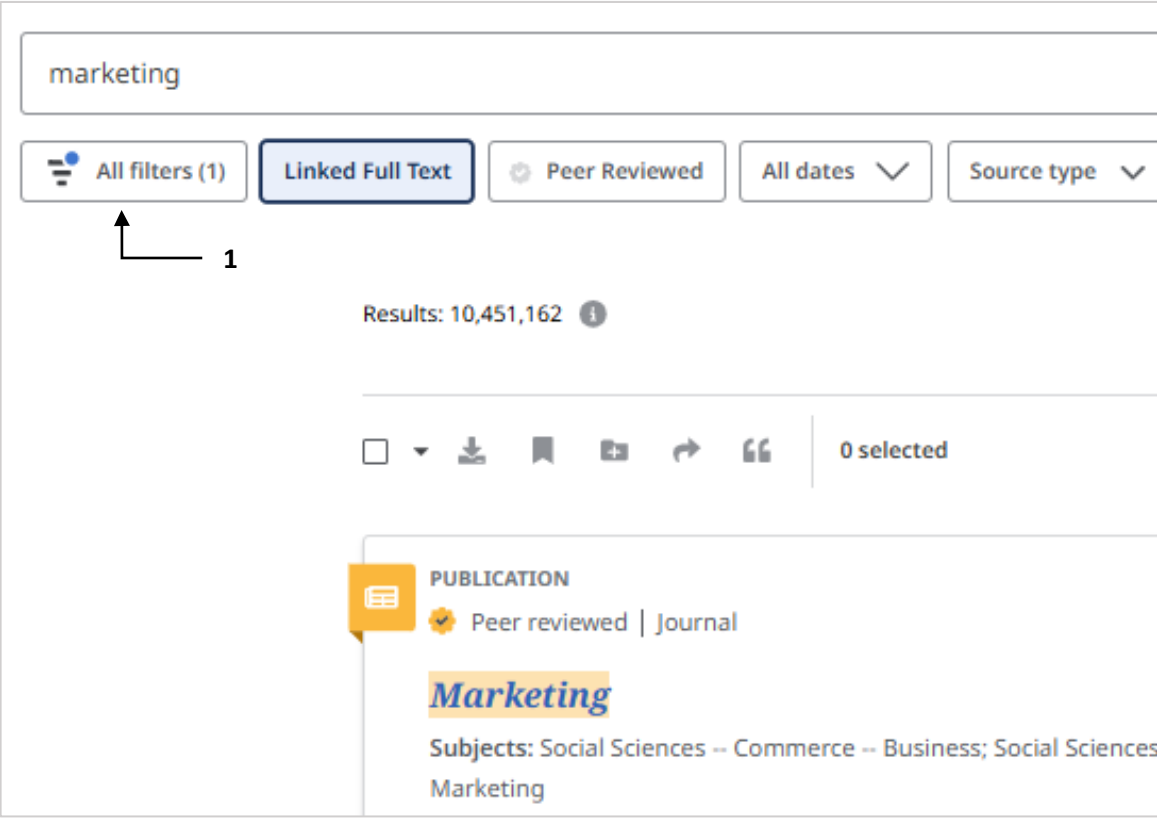


Attention! If you exceed the usage limit, a notification will appear indicating that you have surpassed the page limit and cannot download additional pages.



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.



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 OF SMALL AND MEDIUM-SIZED ENTERPRISES: STATE SUPPORT AND PROFITABILITY ANALYSIS.

By: Adamovska, Viktoriia; [Mishchuk, Ievgeniia](#); Porosla, Polina; [+2 more](#) • In: Technology Audit & Production Review, 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 problems is determining the effectiveness of energy independence **marketing** strategies and their profitability due to limited resources.

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, María](#); [+1 more](#) • In: SAGE Open, July-Sep2025, issue 3, pages 1-20 (20p) • Academic Search Ultimate

☐ 1 


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. This study explores the intersection of mental **marketing** strategies and political leadership, focusing on figures: Donald Trump, Barack Obama, and Silvio Berlusconi. Employing a mixed-methods approach combining qualitative and quantitative data, the research aims to understand how **marketing** strategies are adapted to the unique context of symphony orchestras.

Subjects: **Marketing**; Symphony; Sales promotion; Performing arts; [+4 more](#)

[Access options](#)  Generate AI Insights

-  PDF
-  Online full text

☐ 2 

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 66-80 • Academic Search Ultimate

This study explores the intersection of mental **marketing** strategies and political leadership, focusing on figures: Donald Trump, Barack Obama, and Silvio Berlusconi. Employing a mixed-methods approach combining qualitative and quantitative data, the research aims to understand how **marketing** strategies are adapted to the unique context of political leadership.

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 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 (SEFFC) and perceived enjoyment (PENJ). Structural equation modelling reveals that USEF, EASE, PVAL, SEFFC, 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 SEFFC 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.

<p>A Combined Importance-Performance Map and Necessary Condition Analysis of the Acceptance of Blockchain Use in Marketing: The Case of Loyalty Programmes.</p>	<p>66</p>
<p>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.</p>	<div data-bbox="1495 622 1984 708"> <h1>A Combined Importance-Performance Map and Necessary Condition Analysis of the Acceptance of Blockchain Use in Marketing: The Case of Loyalty Programmes.</h1> </div> <div data-bbox="1495 715 1926 752"> <p>Published in: SAGE Open, July-Sep2025, Academic Search Ultimate</p> <p>By: de Andrés-Sánchez, Jorge; Arias-Oliva, Mario; Souto-Romero, Mar; Llorens-Marín, Miguel</p> </div> <div data-bbox="1495 801 1992 1123"> <p>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.</p> </div> <div data-bbox="1495 1139 1977 1296"> <p>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.</p> </div>

ADVANCED SEARCH

To perform a search using more than one field:

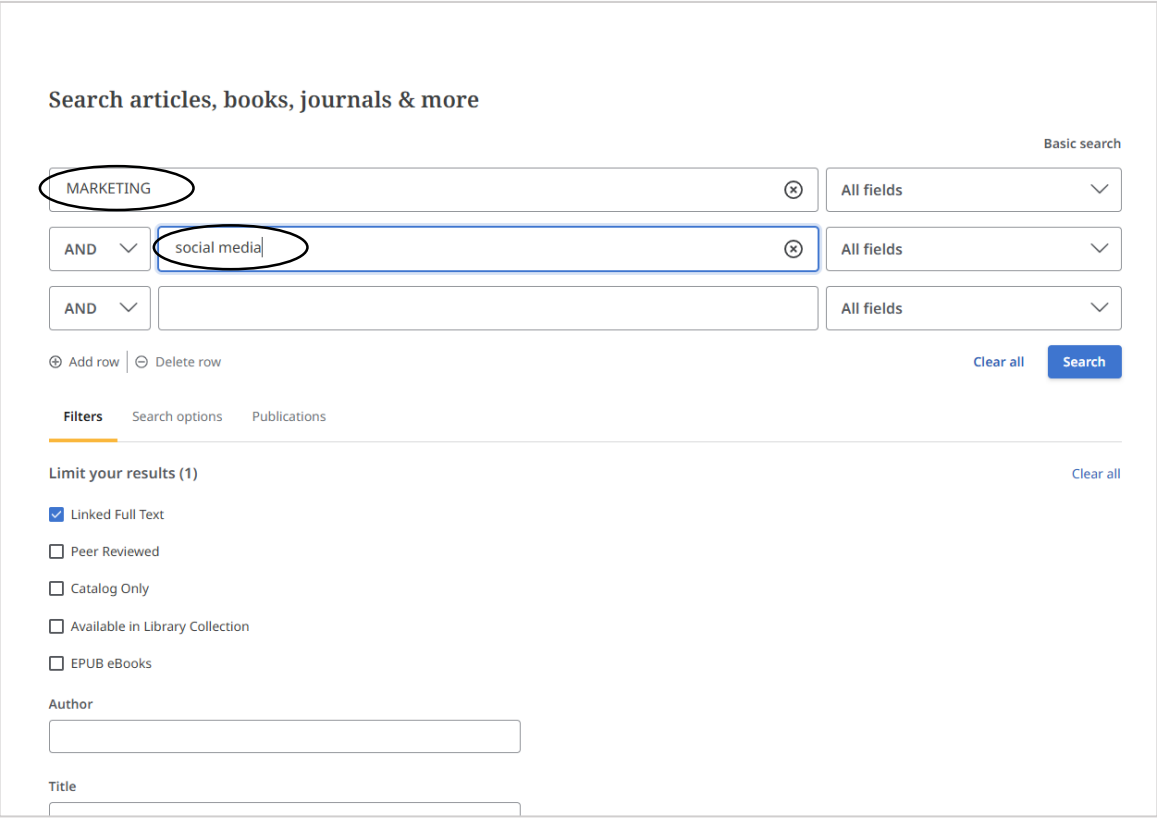
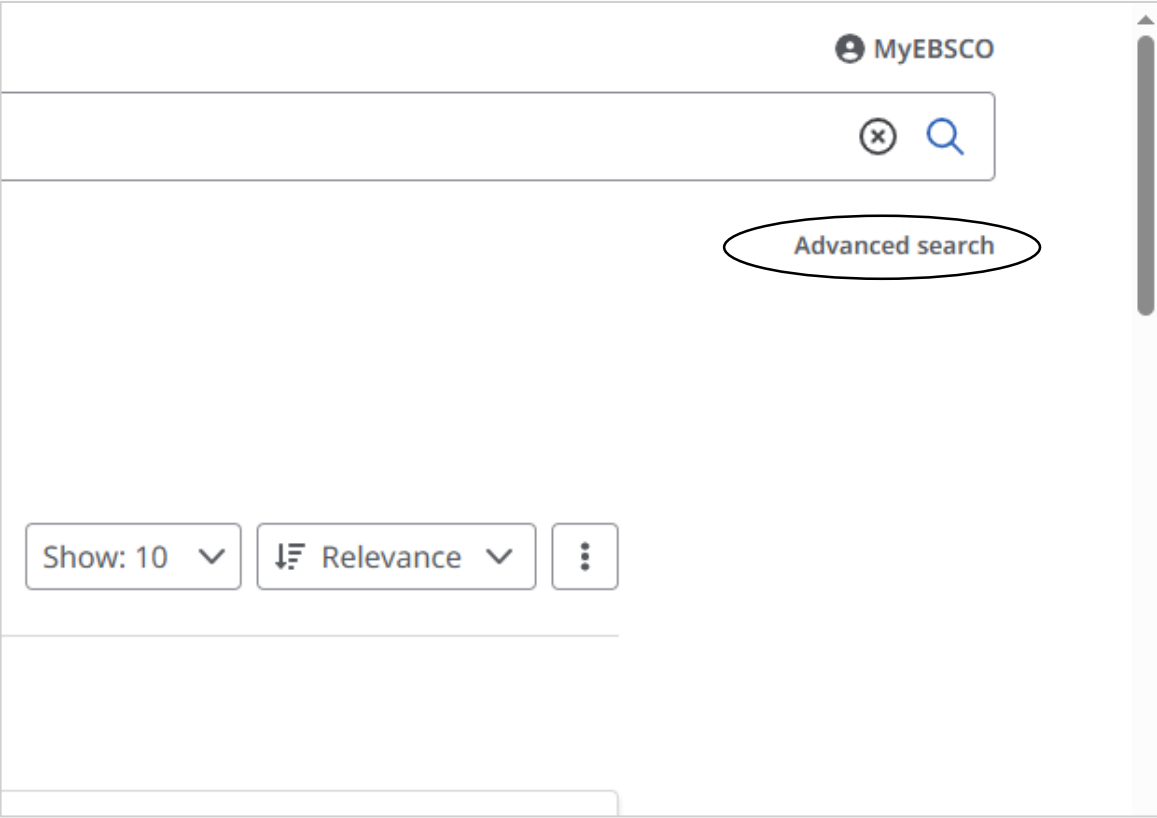
1.

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.**”



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.”**

Pafos

My dashboard

Projects

Saved ← 2

Recent activity

Holds & checkouts

Alerts

Research tools

New search

Publication Finder

Concept map

Help

Publications authority

All filters (0)

Linked Full Text

Peer Reviewed

All dates

Source type

matches

Read more

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

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

▲

20

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 displays the University of Pafos library catalog interface. On the left is a sidebar with navigation links: "My dashboard" (with a sub-menu: Projects, Saved, Recent activity, Holds & checkouts, Alerts) and "Research tools" (with sub-menu: New search, Publication Finder, Concept map, Help, Publications authority). The main content area shows search results for "Marketing". At the top, there are filter buttons: "All filters (0)", "Linked Full Text", "Peer Reviewed", "All dates", and "Source type". A "Read more" link is also present. The first search result is a book titled "Marketing : an introduction / Gary Armstrong ... [et al.]". It is listed as "In: 2009 • Library Neapolis University Pafos" with the subject "Marketing". The status is "Available" and the call number is "HF5415 .M2965 2009". The second search result is "Marketing : the core / Roger A. Kerin, Steven W. Hartley, William Rudelius.", listed as "By: Kerin, Roger A. • In: 2009 • Library Neapolis University Pafos". Both results have an "Access options" dropdown menu open, showing "Request this item through interlibrary loan" and "Retrieve Catalog Item" as options. Arrows labeled "1" and "2" point to the "Access options" dropdown and the "Request this item through interlibrary loan" option respectively, corresponding to the steps in the instructions above.



FOR MORE INFORMATION ASK YOUR LIBRARIAN!

Neapolis University Pafos

Library and Learning Resource Centre

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8042 Pafos, Cyprus

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