

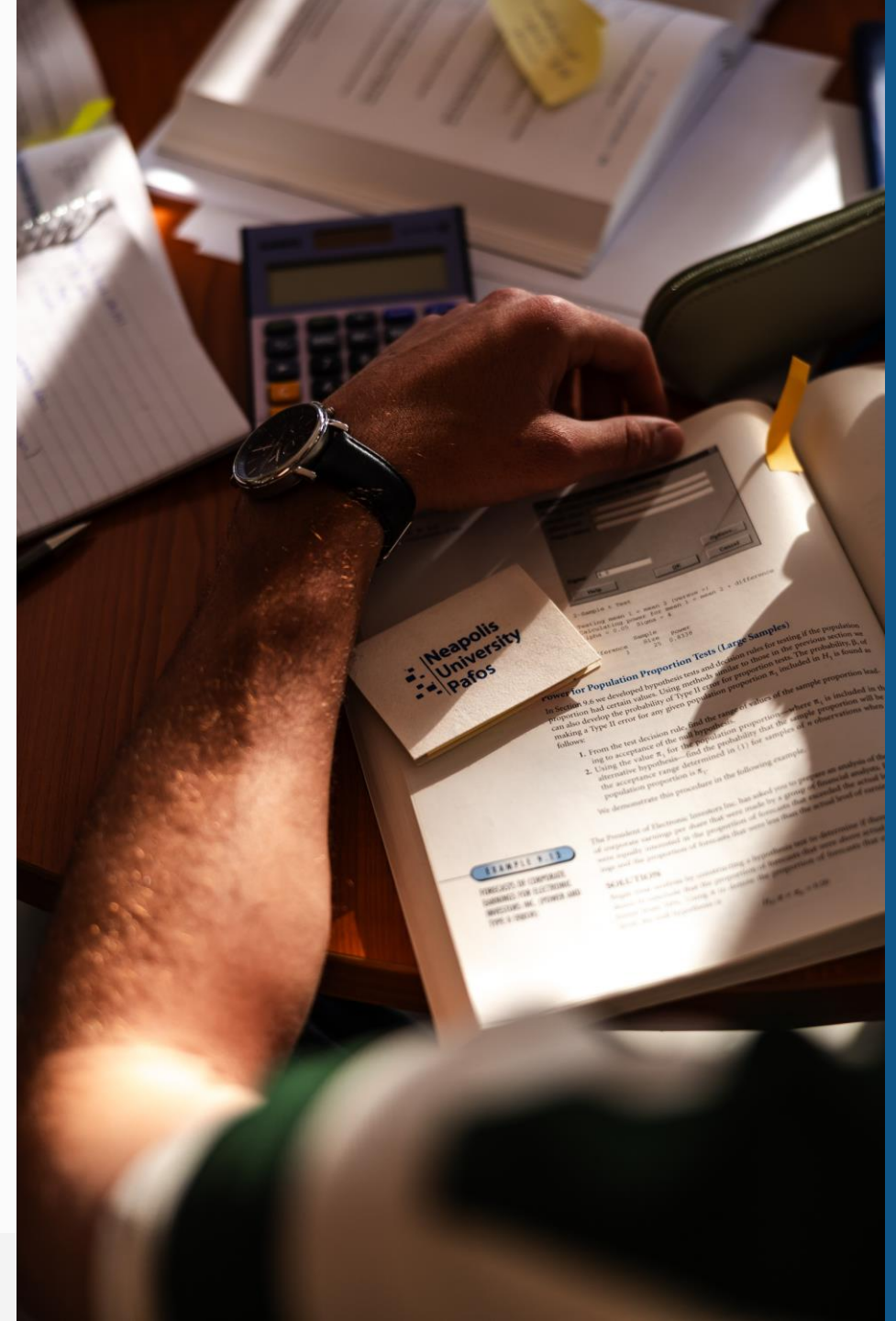
LIBRARY'S UNIFIED CATALOG (EDS)

User Guide



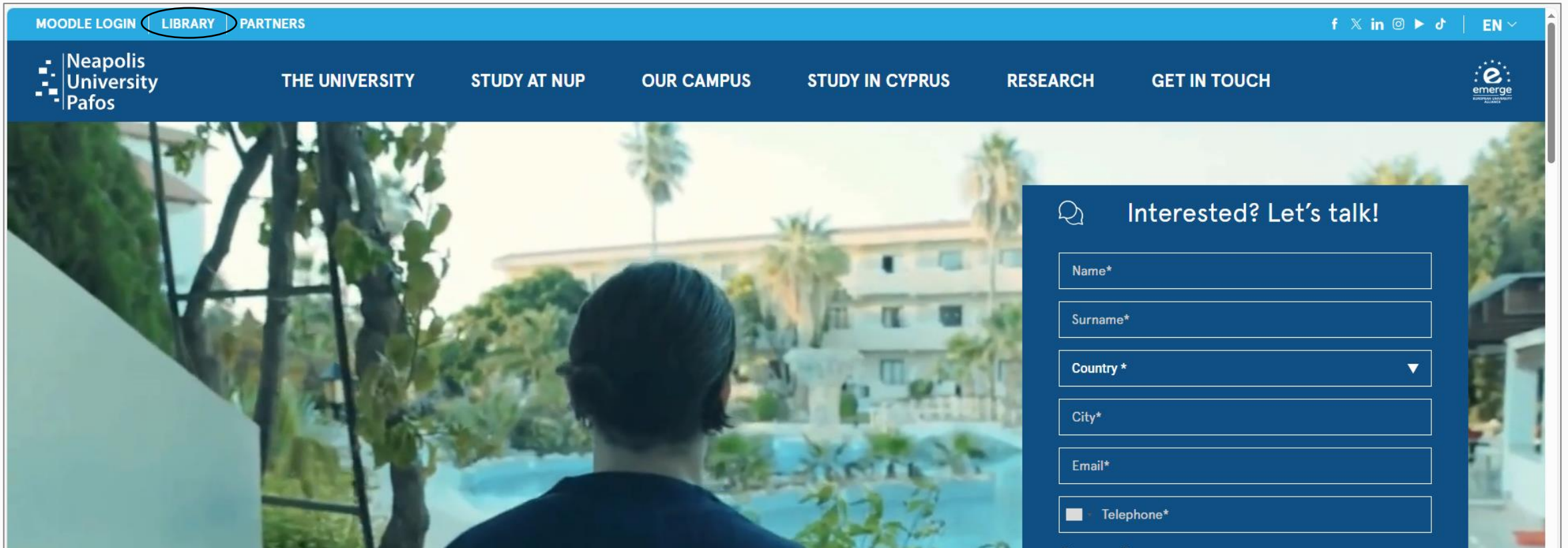
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ACCESS TO THE LIBRARY

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.



The screenshot displays the homepage of Neapolis University Pafos. The top navigation bar is blue and contains the following elements from left to right: "MOODLE LOGIN", "LIBRARY" (highlighted with a red circle), and "PARTNERS". On the far right of this bar are social media icons for Facebook, X, LinkedIn, Instagram, YouTube, and TikTok, along with a language selector set to "EN". Below this is a dark blue header with the university logo on the left and the text "Neapolis University Pafos". The main navigation menu includes "THE UNIVERSITY", "STUDY AT NUP", "OUR CAMPUS", "STUDY IN CYPRUS", "RESEARCH", and "GET IN TOUCH". The main content area features a large background image of a person looking at a building. Overlaid on the right side is a dark blue contact form titled "Interested? Let's talk!". The form contains the following fields: "Name*", "Surname*", "Country*" (a dropdown menu), "City*", "Email*", and "Telephone*" (with a small square icon to its left).

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

← 1

SEARCH

← 3

Keyword Title Author ← 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 through the site.

MATERIAL SEARCH

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

The screenshot displays the search interface of Neapolis University Pafos. On the left is a navigation sidebar with sections: "My dashboard" (containing "Saved" and "Recent activity"), and "Research tools" (containing "New search", "Publication Finder", "Concept map", "Help", and "Publications authority"). The main search area features a search bar with the query "marketing" and a magnifying glass icon. Below the search bar are filter buttons: "All filters (1)", "Linked Full Text" (highlighted), "Peer Reviewed", "All dates", and "Source type". An "Advanced search" link is located to the right. Below the filters, a status bar shows "Results: 10,197,299" with an information icon. To the right of this are controls for "Show: 10", "Relevance" sorting, and a menu icon. The search results are presented in two columns. The left column shows a "PUBLICATION" card for "Marketing", which is peer-reviewed and a journal. It lists subjects (Social Sciences -- Commerce -- Business; Social Sciences; Marketing) and ISSN (0354-3471; 2334-8364). Below the title is a search box for "Search within this publication" and a link "About this publication". A blue banner at the bottom of the card states: "We found 4 more matches for 'Marketing' See all publication matches". The right column shows a "RESEARCH STARTER" card for "Marketing", providing a definition: "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..." and citing "Salem Press Encyclopedia, 2021". It also lists other topics: "Marketing Methods.", "Advertising and marketing industry.", and "Marketing Strategy." with a "Read more" link.

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.](#)

Neapolis University Pafos

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:	Location:	Call number:
✓ Available		HF5415 .M2965 2009

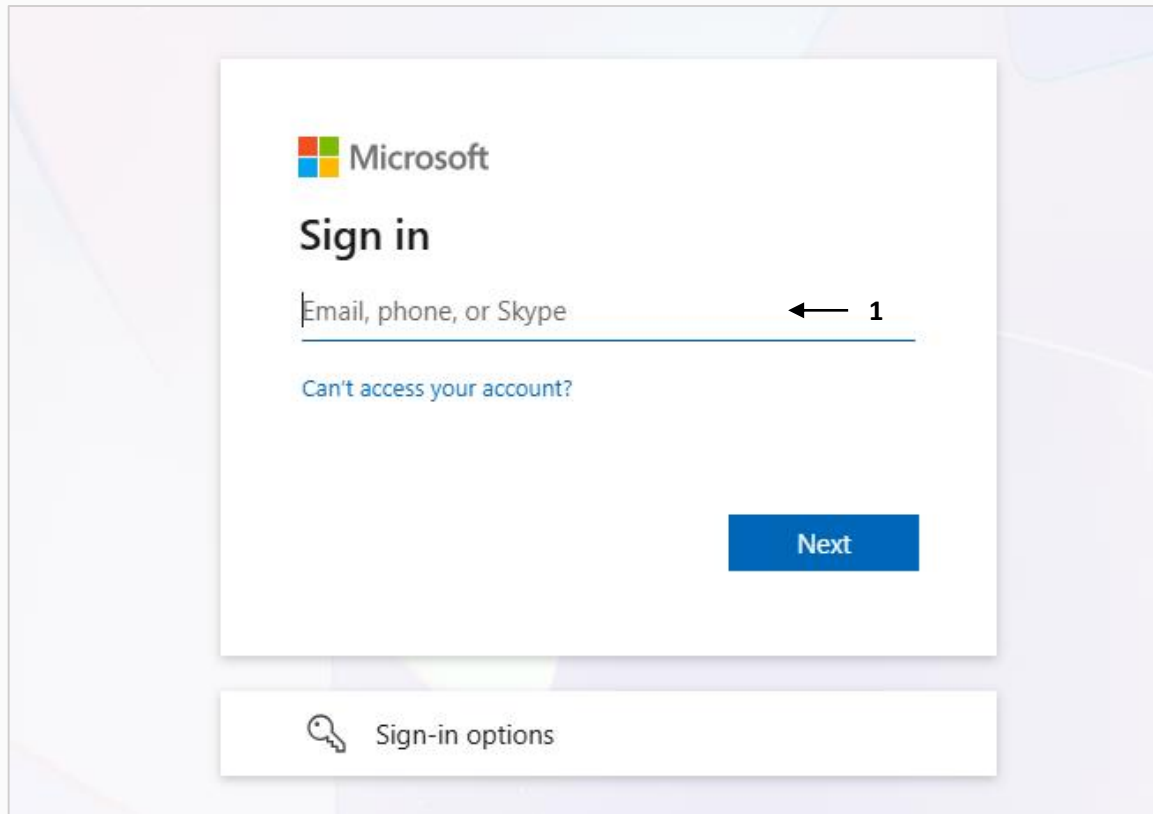
Access options

2  Book

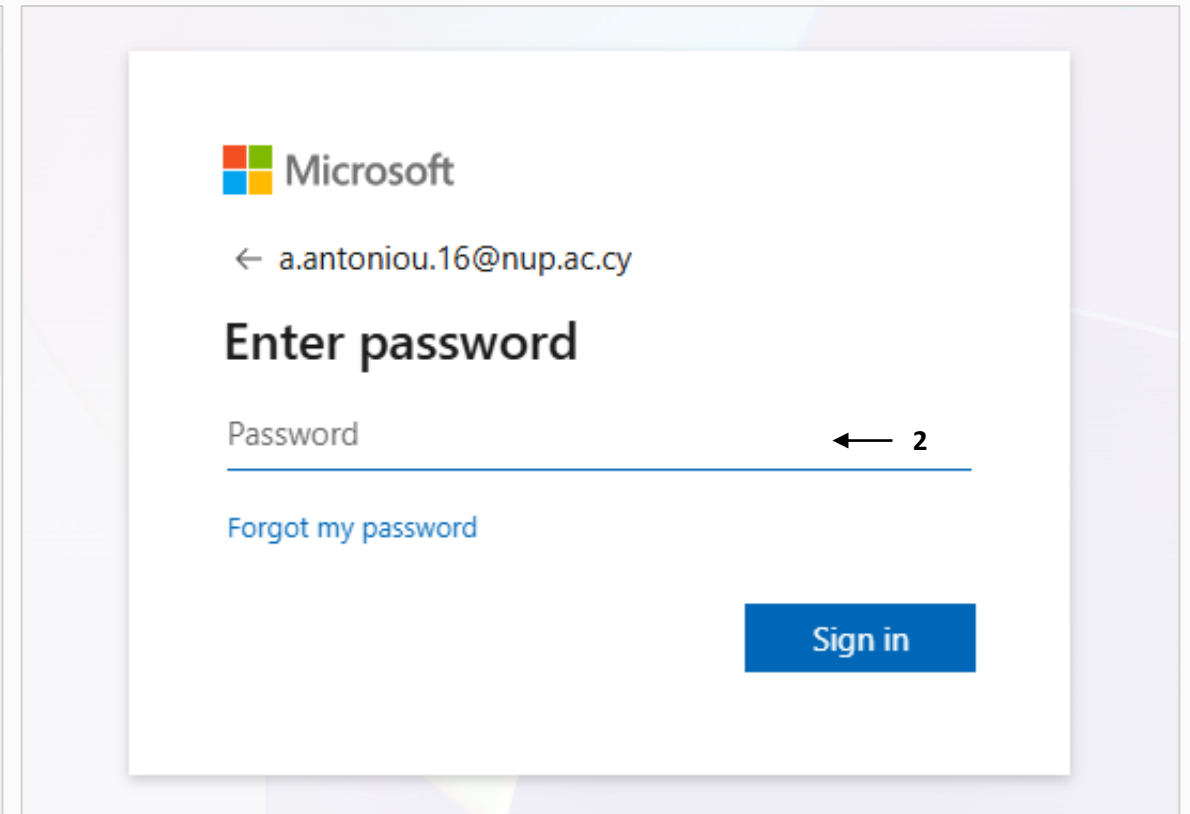
LOGIN TO THE LIBRARY'S UNIFIED CATALOG

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**



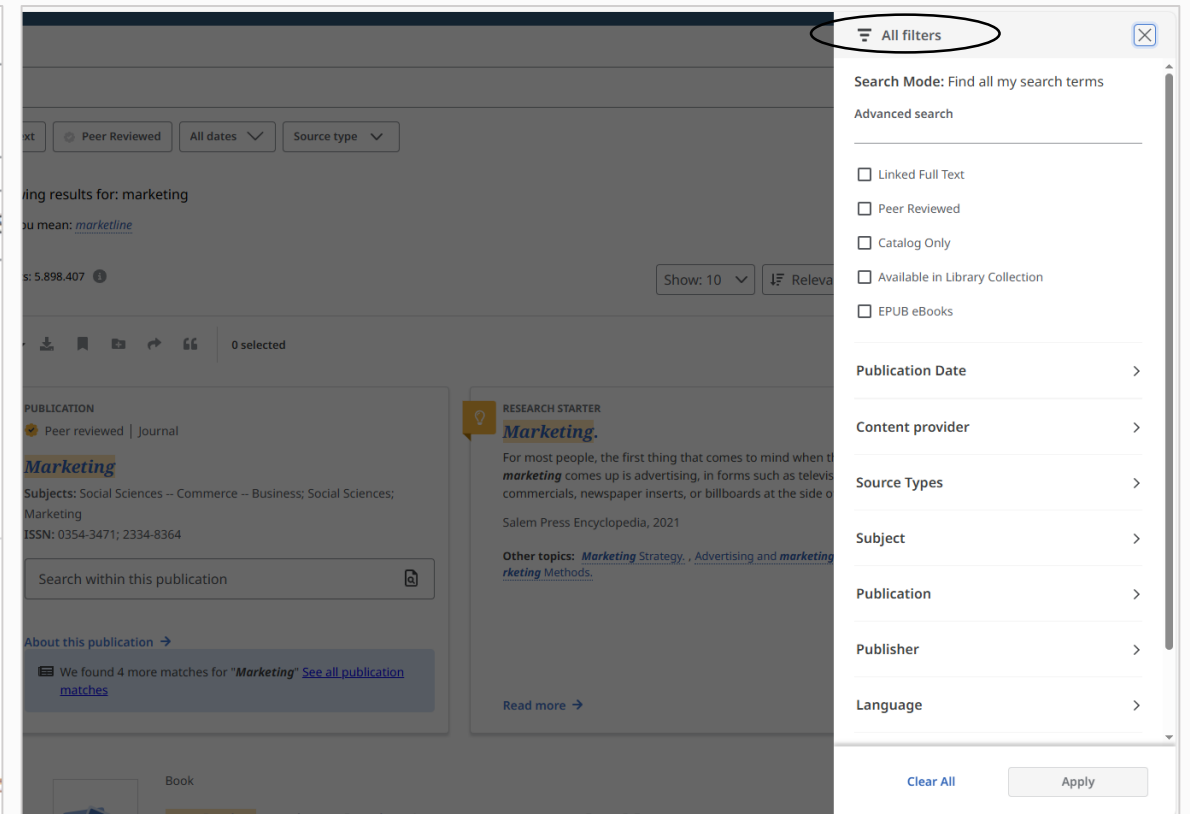
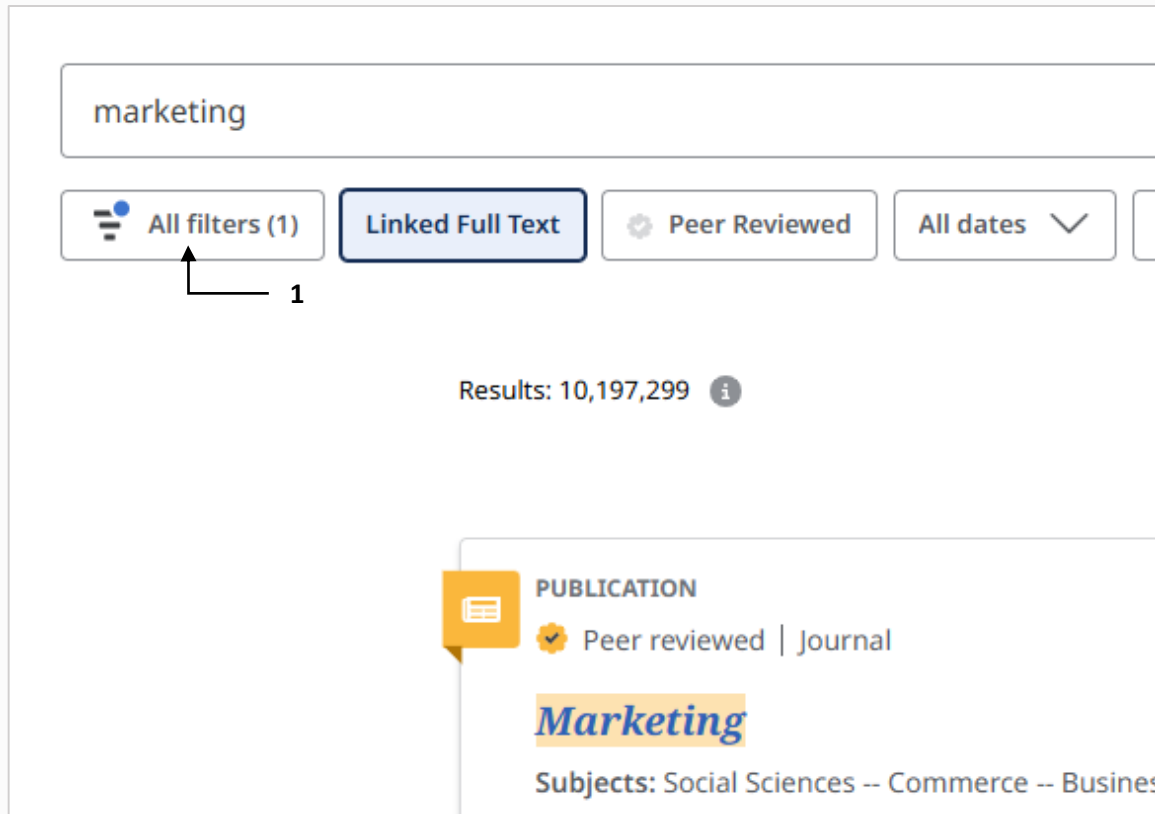
The screenshot shows the Microsoft sign-in interface. At the top left is the Microsoft logo. Below it, the text "Sign in" is displayed. A text input field contains the placeholder text "Email, phone, or Skype" and is marked with a blue arrow and the number "1". Below the input field is a link that says "Can't access your account?". At the bottom right of the sign-in box is a blue button labeled "Next". Below the sign-in box is a white box with a key icon and the text "Sign-in options".



The screenshot shows the Microsoft password entry interface. At the top left is the Microsoft logo. Below it, the email address "a.antoniou.16@nup.ac.cy" is displayed with a back arrow to its left. Below the email is the text "Enter password". A text input field contains the placeholder text "Password" and is marked with a blue arrow and the number "2". Below the input field is a link that says "Forgot my password?". At the bottom right of the password entry box is a blue button labeled "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. From the “All filters” menu select the “Catalog Only” checkbox.
2. Then, click “Apply” to limit the search to physical materials available in the University Library building.



The screenshot displays a library search interface. On the left, a search results list is partially visible, showing a 'RESEARCH STARTER' entry for 'Marketing'. A 'Show: 10' dropdown and a 'Relevance' sort button are also visible. A 'All filters' modal is open, showing 'Active filters' with 'Linked Full Text' and 'Catalog Only' selected. The 'Advanced search' section includes checkboxes for 'Peer Reviewed', 'Catalog Only', 'Available in Library Collection', and 'EPUB eBooks'. The 'Catalog Only' checkbox is highlighted with a blue border and an arrow labeled '1'. On the right, a detailed view of the 'Marketing' entry is shown, including a 'Read more' link. A second filter modal is open on the right side, showing a list of filter categories: 'Available in Library Collection', 'EPUB eBooks', 'Publication Date', 'Content provider', 'Source Types', 'Subject', 'Publication', and 'Publisher'. The 'Apply' button at the bottom right of this modal is highlighted with a blue background and an arrow labeled '2'.

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**).

marketing


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

1  Book 

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

In: 2009 • Library Neapolis University Pafos

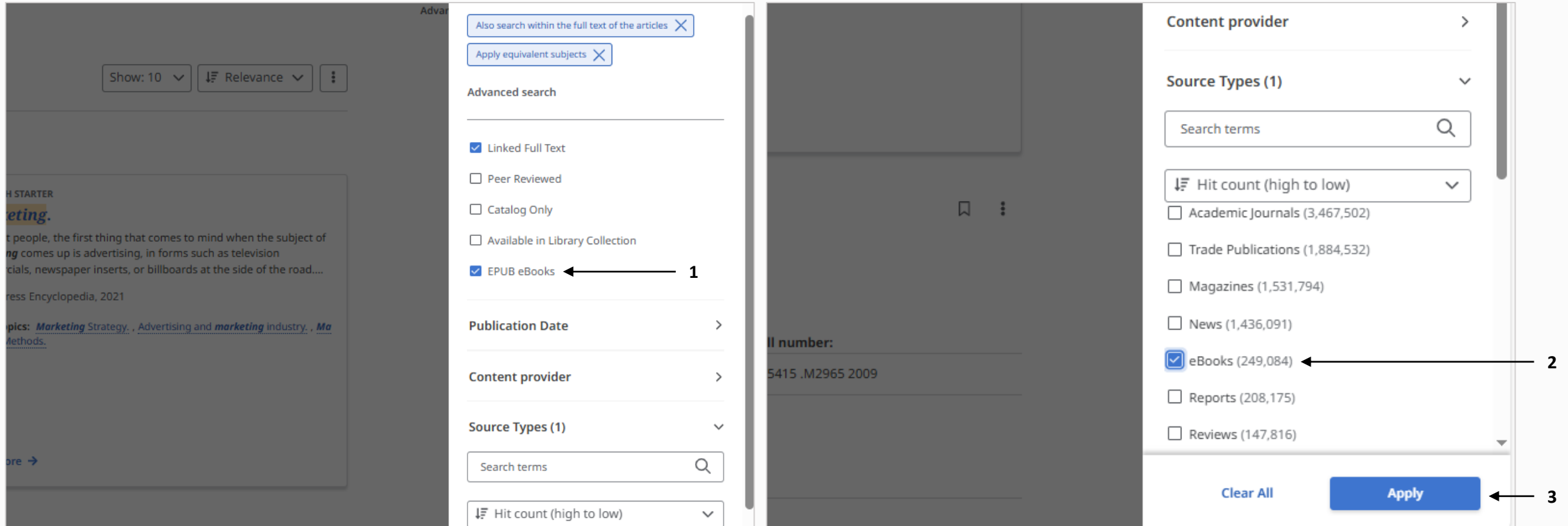
Subjects: Marketing

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 and select the “EPUB Ebooks” checkboxes.
2. From the “Source Type” option, select the “Ebooks” checkbox.
3. Click “Apply” to narrow the search.
4. 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

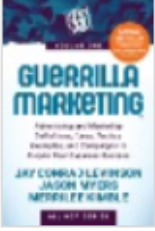
By: [Peter Runia](#); [Frank Wahl](#); [Olaf Geyer](#); +1 more • In: De Gruyter Studium, 2019 • eBook Business Coll

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

Subjects: [BUSINESS & ECONOMICS / Marketing / General](#); [Marketing](#)

Access options ▾ ← 1

- PDF full text
- EPUB full text

2  eBook

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

By: [Jay Conrad Levinson](#) • In: *Guerrilla Marketing*, 2022, volume 00001 • eBook Business Coll

Guerrilla Marketers are unique, and they know it and promote it. Therefore, Jason Myers and themselves: “How can we make this book unique?” After all, *Guerrilla Marketing*, since the

Subjects: [BUSINESS & ECONOMICS / E-Commerce / Digital Marketing](#); [BUSINESS & ECONOMICS / Marketing / 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 web browser displaying an eBook. The browser's address bar shows the title: "Guerrilla Marketing : Advertising and Marketing Definitions, Ideas, Tactics, Examples, and Campaigns to Inspire Your Business Success". A warning banner at the top states: "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." The main content area features the book cover for "Guerrilla Marketing Volume One". The cover has a blue and purple camouflage background with a stylized 'G' logo. Text on the cover includes "NATIONAL BESTSELLER", "The Book Every Small-Business Owner Should Own", "VOLUME ONE", and "GUERRILLA MARKETING". Below the title, it reads "Advertising and Marketing Definitions, Ideas, Tactics, Examples, and Campaigns to". On the right side, a "Table of contents" sidebar is open, listing chapters such as "Cover", "Title", "Copyright", "CONTENTS", "Acknowledgments", "Preface", "What Makes This Book Unique?", "Introduction", and five sections (I-V) covering the foundation and various types of guerrilla marketing. The "Table of contents" title is circled in red.

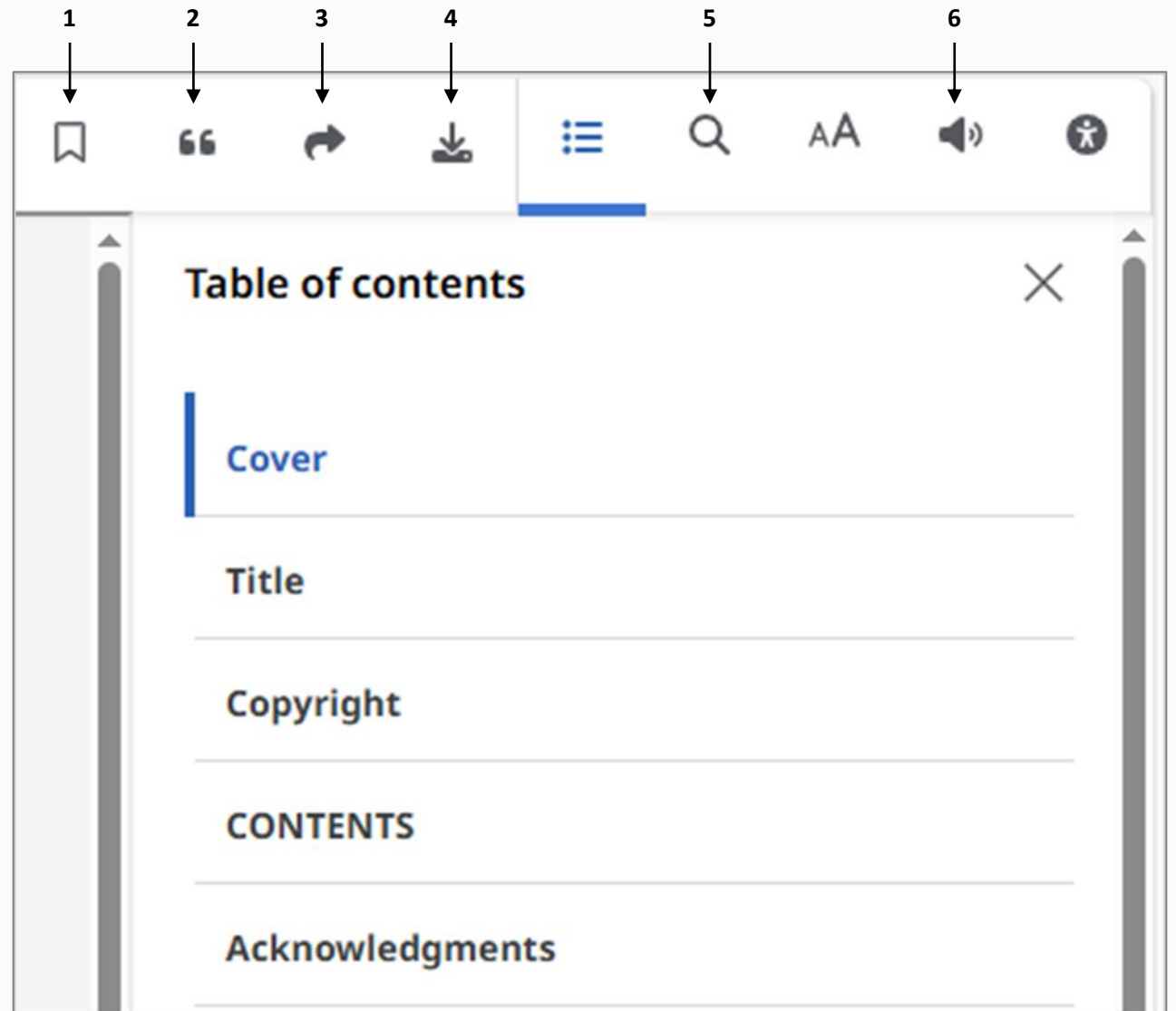
ELECTRONIC BOOKS (E-BOOKS)

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

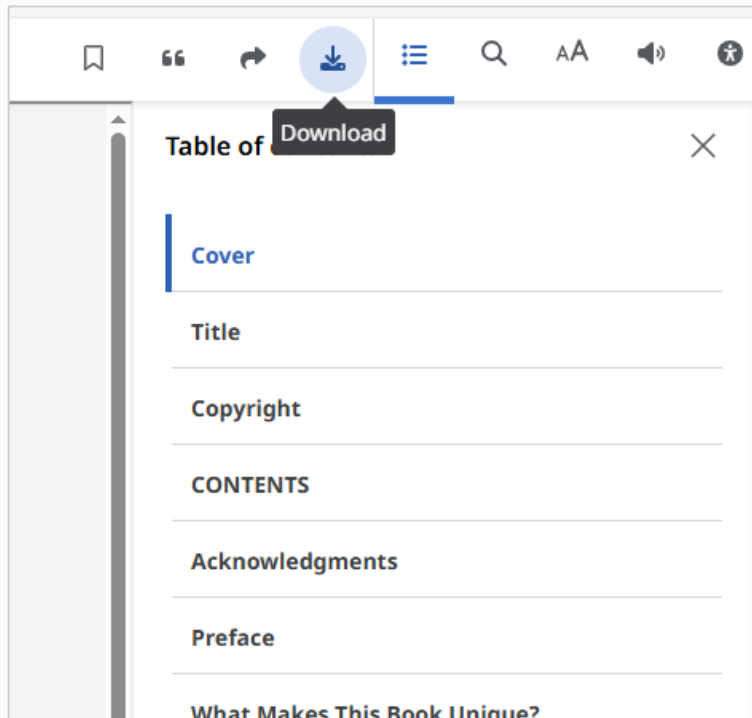
Text-to-Speech:

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



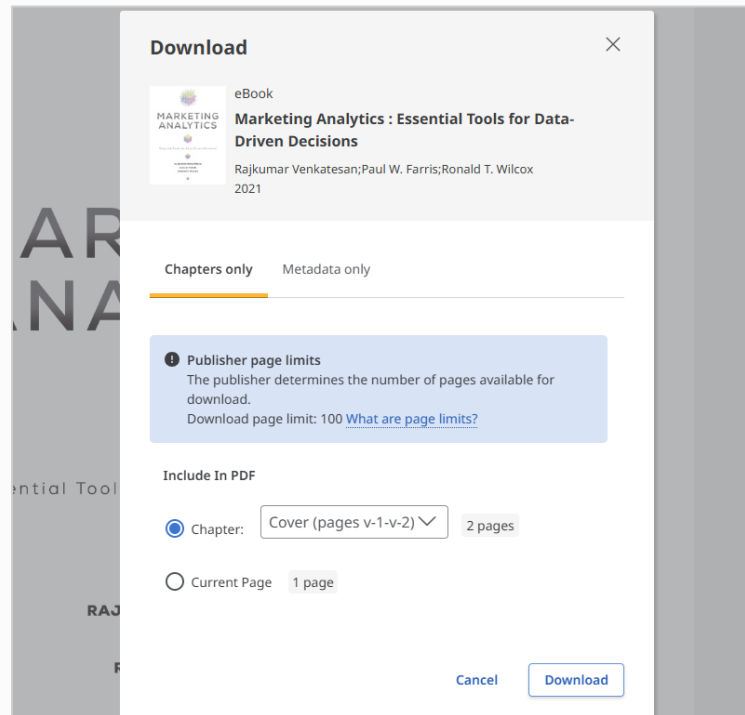
DOWNLOADING E-BOOKS

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

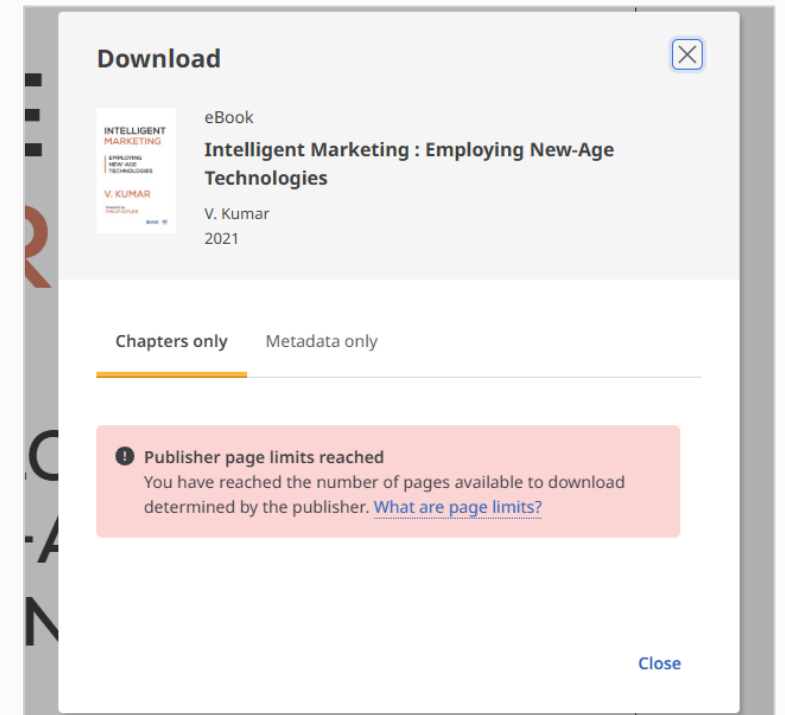


2. In the window that appears, select the pages you wish to download.

* **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 and select the “Peer-reviewed” checkbox.
2. In the “Source Type” section, select the “Academic Journals” checkbox.
3. Click “Apply” to narrow the search results.

The image shows a search interface with two filter panels. The left panel, titled "All filters", includes a search bar, an "Apply equivalent subjects" button, and a section for "Advanced search". Under "Advanced search", the "Peer Reviewed" checkbox is checked and highlighted with a black arrow and the number "1". Other options include "Linked Full Text", "Catalog Only", "Available in Library Collection", and "EPUB eBooks". The right panel, titled "Source Types (1)", has a search bar and a "Hit count (high to low)" dropdown. The "Academic Journals (3,467,518)" option is checked and highlighted with a black arrow and the number "2". At the bottom of the right panel, there are "Clear All" and "Apply" buttons, with the "Apply" button also highlighted by a black arrow and the number "2".

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”.

The image shows two examples of academic article listings. The first listing is titled "INTEGRATION OF ENERGY INDEPENDENCE INTO MARKETING STRATEGIES FOR SMALL AND MEDIUM-SIZED ENTERPRISES: STATE SUPPORT AND PROFITABILITY ANALYSIS." It lists authors Adamovska, Viktoriia; Mishchuk, Ievgeniia; Porosla, Polina; and others. Below the article text, there are two buttons: "Access now (PDF)" (circled in red) and "Generate AI Insights". The second listing is titled "THE SYMPHONY CONCERT AS MARKETING PRODUCT". It lists the author TOADERE, Dalma Lidia. Below the article text, there are two buttons: "Access options" (circled in red) and "Generate AI Insights". A dropdown menu is open under "Access options", showing "PDF" and "Online full text" options.

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

By: [Adamovska, Viktoriia](#); [Mishchuk, Ievgeniia](#); [Porosla, Polina](#); +2 more • In: [Technological and Economic Journal](#), 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, determining the effectiveness of energy independence **marketing** strategies and the profitability of enterprises.

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 Necessity of the Acceptance of Blockchain Use in Marketing: The Case of the Romanian Market.

THE SYMPHONY CONCERT AS MARKETING PRODUCT

By: [TOADERE, Dalma Lidia](#) • In: [Studia Universitatis Babeş-Bolyai, Musica](#), 2025 (14p) • [Academic Search Ultimate](#)

After having historically been reluctant to embrace **marketing** beyond mere advertisement, the artistic mission, symphony orchestras are having **marketing** as an integral part of their identity.

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

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

PDF

Online full text

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

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.

¹Universitat Rovira i Virgili, Campus de Bellissans, Reus, Spain

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.

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.

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-Sep2025, 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.


Keywords: blockchain; blockchain-based loyalty programmes; PLS-SEM; importance-

ACCESSING THE FULL TEXT OF AN ACADEMIC ARTICLE

In certain cases, rather than the options described above, the system may display the “Full Text Finder” option, which provides access to available full-text sources.

1. Click on the “Full Text Finder” option.
2. A new page will open, presenting available links that lead to the full text of the article.

4



Peer reviewed | Academic Journal

Carbon-Aware AI Control Plane for DevOps Automation: A Reference Architecture and Next-Generation Sustainability Framework


By: Dhawan, R.; Suresh Patel, M. • In: IEEE Access, Access, IEEE, 2026, volume 14, pages 11163-11184 Digital Library

This paper presents a reference **architecture** and conceptual framework for integrating carbon aware automation systems. AI workloads are becoming one of the fastest-growing contributors to the global carbon footprint.

Subjects: Aerospace; Bioengineering; Communication, Networking and Broadcast Technologies; Computing Devices and Systems; +31 more

[Full Text Finder](#) ← 1

5




Peer reviewed | Academic Journal

Decoupling Deployment Velocity From Platform Governance: A Case Study of WebSocket-Enabled Gateway-Microservice Architecture

By: Dhawan, M. • In: IEEE Access, Access, IEEE, 2026, volume 14, pages 9348-9358 (11p) • IEEE Xplore

Large-scale enterprise platforms face a fundamental tension between maintaining strict deployment



Full Text Finder Results

Article

Carbon-Aware AI Control Plane for DevOps Automation: A Reference Architecture and Next-Generation Sustainability Framework

Published: IEEE Access, 2026, Vol. 14, p11163-11184
By: Dhawan, Rohit; Suresh Patel, Minav
ISSN: 2169-3536
ISSN (Online): 2169-3536
Item identifier: 10.1109/access.2026.3656467 (DOI)

Not what you're looking for? [Try revising your request](#)

Resources located for this citation

[Check for full text at the publisher's site.](#)
OPEN ACCESS

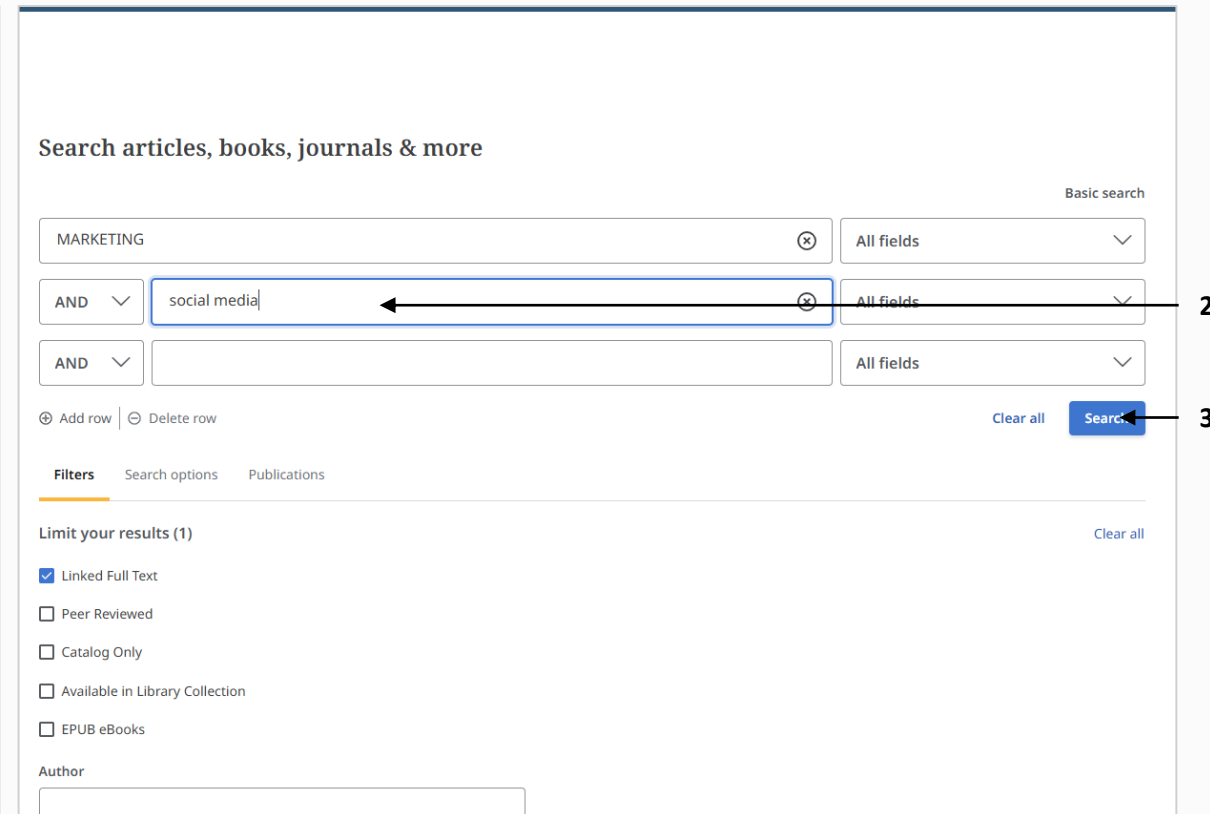
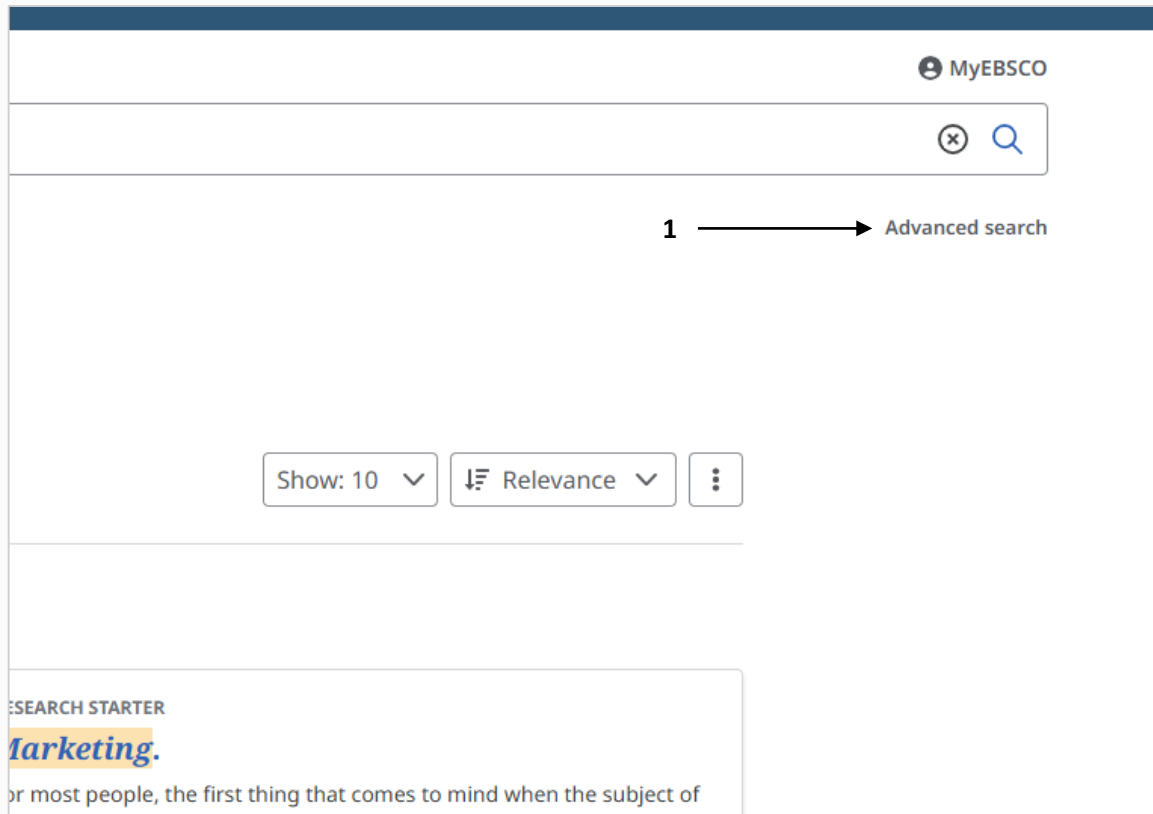
[Browse this journal at the Directory of Open Access Journals](#)
OPEN ACCESS

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Software © 2026 EBSCO Industries, LLC. All rights reserved

ADVANCED SEARCH

To perform a search using more than one field:

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

The screenshot displays the University of Pafos library search interface. On the left, a navigation menu under 'My dashboard' has 'Saved' selected with a count of 2. The main content area shows search results for 'Marketing' books. The first result is 'Marketing: an introduction / Gary Armstrong ... [et al.]', which is a book available at the Neapolis University Pafos library. A red circle and arrow highlight the 'Save' button on the right side of this result. Below it, the second result is 'Marketing: the core / Roger A. Kerin, Steven W. Hartley, William Rudelius.', which is also a book from the same library. The interface includes filter options like 'All filters (0)', 'Linked Full Text', 'Peer Reviewed', and 'Source type'. A 'Read more' button is visible above the first result.

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 a library catalog interface with a sidebar on the left and a main content area. The sidebar includes sections for 'My dashboard' (Projects, Saved, Recent activity, Holds & checkouts, Alerts) and 'Research tools' (New search, Publication Finder, Concept map, Help, Publications authority). The main content area shows two book entries. The first entry, 'Marketing: an introduction / Gary Armstrong ... [et al.]', is highlighted with a yellow background. A dropdown menu is open for this entry, showing 'Access options' with a sub-menu containing 'Request this item through interlibrary loan' and 'Retrieve Catalog Item'. Arrows labeled '1' and '2' point to the dropdown and the interlibrary loan option respectively. The second entry, 'Marketing: the core / Roger A. Kerin, Steven W. Hartley, William Rudelius.', is also visible below.

Status:	Location:	Call number:
Available		HF5415 .M2965 2009

SUBMITTING AN INTERLIBRARY LOAN (ILL) REQUEST

- 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**.
- After completing all fields, click **“Submit”** at the bottom of the page to complete the process.
- The Library will receive your request and will attempt to locate the item at the nearest participating library to you.

 **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	<input type="text"/>	←	1
*Last Name	<input type="text"/>	←	2
*Library Card #	<input type="text"/>	←	3
Department	<input type="text"/>		
*Address	<input type="text"/>	←	4
*E-mail Address	<input type="text"/>	←	5
*Phone	<input type="text"/>	←	6
Date Needed	<input type="text"/>		Format: mm/dd/yyyy
Comments	<input type="text"/>		

* Indicates required field.

Item Details

Title	<input type="text" value="Marketing : the core."/>
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Item Details

Title	<input type="text" value="Marketing : the core."/>
Author	<input type="text" value="Kerin, Roger A.;Hartley, Steven William;Rudelius, William"/>
Source	<input type="text" value="Marketing : the core / Roger A. Kerin, Steven W. Hartley, William Rudelius."/>
Date	<input type="text" value="2009-01-01"/>
ISSN	<input type="text"/>
ISBN	<input type="text" value="0073381063"/>
Series or Collection Title	<input type="text"/>
Volume	<input type="text"/>
Issue	<input type="text"/>
Start Page	<input type="text"/>

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FOR MORE INFORMATION ASK YOUR LIBRARIAN!

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