Best Library Practices in Business Schools of Hyderabad: A Case Study VJIM

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Abstract - Traditionally Libraries role was dissemination of knowledge however, with the advent of Information Communication Technology such as Web 2.0 as best library practice tool comprising usage of Ezproxy for the remote access connectivity, portal for the usage of the e-resources, SMS Alerts, email services Kindle reading, and theater for Management Learning Introduction of APP for circulation services and WEB OPAC has transformed the services capability of Libraries in to Learning Resource Centre offering ease, convenience and 24X7 Services. The present study focuses on the Best Library Practices implemented using web 2.0 technologies among students at VJIM Hyderabad. The study finds that on the use Web 2.0 as part Best Practices for Innovative methods used for Library services. The paper further highlights the increase in productivity of the Library by implementing the Best Library Practices in providing the Library services to its stake holders.

Key words: Best Practices, Web 2.0 Tools, User Studies, ICT, (VJIM) VignanaJyothi Institute of Management, (LRC) Learning Resource Centre, (ICT) Information Communication & Technology

1. Introduction:

Traditionally the focus of libraries was to provide information to anyone who walks into the Library. However, with passage of time the focus has shifted to using technology for reducing time to retrieve information. Further, it also aims at providing access to the resources from remote location. Hence for a management institute where students are required to do a lot of live projects, remote access helps. Further, faculty also appreciate remote access, assists them in their research. On the other hand, it helps reduce the number of hours a Library is required to function. Hence fixed cost in terms of employees and transportation of employees is reduced without compromising on the promise to provide 24 X 7 accesses.

Libraries are divided in to three groups Academic, Public and Special Libraries. For our purpose, we restrict to academic libraries providing support to higher education. The primary purpose of an academic Library is to support the teaching, research, and other academic programs of its parent organization. An academic Library is part of a service organization, which helps enhance the intellectual capability of the course participant. In a
manufacturing concern, the customer is remote, where as in service organization like an academic Library, producers and consumer meet face to face. A well-stocked Library does not mean a well-used Library. The ability of the Library staff is to engage the students so that they use the well-stocked Library. As E. Stewart Saunders pointed out in 2007, “The Internet and Google have changed the information landscape” Recently the Pew Internet & American Life projects found that 72% of respondents accessed to the Internet rather than the Library for their research needs (Estrabrook and Raine, 2007) How has the increasing reliance on information technology and online sources changed the landscape of librarianship? With internet revolution creating competition in form of YouTube and search engines and Meta search engine the Library is often without reader. Hence adopting technology has become important for libraries so that they can survive. The reader has no time to come to Library. Now the needed situation is like VUCA (V= Volatility, U=Uncertainty, C=Complexity, A= Ambiguity)

The user has become smarter with the smart phone in his hand getting all the information needed through multiple apps, social media and networking. The mobility of technology is playing a vibrant protagonist in all aspects. Alteration of the Library services through mobility has major role for the increase of the footfalls to the Library. The Learning Resource Centre of VignanaJyothi Institute of Management is a good example of its kind. The adoption and implementation of Best Library Practices has shown better results in getting the leverage of the Library Services provided by VJIM LRC. The paradigm shift of new services has increased the usage of the resources in better way. The paper gives clear picture of evident how the best practices has transformed in increase the foot falls of the library and enhancing productivity of the Library.

2. Best Library Practices:

The best practices should be able to prove that they can help in achieving organizational objectives. In today’s unceasingly changing environment of academic libraries, there is a need to monitor practices of others for revealing the best practices, so that the best of them can be implemented which will result in increasing the number of users, and providing the best Library services and satisfaction levels of the users. The best library services and the internal library practices can be embattled for meeting the user needs more effectively, by keeping the standard benchmark model in view. The successful achievement of the goal is largely depends on the practices adopted by the library managers to deliver the information to the user. According to Business Dictionary, Best Practices are defined as “A method or technique that has regularly shown results higher as compared to those accomplished through other means; and that is used as a benchmark”. Implementation of Best Library Practices is considered as a parameter for getting Accreditation for any Business School.

2.1 Benchmarking:

Benchmarking is one of the methods leading to Best Practices. It is a positive pre-emptive process to change operations in a structured manner to achieve superior performance. The benefits of using the benchmarking are that purposes are forced to investigate external Industry/organization/Institution best practices and in corporate those best practices in to their operations. This leads to beneficial, high asset utilization that meets customer needs and has a modest advantage. Benchmarking known as one of the important methods of best practices has a greater impact on the operations of the Libraries. These include Public, Academic and special Libraries. The constant process of the best practices has gained momentum for the running of the Libraries, with the increase in the footfalls into the Library. Though the
traditional services are in place many libraries have quickly adopted best practices, and most of them have been successful in implementation with the best outcome.

3.1 Business Schools:

The Business Schools have been trend setters for bringing various business models and teaching methodologies, helping the Business school graduates in adopting the business models and nurturing them to become managers, CEOs and Entrepreneurs. Business Schools charge high fees as they need to sustain the financial burden on their own and do not have any government support. Huge Investment is capitalized on Infrastructure, resources and other Intellectual Investments such as getting highly qualified faculty and research experts on various subjects of management to meet accreditation requirements. Business School connotation says that Education Institutions specialize in the teaching of material relevant to business. These Business schools usually offer large variety of programs or courses. These courses are based on the field that the student chooses to specialize after completing the course.

3.2 Business Schools in Hyderabad:

There is tremendous growth in the establishment of New Business Schools in Hyderabad for past 10 years. The Hyderabad city has now all the potentialities required to be one of the best cities in India. Major companies are investing in Hyderabad Example: Google, Amazon, IKEA, UBER, etc making more requirements of the Jobs and further increasing the employment opportunities to the younger generation pursuing the Management Education. The top notch Big B-Schools in Hyderabad are (VJM) VignanaJyothi Institute of Management, (SSIM) Siva Sivani Institute of Management, (IMT) Institute of Management Technology, (NMIMS) NarseeMonjee Institute of Management studies, Woxsen Business Schools, Druffa College Management, (HBS) Hyderabad Business School and (IBS) ICFAI Business School. The World best ranked Business School ISB (Indian School of Business is also located in Hyderabad. These B-Schools are giving their best teaching and learning to the budding managers.

4. Role of ICT in Business School Libraries:

The ICT s is playing a vital role in libraries. Today’s libraries, especially, academic libraries are providing numerous services to its clients/users. As a known fact Business School Libraries comes under the academic Libraryfraternity has been described as the heart of the learning community, providing a place for students and faculty to do their research and advance their knowledge. Most of the Business School libraries have sufficient funds for improves the collection development and the much needed modern Infrastructure and using the advanced Information Technology equipment’s and other software’s for providing uninterrupted library services to their stake holders. The librarians and Library staff provide numerous services to these users, addressing their diverse needs, characteristics, and interests. However, with the advent of online catalogs, CD-ROMs, online databases, the role of the Library has begun to change. Students do not have to be physically present in the Library in order to access the Library resources. With the internet and the availability of new technologies and numerous indexes, abstracts, and databases, the range of services that academic libraries can provide has increased dramatically. Users can access the libraries’ resources without stepping into the Library building. The traditional Library services have undergone some radical changes due to the impact of Information Technology Innovations on Resources and services of the B-School Library services.
5 “VignanaJyothi Institute of Management” (VJIM)

VignanaJyothi Institute of Management is promoted by VignanaJyothi which is a non-profit organization founded by a group of Industrialists, Academicians, Businessmen, NRI’s and Professionals of Andhra Pradesh, who are known for achieving commendable results in their respective fields. VignanaJyothi was registered during the year 1991 under the Andhra Pradesh (Telangana Areas) Public Societies Registration Act. The aims and objectives are to promote Social, Cultural, Educational, Scientific and Research activities among men and women, particularly the youth.

5.1 VJIM, Library as Learning Resource Centre (LRC)

VJIM LRC has the modern collection of knowledge resources and innovative information services VJIM Library is an excellent Learning Resource Center for students and faculty. The entire Library collections including the online databases are made available through Institute’s network. Users can access the online databases and also find out the real-time availability of library materials from their own computer terminals. The Library offers a range of information services to support the learning process set to the highest professional standards. Library provides services such as OPAC, Circulation, Reference and Inter Library Loan, Photocopying and Database Search Service. Library is an institutional member of DELNET & MANLIBNET. The VJIM Library provides Electronic access to 20,234 e-books. We allow Students and faculty to access our e-resources from remote locations across the globe. It may also be accessed through the VJIM Android App.

6. Review of Literature:

H. Anil Kumar and Mallikarjun Dora (2012) A comparative study was done on aggregator packages at Indian Institute of Management Ahmedabad. The study has been done on the features of each Aggregator package, comparisons, and list of highly used journals from each aggregator and also cost in relation to benefit.

Nandita Sethi (2013) in her study found that these Business Schools are helping in developing the Culture of Corporate Governance in the organizations. The study also says that the Business Schools are not directly offering adequate courses on corporate governance and corporate governance is not included in the course content of many courses of business education

Jessy, A and Rao, Mahabaleshwara(2014) Access to information is a vital factor to today’s living, libraries and librarians have their roles redefined for developing and nurturing information literacy in the digital era. For the libraries and information centres, marketing of product and services are needed for achieving maximum use of library resources, justifiable expansion program, for self-survival and generating funds. Many emerging technologies can be used to deliver and market library services. The users need to be educated through newsletter, lectures, conducting workshop and training programs for increased usage/marketing of electronic information resources of the library. Library and information science professionals have the responsibility to promote the resources of the library to facilitate and equip themselves with various modern tools that are available. This paper makes an attempt to review aspects dealing with the effective marketing of electronic information resources through information literacy by the library or library professionals.
Sharma, M. S. (2015) In this study he has focused on practices adopted by the Gujarat state Business schools and private Schools for branding in their state and factors that are effecting in choosing business school for their higher Education. The study is all about the focusing of Branding Business Schools.

Raj Kumar Bhardwaj and P.K. Jain (2016) This paper reviews literature on the marketing of products and services as they might pertain to libraries. It also discusses the various ways and means for the same. A number of marketing techniques to promote the usage of library resources is also investigated are highlighted in the paper. It is underlined, that the majority of libraries tend to not have a marketing culture, or even an understanding and a necessity for the same. It is advised that libraries, formulate marketing plans along with the financial budget, either of a monthly, or a yearly basis so that library resources are utilized optimally. it also talks about new technologies like, Web 2.0 and it may also be noted that mobile services have opened up new and more competitive avenues to do marketing in efficient and cost effective ways. It is therefore of critical importance that funding agencies formulate guidelines for marketing the library resources and services so that the resources can be utilized optimally.

Kaur, M. (2016) the study is on the investigate the implication of Information Communication Technology in the management Libraries of the National Capital region (NCR). The study focuses on the resources and other web sources used in these management Institutes. The study also covers the Automation of the Libraries in the specified area.

7.1 Library Services for Business School:

Library is considered as major source of learning and epic centre for all the Business Schools that are imparting the knowledge by making the changes and sustaining itself by upgrading the resources according to the challenging Global changes. Adopting the Best Library Practices by the Business Schools has changed the face of the present Business Schools. Perhaps Business Schools are in first row to undertake the Best Practices for the Libraries by providing excellent ICT based services to their stake holders. The Implementation of best practices is also done in greater phase giving the best results. Through Best Library practices the services of the Library have key role in assisting and supporting the management education providers in producing the capable efficient managers or entrepreneurs by providing quality information services. Library through its services help the faculties by procuring books, Journals and other reading materials for enhancing the research exposure and reference for faculty in various domains.

7.2 Role of Librarian:

The foremost important aspect of the today’s librarian is compared with the speed of Google world. Being human is the first aspect for any one. But when it comes to speed it’s the technology that is dominating today’s world. The predominance of change in providing the Information services is very tough for today’s Librarian/ Knowledge officer/ Knowledge manager. The old traditional Librarian is nowhere seen in the academic Institutes at the present scenario. The technology has made Librarian to be on his toes and run on parallel with the existing system and think beyond artificial Intelligence adopting new methods of Information transformation to the users in different ways. The virtual Libraries are giving the Librarian more scope for his learning. Adopting the Best Library practices by the Librarian will help him a lot. The Librarian should keep in mind that implementing the ICT is a process.
of continues learning and implementations can be considered as one of the important aspect of Best Library practice. The Librarian should be able to increase his efficiency. He should be able to guide the users in using the technologies through different ways and enhance the infrastructure available as per the changes and to be the Innovation driven Librarian

7.3 Marketing the Library Services:

Marketing of the services in must for an organization or Institute. Unless until we market our self-nobody will know and nobody will identify. Marketing the Library services is also a part of Best Library Practices. This is very much applicable to the libraries as they are service providers. Here Library services can be considered as Customer services. It is also a critical aspect of what we mean by service. Different methods are followed to communicate the Library services to all the stake holders of a Business Schools. Posters display in the Notice board in the Library or in the cafeteria about the new or special services. Student testimonial’s in the Library website sharing his experiences of Library services. Sending Emailer to the about the services, SMS, creating the Social Media Handles are the few marketing techniques.

7.4 Web 2.0:

Web 2.0 represents a number of technologies that are employed for marketing and advertising strategies. Broadly speaking, it is one of the best practice to implement that the synergy of collaborative and current technologies that help businesses to leverage the use of technology for enhancing their sustained competitive advantage. Consumers in the digital age are shopping for products through the use of social media. They are searching for products locally while using mobile devices to perform such activities. The advances in mobile computing devices have helped in the growth of Web 2.0

7.5 Web 2.0 as Best Library Practice:

Adopting the Best Library Practices will help increasing awareness among the patrons about the Library services. Emphasizing this factor of Web 2.0 the Library has come up with the strategy of implementing the same for its user community for the best IT enabled Library Services being its self to become the Smart Libraries. The best way of ease of Learning is therefore provided to the students in spite of not stepping in to the Library during their busy Hours of classroom learning. Value based learning is given an out most importance through Library services. Social Media is a tool that helps Library to interact with its patrons and engage them through the use of innovative methodologies. The content shared on social media acts as the key to enhancing services and creating awareness in users about the Information. Thinking locally is imperative because affinity and vicinity help to drive usage of virtual Library and create awareness among the Library patrons. This acts as can be said thinking globally and implementing locally. VJIM website is mobile-optimized website and uses the mobile apps that yield significant benefits for Library Services for its patrons. Implementation of Web 2.0 is used to market the use of resources and advertise the services of the VJIM Library
8. Objectives:

For the present study the following objectives are made:

- To understand the Best Library Practices in Business School
- Remote connect, Social Media, Mobile App, SMS Service, Website, Email Service, Theater for Management Learning, E-learning through Kindles being used at VJIM, Hyderabad.
- To know the Impact of Best Library Practices
- To examine the implications for the application of Web2.0 tools in Library services.

9. Hypotheses:

- Best Library Practices helps increase usage of Library resources usage among students
- Audio Visual services through Theater for Management Learning increased student’s visits to Library

10. Best Library Practices Implemented through Web 2.0 tools:

(i) Remote connect to e resources:

VJIM Library has its own way of enabling access to the e resources. Ezproxy server is used to give this facility to the students. With this the e-resources can be used at one platform and making it simplified to the user for accessing the online resources. In this regard the Library team has got some reference open sources also compiled and made it included with the subscribed e-resources like ProQuest, CAPITALINE, J-Gate, Economic outlook and perpetual access of Emerald Insight databases. The Library Patrons can access this facility sitting at the home with their Institute email and password facility. The IP Based facility is however available in the campus and Hostel. For this a portal is designed for easy access of the online resources. The users can access through the Institute email id and password.
(ii) Social Media: VJIM Library uses the Social media extensively. Information involving to Management and allied subjects are shared on page. All the latest updates of the Library resources and TED Talks, notifications articles and request from the students are answered through Social media.

(iii) Mobile APP: VJIM Library has two Android Apps for The First App known as NGL CARBON helps the Patrons to search the books, reserve the books. The second Android Mobile app of the Institute is given a provision of accessing the e resources remotely.

(iv) Email Service: Emailer service is a key source of communicating the students of the VJIM Library. Daily on an average students are sent 20 emails. The email contains daily news of the Business around the world. Term of the day, Latest arrivals of the Library, the computerized daily operations of the Library are given big feet. The issues, returns, renewals and reminders are acknowledged through email to all the patrons of the Library.

(v) SMS Service: VJIM Library operations are enhanced with SMS service. All the Issues and returns of the patrons are intimated through this service. It helps the student to acknowledge about drawn from the form the Library. In addition to the above services the VJIM Library has unique strategy to attract the patrons to the Library. The Library provides resources for lecturers like Power point slides and Instructor Manuals for the betterment of the Learning sessions.

(vi) Theater for Management Learning: VJIM Library has come with the new Innovative aspect of establishing the theater for management learning in the Library to attract the students to the usage of the Library. In this theater the students have provision of watching the Management movies, AIMA discussions, ted talks, stock market analysis video lectures. This has increased the foot fall of the Library. The students have been given freedom to access of these services.

(vii) Confab zone: Silence please is becoming forbidden word for today generation of students. Keeping this in mind VJIM Library has made the provision for the students to discuss the subject, class work and assignment by providing them the confab zone with all the enmities like Air conditioning & Internet facilities. A glass divider is done not to disturb others.
(viii) **E-Reading & Learning**: VJIM Library facilitates kindles to patrons to read the e-books. Kindles is available in the Library loaded with 2000 e-books.

**10.1 Data Collection:** Primary data for the study has been collected from the VJIM Library patrons like Faculty and students. For this open ended questionnaire has been prepared with appropriate matrix. The questionnaire given to its stakeholders(Faculty and students) has confirmed that various services provided by VJIM Library to its patrons is making a positive impact on Library usage and knowledge sharing among both faculty and students.

**10.2 Analysis and Findings of the study**

The study reveals that the Best Practices in the Library using new kind of technologies has to be adopted for the enchantment and get maximum leverage of the Library services. As part of Best Practices, Web 2.0 strategies that have been implemented in the VJIM LRC has given rise to better results and has consequently led to the greater usage by the patrons. The Exhibit 1 very clearly shows the usage of the e-resources. The VJIM LRC is using Ezproxy to know the Metrics of the used e-resources. It is further helping to implement the enhanced ITC Services to the users. The following are the metrics charts showing the usage of resources through different channels making the best use of the technology. The highest used database is ProQuest with access count of 2384 with 84%. Capitaline used by the patrons mostly from the finance department for Information on Financial Statements and Company profiles, profit & Loss etc. It has the second highest access count of 1068 with 13%. The Web OPAC is used the patrons very much to renew the books and see the collection of the books with access count access count of 444 with 5.6%. The Emerald Management Extra perpetual access has also given get access count 85 with 1.07% respectively followed by Cambridge with access count of 175 with 2.2%. The e-brary e-resources product with e-books collection has got access count of 42 with .5%. The Sage publishers e-journals are accessed by the students have given good access count of 79 with 1.0%. The J-Gate which is the entry gate for the Journals has access count of 62 with 0.75%. After the implementation this technological mix to the services the first year the VJIM LRC has got this result with access count of 4356 for the 20 e-resources products.

![EXHIBIT-1(E-resources access count for Jan-Dec 2016)](image-url)
The Web 2.0 strategies that have been implemented in the VJIM Library has given rise to better results and has consequently led to the greater usage by the patrons. The Exhibit 2 very clearly shows the usage of the e-resources. The VJIM LRC is using Ezproxy to know the Metrics of the used e-resources. It is further helping to implement the enhanced ITC Services to the users. The following are the metrics charts showing the usage of resources through different channels making the best use of the technology. The highest used database is ProQuest with access count of 8164 with 74.02%. Capitaline used by the patrons mostly from the finance department for Information on Financial Statements and Company profiles, profit & Loss etc. It has the second highest access count of 690 with 6.26%. The Web OPAC is used the patrons very much to renew the books and see the collection of the books with access count of 259 with 5.6%. The Emerald Management Extra perpetual access has also given get access count 162 with 1.47% respectively followed by Elsevier with access count of 10 with 0.9% and Economic and Political Weekly with access count of 40 of 0.36%. The e-brary e-resources product with e-books collection has got access count of 378 with 3.43%. The Sage publishers e-journals are accessed by the students have given good access count of 79 with 1.0%. The J-Gate which is the entry gate for the Journals has access count of 1132 with 10.26%. After the implementation this technological mix to the services the first year the VJIM LRC has got these results with access count of 4356 for the 20 e-resources products. The usage will increase with the reference to all the above usage statistics.

The usage statistics provided by the Ezproxynot only made the use of e-resources more effectively there also increase in the footfalls. The below metrics in the Exhibit -3 given ample proof about the total visitors in the year Jan-Dec 2016 is 14059 and in the year 2017 Jan-Nov 2017 has increased to 15793 visits. With one month fifteen days left for the year to close more footfalls will be expected. The theater for management learning has played key role in the Increasing the foot falls. The screening of Movies and the TED Talks has given the momentum to Increase in footfalls and the confab have proven that the library has no boundaries in setting up in four walls. The confab given space to the student’s to discuss in the Library about the assignments and other class work through discussions. This has led to the Increase in the footfalls in the Library.
10.3 Conclusions:

The Impact of Best Library practices using Web 2.0 tools lead to ease and convinces to the users resulting in increasing usage and foot falls. The study supports the hypothesis usage of Library resources usage among students and Audio Visual services increases student’s visits to Library. This has further underlined the need to transform traditional libraries into smart libraries using ICT through Web 2.0 tools leading to increase in productivity of the Library. In conclusion, it may be noted that the digitization of a Library does not necessarily mean that footfalls in a physical form will be reduced. In the case of the VJIM Library, it is found that there is an increase in the use of the Library and its knowledge resources, and also steady increase in physical footfalls since the introduction of digital services by adopting the above innovative Best Library practices. Physical knowledge resources are issuable via mobile and desktop apps and may be accessible remotely. The user then merely has to visit the Library and collect the book or resource that was reserved for him/her. Social Media has also played perfect role in promoting the services and e-resources.

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