

**MANLIBNET 9th Annual National Convention on
Business and Management Librarianship: The Decade Ahead from February
4-6, 2008 held at ICSSR, New Delhi**

Report of the Rapporteur General

Mr. H. Anil Kumar, Librarian, Indian Institute of Management, Ahmedabad

In brief:

Keynote address

Technical papers in Session I

Technical papers in Session II

Special invited lecture in Session III

Technical papers and 1 experience sharing talk in Session IV

Technical papers in Session V

Technical papers in Session VI

Technical papers in Session VII

Technical papers in Session VIII

Technical papers and 2 experience sharing talks in Session IX

Technical papers in Session X

Panel Discussion

Vendor Presentations

DAY ONE Monday, February 4, 2008

10.00 am	Inauguration
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The welcome address was extended by Mr. Akhtar Parvez, Secretary – MANLIBNET followed by the introductory remarks about the convention by Dr. P. R. Goswami, General Secretary – MANLIBNET. Mr. M.M.L. Goyal, President – MANLIBNET delivered the presidential address of the convention with an emphasis on the role and status of management librarians. Shri Goyal urged the young library professionals to put efforts in developing their skills and competencies to face the challenges of the new information economy. The Keynote Address was delivered by Dr. R.L. Raina, Convention Director. Dr. Raina started with the importance of knowledge context for library professionals and emphasized the application of TQM and Marketing concepts to libraries. Dr. Raina talked about the importance of developing a roadmap for the future of business librarianship in the context of knowledge creation, processing and application.

The eminent personality Padma Shri Dr. Pritam Singh, Prof. of Eminence, MDI, Gurgaon was the chief guest and he delivered the inaugural address with a thought provoking talk on what he expects business librarians to deliver and what they should do to face the challenges of the new generation of users. Dr. Pritam Singh, describing librarianship as a

noble profession, called upon the library professionals to change their mindset from working as librarians to working as teachers. Dr. Singh called for the imminent change from - **I know everything to I know something to I know nothing**. He emphasized the need to understand the change from vertical integration to virtual integration.

Dr. Singh also suggested three issues that all business librarians need to remind themselves – “What is the purpose of your life?”, “Can you hear the sound which nobody hears” and “It is the contribution that makes you great.”

The Chief Guests also released the Conference Volume. Shri M M L Goyal announced the Best Librarian Award 2008 and it was conferred on Mr. H. Anil Kumar, Librarian, IIM Ahmedabad for his outstanding work in business librarianship.

The vote of thanks was proposed by Mr. Jitender Sharma, Treasurer – MANLIBNET & Organizing Secretary of the 9th Annual Convention.

TECHNICAL SESSIONS

12.15 am to 1.15 pm	Technical Session 1: Knowledge Management (5papers)
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Session Chair: Shri Chikkamalliah, IIM B

Rapporteur: Ms. Sheetal Tank

Knowledge management perceptions in libraries by Jobish Pachat and M. Manjula. The presentation started with the difference of information management with KM and gave a broad understanding of KM in libraries. The paper provided a precise and clear understanding of the relevance of libraries and librarians in knowledge management initiatives of organizations.

Business information and knowledge support services at the Times archives and knowledge centre: A case study by R. VenkataKeshavan, Salila Sreesan and Sococrina Silveira. The paper shared the real life experience of the Time of India group in making its mass media archives as a business knowledge support centre - the Times Archives and Knowledge Centre. The paper covered the resources, services and strategies of the centre.

Knowledge Management in libraries by Smita Kulkarni. The paper provided an overview of knowledge management explaining types of knowledge, features of KM, contents of KM, tools of KM, role of library professionals in KM and strategies of KM. The challenges for the library professionals in the KM area was focused upon in the paper and related to the 5 laws of library science.

Knowledge management and organizations in the 21st century by Shilpi Verma and K.L. Mahawar. The paper focused on the importance of KM for organizations and described the KM process along with the features and issues of KM. The paper described in detail the process, factors and tools of KM that need attention for successful KM in

organization. The paper also described the Knowledge Bank Conceptual Model in addition to the benefits of KM.

Knowledge Management in Academic Libraries of Orissa: A new challenge for library and information professionals in the 21st century by Sanghamitra Dalbehera. The paper reported the study conducted in the survey of 522 professionals working in academic libraries of Orissa to look at the challenges faced by library professionals in taking active part in KM movement in academic libraries.

Discussion on Web 2.0, KM and Identifying Business Information Needs.

2.15 p.m. to 3.00 pm	Technical Session 2: Marketing of Library Services (3 papers)
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Session Chair: Dr. Khaisar Muneebulla Khan

Rapporteur: Ms. Meeta Rathod

Marketing matters: A corporate library experience by Ms. Gitanjali Chandrashekar and Mr. K.V. Satyanarayana. The paper talked about the marketing experience in the TCS information centres. The paper was focused on the marketing process right from crafting a marketing strategy, team formation, activities planning, CSR and branding. The paper provided an excellent corporate library experience with concrete examples of TCS libraries in relation to marketing and customer centric positioning of library professionals.

Marketing of library services by P. Panneerselvam. The paper talks about the concept of marketing as applicable in the context of libraries. The paper provided a basic understanding of marketing for library professionals.

Marketing of information for industries in South Canara: A scenario by Dr. Khaisar Muneebulla Khan and Mr. Ravichandra Naika. The paper talked about the importance of industrial information for growth and economic development of a region. The paper covered South Canara's industrial information infrastructure and provided a good map of the industry information centers in the region.

Discussion: Sharing of best practices and Measurement of outcomes in libraries is important

3.00 pm	Presentation by Gale Cengage Learning
3.45 pm	Presentation by Emerald Publishing

4.15 pm to 5.00 p.m.	Technical Session 3: Special Lecture by Prof. J.K. Mitra, Dean, FMS, University of Delhi
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Prof. Mitra spoke on the topic of **Management library: The user needs**. Prof. Mitra focused on the changing user profile as this was considered the most important factor for librarianship. The new user group could be described as digital, remote control generation, anti-classic orientation, wanting latest, topical and immediate. The group had low shelf-life of interests (extensive not intensive), prefer non print modes (google), spend huge sums on photocopy and mobile bills and insecure without aids, assignment and placement driven (always in a great hurry), interested in case studies, corporate biographies, quizzes, and GK. For them marketing and finance were hot areas, books are stocked mostly in OB and HR. They were heavy users of databases and magazines, moderate user of abstracts services, e-libraries, low user of books and journals, scant respect to technology challenged professionals, high orientation to graphical and number crunching materials rather than descriptive and qualitative materials.

Prof. Mitra's talk proposed the concept about primary user parameters: USER – purpose – process-product-people-price-place need to be considered when we attempt to develop user focused services. User responsiveness in this context, he said was, very useful for developing perspectives on the new generation of library users in b-schools. Prof. Mitra's recommendations on a making a good business library included the following characteristics of user responsiveness:

Up to date (product), Simple (process), Economical (price), Relevant (purpose)

Range (product), Exclusive (product), Support (people), Prompt (people), Orderly (place), Near (place), Strength (product), Insight (purpose), Valid (product), Enthusiastic (people)

DAY TWO February 5, 2008

9.20 am to 10.30 am	Technical Session 4: Competencies (4 papers + 1 talk)
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Session Chairman: Dr. K.L. Mahawar
Rapporteur: Mr. Chandrakant Swain

Business Competencies: Adding an Essence to Librarianship by Ms. Sukeshini A & Mr. Ajit Agale. The paper dealt with the various business competencies that information professionals need to have and map them with personal and professional competencies. The paper proposes that librarians by focusing on positioning, packaging, promoting, persuasion and performing for this mapping to happen.

Training the Library team in ICT skills: an experiment at Atmiya Institute of Technology and Science, Rajkot – Gujarat by Ms. Sheetal D. Tank. The paper was based on the practical experience of designing and imparting a one-week training programme on ICT skills for library professionals.

Mr. Chikkamallaiiah shared his experience on the changing paradigms of librarianship over the past three decades in India. The impact of ICT in making librarianship deliver

effective services was emphasized by Shri Chikkamallaiah. He talked about the importance of people in making or marring the service. He laid emphasis on developing the right balance of technical skills and spiritual strength for library professionals to face the challenges of the competitive environment.

Job Stress of B-School Library Professionals in Digital Era: A Case Study of Bhubaneswar City by Mr. Chandrakanta Swain & Dr. Bijayalaxmi Rautaray. The paper was based on a field study conducted among the library professionals of b-schools of Bhubaneshwar. The sample consisted of 38 professionals among 14 b-school libraries. The interesting findings included: (1) 76% of respondents attributed work over load as main factor of job stress. The other factors included career prospects, job security, lack of training, etc. The work environment section revealed clear discrimination between library professionals and faculty.

Gyanoday Library: The Learning Resource Center of IIM, Lucknow by Mr. Shantanu Ganguly. The paper reported the case of IIM Lucknow library covering the main features, activities, users, resources, services, developments and the future plan of Gnanoday.

10.45 am to 11.30 pm	Presentation by EBSCO publishing
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11.45 am to 12.45 pm	Technical Session 5: Consortia (3 papers)
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Session Chairman: Dr. Krishna Gopal, JNU
Rapporteur: Ms. Lata Suresh

A Consortium for Management College Libraries in South Gujarat Region: A Proposal by Ms. Meeta Rathod. The paper proposes a project to form a consortium of management libraries in South Gujarat. A survey of 24 b-schools was conducted to understand their status in terms of resources, technology, budget, etc and also to mainly propose a workable model for consortium formation. The paper suggested various factors to be considered and also shared perceptible benefits that will accrue by this consortium. The suggestions included professional training, librarian and publisher channels of communication and support from management, teachers and government for making this project a success.

Consortia: a Modern Concept of Resource Sharing by Mr. Vivek Singh. The paper provided a framework of understanding a consortium and went on to describe the various advantages, disadvantages, need and types of consortium. The paper also covered some Indian examples of working consortium.

Developing marketing strategies for library services by Mahendra Singh Rao. The paper dealt with the basic concepts of marketing and looked at application of marketing to libraries. The paper recommends various marketing activities like lectures, class

assignments, orientation programmes, exhibitions, audit & evaluation and RFID implementation.

Discussion: Importance of consortium and issues beyond purchase of resources in the present day context becomes important.

12.45 pm	Presentation by Cambridge University Press
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2.00 pm to 3.00 pm	Technical Session 6: Automation and digitalization (4 papers)
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Session Chairman: Dr. Ramesh Gaur
Rapporteur: Mr. Anil A Mane

Future Technology: Boundary for the boundless - Anna University Digital Initiatives by Mr. P.V. Raj Kumar. The paper included a comprehensive introduction to digital libraries covering definitions, uses, disadvantages, features, design, need, barriers, etc. The case of Anna University digital library provided in the paper was a good practical example of a digital library in the Indian context.

Status of Technology in Technical and Management Libraries in Karnataka by Dr. Manjunatha. The paper was the outcome of a funded research project conducted by the author. The survey included 203 colleges in Karnataka with about 75% response rate. The study also included survey among the library users. The findings of the study included a wide variation in resources, service, automation, budget, staff, etc. Among the problems it was found that budget, software, net speed, insufficient space, lack of staff, etc were predominant. Digital library, automation, library networking were among the main future plans of most of these libraries.

Revisiting Z39.50 Protocol in Digital Library Era: Need and Its Necessary in the Internet world by Mr. S.Siva Chidambaram. The paper covers the concept of Z39.50 standard and its relevance today for libraries. Providing a detailed account of the structure of Z39.50, the paper provided a review of its usefulness and relevance for information retrieval whether in simple OPAC or extending the same to federated searching. The paper also accounts for the development of SRU/W, OAI-PMH and finally talks of GSDL and Z39.50 relevance.

Digitization – A Myth or Reality? by Mr. Giriraj G. Halkar & Mr. Salek Chand. The paper provided in detail the concept of digitization, need and objectives of digitization. The paper also provided the requirements of a digitization along with some important issues and disadvantages of digitization.

Discussion: Importance of automation and various digital library issues.

3.00 pm	Presentation by Elsevier
3.45 pm	Presentation by Cengage Learning

4.15 pm to 5.15 pm	Technical Session 7: Marketing of Library Services 2 (4 papers)
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Session Chairman: Ms. Sushma Arora

Rapporteur: Ms. Anuja Navratna

Marketing of library services: past, present & future by Dr. M. Natarajan. The paper dealt with the basic concepts of marketing, marketing strategies, user needs, marketing audit and the 4P's of marketing. The paper then related these marketing concepts with the library and information services with concrete examples in the library context. The paper also briefly talked about the role of marketing in future context of the library.

Marketing of electronic information by Mr. Ramesh Kumar Tiwari. The paper dealt with basic concepts of marketing along with strategies for marketing information products.

Marketing and Promotion of Library Services: A TCS Experience by Alpana Srivastava. The paper was an attempt to demystify marketing for librarians and provided the TCS library as a case of implementing various activities and services to market and promote the library.

Library Services Marketing by Ms. Salma Khan. The paper talked about the various methods that could be used to develop and deliver services that are organizationally aligned. The paper also talked about the marketing and promotion of library services.

Discussion: Importance of marketing in libraries within the organization.

5.15 pm to 6.00 pm	Technical Session 8: Information Services and users behaviour (2 papers)
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Session Chairman: Mr. Shantanu Ganguly

Rapporteur: Mr. Shyam Sunder Rao

Information Acquirement Strategies by the Manufacturing and Process Industries in Dakshina Kannada, Karnataka: A Case Study by Dr. Divakara & Dr. A. K.Baradol. The paper reports a survey of 254 manufacturing and process industries, 1011 industrial managers and 29 industrial libraries in Dakshina Karnataka. The main objective of the study was to study the information needs of the sample group. The findings included that 95% of the industries did not have libraries or information centers, most of them reported that their information requirements were never fulfilled and more than 60% of them used other libraries for their information needs.

Information Seeking Behaviour of Industrial Management Personnel: A Study Undertaken with respect to Manufacturing and Process Industries in Dakshina Kannada, Karnataka by Dr. Divakara & Dr. A. K.Baradol. The paper reports the survey (reported above) with a focus on information seeking behaviour and attempts to look at information satisfaction feedback from the industry.

DAY THREE February 6, 2008

9.30 am to 11.00 pm	Technical Session 9: Knowledge Management II (3 papers + 2 talks)
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Session Chairman: Dr. M. Natarajan
Rapporteur: Mr. Salek Chand

Knowledge Management Methods and Tools: A TCS Case Study by Ms. Pratibha Walawalkar & Ms. Aparna Nair. The paper provided a framework for understanding KM along with the need for KM, advantages of KM, and tools of KM. The paper provided the case of TCS with respect to KM. The role of library professionals in KM at TCS was highlighted.

Knowledge Management in libraries by Mr. Monawwer Eqbal & Mr. Azhar Shah Khan. The paper covered basic concept of KM and also proposed a case for KM at INMANTEC library.

Knowledge Management: A Business Aspect by Mr. S. Nagaraju. The paper provides a framework for understanding KM and makes a case for looking at different KM styles, evaluation of KM, value of KM professionals and finally provides a business perspective of KM.

Presentation by Dr. Natarajan on KM that provided a clear cut frame work of KM and various strategies of KM that can be adopted in different organizations. He also emphasized on role of LIS professionals as KM professionals. Dr. Natarajan also provided various strategies for LIS professionals in taking up KM activities.

A talk by Mr. H. Anil Kumar on managerial and technology perspectives for LIS professionals. He briefly covered topics on physical space vs digital space, lib 2.0, long tail, technology developments, core knowledge, SUSHI, federated search, open access and IR, status of librarians and outsourcing in libraries.

11.30 am to 12.00 pm	Technical Session 10: Digitalization – II (1 paper)
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Session Chairperson: Mr. Chikkamalliah
Rapporteur: Mr. Shiva Chidambaram

Digital library services with particular reference to Defence Science Library at DESIDOC by Ms. Priya Gupta. The paper presented the various digital services provided by the DESIDOC like OPAC, Newspaper clipping, DESIDOC Wikipedia, etc. The paper also included the web based services and CD ROM services provided by DESIDOC.

Discussions: Role of MANLIBNET and expectations from participants.

12.15 pm	Presentation by Cengage Publishing
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2.00 pm to 3.00 pm	Panel Discussion on Business and Management Librarianship: the Decade Ahead
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Panelists:

Dr. Roshan Lal Raina (moderator)

Opening remarks on the changing paradigm of librarianship and more specifically business librarianship. He stressed on importance of customer focus, marketing and innovation.

Dr. H. K. Kaul

Management expertise should move out of management libraries to other libraries. We need to focus on users needs, provided value added services, global out reach, select a specific area that we can contribute to the world. We also need to focus on networking for better Knowledge acquisition, organization and sharing.

Dr. R K Chaddha

The changing environment is an advantage for the young professionals to leap forward and not follow traditional approaches of librarianship. The importance of access over acquisition and service over technology. Value addition is needed much more today and for that we need to start afresh and innovate to provide proactive services to the users. Sharing of failures is also as important as sharing success stories. The need of the hour is to create a new image of librarianship.

Dr. Dinesh K. Gupta

Creating a vision for us implies that we need to develop a vision for ourselves, for libraries and for network. Finding and stating the objectives will facilitate the development of vision. With a focus on the theme – ten years ahead – we need to look at different organizational structures and user needs in the future. The need of networking, looking at global markets, new customers and new markets, focus on basic area of the organization for designing and offering a world class service in that area. The challenges will also change and we need to think of new paradigms in this area also like new product

line, data providers, user profiles, etc. This scenario also provides ample opportunities to offer new services that are innovative and serves the needs of the users. Enhance the role of business librarians. MANLIBNET vision – sharing the resources, networking; he adds – competencies development, updating skills, sharing the expertise through best practices.

Smt Kalpana Dasgupta

Shared the vision and work of National Knowledge Commission and the group on libraries. Setting up a national commission for library and information services, national census of libraries, revamping library education, personal collections to be identified and preserved, modernization of libraries (ambience and physical space), etc.

3.00 pm	Valedictory Function
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Welcome to Chief Guest: Dr. P.R. Goswami, General Secretary – MANLIBNET
Report of the Convention: Mr. H. Anil Kumar, Rapporteur General
Concluding Remarks: Dr. R. L. Raina, Convention Director
Valedictory Address: Shri Lov Verma, Joint Secretary, Ministry of Culture, Govt. of India
Best Paper Award
Thanks: Mr. Akhtar Parvez, Secretary – MANLIBNET

Recommendations of the convention:

- 1 Management and Business Librarians need to be encouraged and take up Knowledge Management roles in their organizations.
- 2 Sharing of best practices of libraries through MANLIBNET conventions could become an annual feature and should be documented.
- 3 Marketing of library services needs to be taken seriously to improve usage of library resources and the management and business Libraries need to look into issues of measurement of library resources usage.
- 4 A consortium of MANLIBNET Libraries is needed and required.
- 5 The question of status of librarians remains and we need to emphasize the importance of role of business librarians in their organizations irrespective of whether they work in corporate, academic or in other types of organizations.
- 6 MANLIBNET endorses the work of the National Knowledge Commission and the working group on libraries for their very appropriate and much required recommendations.