CHAPTER -1

1. INTRODUCTION

The advent of microprocessors, satellite communications and fiber optics has enabled the global spread of ICT which received great attention from all strata of the society. Today, gadgets and applications get obsolete in span of few months. Gupta (1996) opined that these technologies brought lot of changes and transformation in the academic services. Cheng (2001) submitted that changes took place in the way data and information are gathered and processed which further changed user expectations and needs also. Needs and expectations from the user community for faster information retrieval forced libraries to implement automation, networking and resource sharing. Due to this, the academic libraries faced tremendous challenges and also got an opportunity to improve their services. Ncoyini (2007) was of the view that ICT gave birth to the digital revolution which influenced academic librarian. However, it helped them in removing the tag of custodian. Now, they are known as information providers. Patra (2008) stated that ICT changed the working style of libraries. Pugh (2007) was of the opinion that the changes which library and information centre faced were of an unknown and unpredictable nature and it was impossible for library managers to predict future trends accurately. Hooper (2001) staunchly believed that libraries are caught in the midstream of print versus a digital setup. Borgman (2003) believed that the ICT advantages decreased footfalls of library users. Therefore, academic libraries need to do something to attract users.

1.1 PARADIGM SHIFT IN ACADEMIC LIBRARIES

Now, information seeking behavior and users preferences have changed. Library professionals are taking advantages of ICT. Patra (2008) opined that technological innovations of ICT have been taking place at very fast pace. These innovations are very much responsible for the changes in library services, facilities, products, availability and delivery of information, physical forms of documents, medium of information and attitudes of library professionals and users as well. Now, libraries are using Library Management
and Digital Library software and also acquiring technological knowledge to deal with ICT innovations.

2.1 AUTOMATION AND OPAC

Availability of the latest computer, network and communication technology forced libraries to implement automation. Automation was the first step towards networking and resource sharing. Library Information Systems were used for the housekeeping of all library activities. It saved time of library users and staff members. Management of information resources became easy. Catalogue cards were replaced with online catalogue i.e. OPAC which helped users to get the status of library materials with a click. Quality in library services increased which improved user satisfaction.

2.2 INTERNET (Web 1.0), ELECTRONIC RESOURCES AND GADGETS

Internet is surely a landmark achievement of human race as it changed everything in the society. With its emergence, the global connectivity of computers became reality. E-mail and World Wide Web (WWW) emerged as the core and foundation of information infrastructure. It broke all geographical barriers.

Traditional society became Information Society and Internet became main player. Space, Speed and Seamless (SSS) features of Internet provided lot of opportunities to shorten time, to shrink space and to speed up the motion in accomplishing various tasks. Like other areas, it also provided desired advantages to the libraries. These advantages are speed in information gathering, processing and sharing, time and space saving, unlimited storing, 24X7 availability and many more.

Instead of procuring hard copies of journals, now libraries are focusing on electronic forms of journals i.e. e-journals which certainly helped libraries to reduce purchasing cost and space requirement. Best advantage of the Internet is its ability to process multimedia (picture, sound and text) with ease and transition of information from one place to another in zero time.
In other words, we can say that emergence of Internet or Web 1.0 played significant role in changing library collections, housekeeping operations, processing methods, retrieval procedures, and medium of information dissemination.

2.3 DIGITAL REFERENCE SERVICES AND DIGITAL LIBRARY

There was a time when users used to visit libraries for reference services but Internet/Web 1.0 revolution made digital reference services in demand as they get required information in their mail box. Further, emergence Internet also paved way for Digital Library which became an important technology for information seekers as it made able library users to access information from any corner of the world.

2.4 ICT IMPACT ON LIBRARY & INFORMATION PROFESSIONALS

Positive impact of ICT has been noticed on libraries and its professionals. The advantages of ICT forced library professionals to learn, operate and handle newly invented technologies i.e. Computer, Internet, Library Management Software, Online Databases etc. The popularity of ICT among users also forced them to use ICT in library activities and services.

2.5 COMPETENCIES NEEDED BY THE FUTURE LIBRARIAN / LIBRARY PROFESSIONALS

For the better use of ICT, library professionals need some skills. These skills play very important role in handling ICT technologies efficiently. Kainthola (2008) “Library profession is like another profession and it requires human and professional skills, qualifications to provide qualitative and quantitative services to end users. Further, LIS professional requires: communication skills to articulate the thought content of a document; leadership qualities to maximize output; motivation skills; technological knowledge to deal with ICT and its gadgets; liaison skills to tackle users in worst situations”. Library and information professionals have been learning to cope with ICT led changes. Cheng (2001) “identifies the following core competencies needed by the future librarian:
• Good communication skills;
• More than just computer literate;
• Good understanding of ICT and its relation with information resources;
• In-depth understanding of organizational and user needs;
• Ability to organize library resources to satisfy users;
• Competent in web publishing techniques;
• Skilled in manipulating metadata to organize digital information;
• Skilled in training users in the use of e-resources;
• Skilled in filtering, evaluating and appraising internet information”.

Kainthola (2008) “to run software or to discharge work efficiently, one needs to acquire basic computer knowledge…….librarian community has been taking interest in: library software development, its administration; online databases, consortia development, library networking, knowledge management activities, web publishing, digital library software development and management”.

3. WEB 2.0 TECHNOLOGIES IN PERSONAL LIFE: INDIAN EXPERIENCE
We share lots of information via social networking sites. These sites keep us informed about latest trends, happenings, events etc. Support to Anna Hazare’s movement against corruption was a great example of popularity of these sites in India. Facebook played significant role in creating awareness among mass. Majority of people joined Hazare’s movement. Similarly, Sh. Narendra Modi (Prime Minister), who was BJP’s candidate for Prime Minister, got huge support from social networking sites. His supporters did splendid marketing which resulted in thumping majority of BJP in the Lok Sabha Election. Print newspapers, news channels, organizations and institutions of repute are using RSS, Facebook and Twitter to disseminate information; and to promote their services. Wikis are there to provide information on a particular word, keyword and subject. IM services of Web 2.0 are also very popular. We are taking advantages of these technologies in our personal life. There is no doubt that Web 2.0 technologies are very popular around the world. These technologies are more popular among young population especially Facebook and YouTube.
3.1 WEB 2.0 TECHNOLOGIES IN LIBRARY & INFORMATION CENTRE

The Web 1.0 technologies have brought changes in Libraries & Information Centre(s). It has been playing significant role in changing the existing phenomena of Libraries & Information Centre(s). It made available boundless and seamless access of information to its users. It also made libraries and library professionals able to deliver fast and efficient services to their users. It paved ways for seamless information which is available in the form of Library Portals / Websites / Page, e-books, e-journals, on-line / off-line databases, consortiums, resource sharing networks, digital libraries, IRs, and archives etc.

However, one important feature was missing in Web 1.0 i.e. two ways communication or interactive mode of communication. But the arrival of Web 2.0 technologies or latest version of web 1.0 has made interactive mode of communication possible.

O’Reilly (2005) the founder and CEO of O’Reilly Media Inc. called Web 2.0 as a platform for participation. Aharony (2008) called Web 2.0 as an upgraded / advanced version of WWW. Anderson (2007) defined Web 2.0 as “individual production and user generated content”, “harness the power of the crowd”, “data on an epic scale”, “architecture of participation”, “network effects” and “openness”.

Use of these technologies has been noticed in education system of advanced countries. These technologies are popular among students. Bamigbola (2010) observed that Blogs, Wikis, Social Bookmarking, Multimedia Sharing technologies and Really Simple Syndication (RSS) are popular Web 2.0 technologies in education sector and these technologies are being used by libraries and teachers. Secker (2008) opined that social networking site and other Web 2.0 technologies provide opportunities to library science professionals. They can use Web 2.0 technologies to inform users about library news, events and library services. Hvass and Myer (2008) observed improvement in IM’s usage as no additional hardware and software are required to use this service. Grosseck (2009) observed that many institutes are taking advantages of Web 2.0 technologies in teaching and learning. Boulos, Maramba and Wheeler, (2006) opined that it is easy to use and
information can be shared easily by using these technologies. However, **Anderson (2007)** stressed over training programme before implementing Web 2.0 technologies in libraries.

### 4. DEFINITION OF WEB 2.0

Web 2.0 is also known as social media. According to NARA (2010) Web 2.0 and Social Media are umbrella terms. These technologies are used to define the various integrated web technologies, social interaction and content creation. Therefore, Web 2.0 and social media are synonyms.

#### 4.1 WEB 2.0 AS SOCIAL MEDIA

Njoroge and Kang’ethe (2013) “The best way to define social media is to break it into two words i.e. media and social. Media is an instrument of communication, like a newspaper or a radio, so social media would be a social instrument of communication.” .Which means social media is a way of communication. Banias and Malita (2011) opined that social media is all about conversation, sharing and discussion. Horzum and Aydemir (2014) opined that social media is a second generation technology.

#### 4.2 WEB 2.0 AS SECOND GENERATION OF INTERNET / WEB

Researchers like (Thompson, 2008; Li, 2013; Ram, S., 2010; Banias and Malita, 2011; Sawant, 2012; Horzum and Aydemir, 2014; Walia and Gupta, 2012; Singh and Gill, 2013; Lihitkar and Manohar, 2014; Jena and Barik, 2014; Tripathi and Kumar, 2010; Keloğlu-İşler and Bayram, 2014, Baro, Idiodi and Godfrey, 2013) used term “second generation of web and internet” for Web 2.0. Grabner-Krauter (2009) used term advance Internet technology. Chawner (2008) defined Web 2.0 as upgraded version of traditional web “Web 1.0” as it allows user to participate in the communication by reading and writing. Gardner (2008) used term “new wave of Internet technologies” because it allows users to add, change or influence web content and further used terms social computing, user-created content and participative web. Aqil, Ahmad and Siddique (2011) defined Web 2.0 as an interactive and user centric web. As per the studies of Ullrich et al., 2008; Lihitkar and Manohar, 2014), term Web 2.0 is being used to distinguish the new version of web from
older version. Walia and Gupta (2012) submitted that it is an alternate media for communication.

Studies like (Funk, 2009; Wordofa, 2014) termed Web 2.0 as two ways communication for information sharing. Abram (as cited in Lingaiah, Murugan and Dhanavandan, 2013) termed Web 2.0 as publishing platform. According to Mustafa, Zainuddin, Idris and Aziz (2016) definition of Web 2.0 depends on the nature of work. Majumdar (2012) stated that initial stage of web was named “Web 1.0” because it was not interactive like Web 2.0 which provides interactive mode for users. It is shared networks or people network. Alghamdi and Alghamdi (2015) used term “new Internet” and opined that Web 2.0 is not new. It is latest version of web. They included Online Social Networks, Mashups, Photo-and-Video-Sharing Sites, Blogs, Microblogs, Feeds, and Podcasts in Web 2.0. Baro, Idiodi and Godfrey (2013) also submitted that Web 2.0 is transition from static web / HTML to dynamic applications which enabled people to collaborate and share information.

McAfee (2006) stated that these technologies are platforms for generating, sharing and refining information. These are popular on the internet and are collectively labeled “Web 2.0” technologies.

5. CHARACTERISTICS OF WEB 2.0

Main characteristics of Web 2.0 are its ability to share, respond and two ways communication. Mon and Randeree (2010) stated that Web 2.0 is different from previous web as it allows users to contribute. Thompson (2008) stated that Web 2.0 allows all to edit, share and remix contents. Thanuskodi (2011) submitted that Web 2.0 technologies are dynamic, interactive and collaborative platform and it facilitates exchange of knowledge and information amongst its users. Hussain (2015) stressed on its ability to enable user to share, communicate and exchange information. Tarade and Singh (2015) submitted that it encourages collaborations. Communications and information sharing are most important quality of Web 2.0. Baro, Idiodi and Godfrey (2013) stated that main characteristic of Web 2.0 is to be exposed, discovered and manipulated.
McAfee, A. (2006) used acronym SLATES to indicate the six components of Web 2.0 and used term Enterprise 2.0 for Web 2.0 technologies.

- **Search** – It makes search easier. Users can easily search publish information and contents while using Web 2.0;
- **Links** – Click on a link and reach at information;
- **Authoring** – Web 2.0 has given freedom to everyone to publish, comment and edit information which encourages users to use these technologies;
- **Tags** – Categorization of contents can be done easily;
- **Extensions** – Availability of similar information or extended information;
- **Signals** – Features of signaling user about the new content.

### 6. WEB 2.0 TECHNOLOGIES

Several technologies have been categorized under Web 2.0 or social media. NARA (2010) included RSS and other syndicated web feeds, blogs, wikis, photo sharing, video sharing, podcasts, social networking, social bookmarking, mashups, widgets, virtual worlds, microblogs, and more. Similarly Lilburn (2012) included Wikis, Blogs, microblogs, social networking sites, social bookmarking sites, video and photo sharing sites in Web 2.0. Zdravkova, Ivanović and Putnik (2012) included social networking sites, Blog Wikis, floksonomies, video sharing sites, hosted services, web applications, and Mashups. Lingaiah, Murugan and Dhanavandan (2013) listed podcasting, collaborative authoring, photo and image management, social tagging, peer producing news, video collections, blogging, social networking, collaborative writing, customized search engines, mapping as Web 2.0 technologies. Al-ghamdi and Al-ghamdi (2015) included online social networks, Mashups, photo-and-video-sharing sites, Blogs, microblogs, feeds, and podcasts in Web 2.0. Zdravkova, Ivanović and Putnik (2012) associated all forms of social communications, information sharing and corporative tendencies with Web 2.0. Mahmood and Richardson (2011) included social networking sites, Blogs, Wikis, RSS, Instant messaging, social bookmarking and tagging, social media sharing, Mash-ups, and other medias as Web 2.0 technologies.
Li, D. (2013) used word features for Web 2.0 applications / technologies and opined that Web 2.0 has seven main features. These features are RSS, Blog, Wiki, Podcast / streaming video and audio content, IM, Social bookmarking / Tagging and SNS.

6.1 INTRODUCTION OF SELECTED WEB 2.0 TECHNOLOGIES

As explained above, several technologies and applications are considered part of Web 2.0 or Social media. Web 2.0 technologies which are part of study have been explained in brief:-

6.2 WIKI

Majumdar (2012) explained that wiki is an editable webpage and it can be edited by anybody who has it’s access. Mcmanus (2016) stated that wikis are pages which can be used to build community around the world. It allows users to update information. Chawner and Lewis (2006) opined that wiki is a server based collaborative technology which allows authorized user to edit. Ali (2015) defined wikis as open pages and content management system (CMS). Addison (2006) defined wikis as a collaborative space and joint commentary. Dickson and Holley (2010) defined wikis as a collaborative web page where a registered user can edit and add contents and any internet user can use it. They concluded that Wikis are a set of web pages which are easily edited or updated by the users.

6.1.1 CHARACTERISTICS OF WIKI

Barsky and Giustini, 2007 (as cited in Alkindi, Al-Suqri and Al-Sarmi, 2014) explained following features of wikis:-

- It provides opportunity to share;
- Freedom to add content;
- Any registered user can add content.

6.2 RSS

RSS stands for Real Simple Syndication. It is an online feed which keeps user updated. Majumdar (2012) submitted that RSS is group feed to publish frequent updates. Libby (as cited in Tripathi and Kumar, 2010) RSS is a family of web formats used to publish
information about frequently updated works such as blog entries, news feeds, live audio, and video in the standard formats.

6.2.1 CHARACTERISTICS OF RSS

Li (2013) highlighted that RSS can provide an easy, real-time, efficient, safe and low-cost dissemination channel of information for content providers.

6.3 BLOGS

Seena and Sudhier (2014) stated that blogs are platforms for intelligent reaction or current reaction which allows creator to post commentary, events, graphics materials or videos and others to react. It is software which is designed to update current events in chronological order. It can be maintained by single and more authors. A user can leave post and other users can comment on the post along with authors. Major hosting sites for blogs are Blogger, LiveJournal, Pitas, Xanga, and WordPress. Types of blog are: personal blog, topical blog, thoughtful blog, friendBlog, collaborative or collective or group blog, political blogger watch blog, directory blog, corporate blog, advice blog, formats blog, audio blog, and photo blog. Tripathi and Kumar (2010) defined that blogs contains brief chronologically arranged items of information. Ramasamy and Padma (2013) defined blog as a frequently updated website. Li (2013) stated that blog is discussion or informational site. Blog is an online platform where we can post entries related to its theme. Entries are displayed in chronological order. Blogger is the most popular blogging service used today. It is a web publishing technology which help people of same interest to post / discuss their ideas where other people are free to comment and post ideas.

6.3.1 CHARACTERISTICS OF BLOGS

While describing blogs, Addison (2006) stated that it is public diary. There are some features / characteristics which made it popular among users. These features are: a) multiple authors can write; b) power to comment and ability to work with low bandwidth. Alexander (2008) opined that blogs are webpage or website with many pages where post published in series. Ali (2015) submitted that it is best received Web 2.0 technologies. It works like a personal journal and can be used as a platform for in-house publication. We
can say that blog is regular updates, short diary-entry contents, ideas, opinions, suggestions and comments on a web page.

6.4 INSTANT MESSAGING

Li (2013) opined that it is an online communication channel. According to Wikipedia, Instant messaging (IM) is a type of online chat which offers real-time text transmission over the Internet. A LAN messenger operates in a similar way over a local area network. It provides real time text and generally used to exchange short messages. Many instant messaging services offer video calling features, voice over IP and web conferencing services. Free software like Viber, Google Talk, Meebo and Skype are also example of IMs. Tripathi and Kumar (2010) defined IM as a text-based communication where user can exchange information in real-time between two or more people.

6.4.1 CHARACTERISTICS OF IM

It sends messages in real time and also facilitates face to face communication between two parties. It encourages interdepartmental communication. One of the most important characters of IM is that user and library staff can communicate in short messages instead of typing official mails.

6.5 SOCIAL NETWORKING SITE

Verma and Verma (2015) opined that SNS is a site which allows users to build social relations on the web and provide opportunities to users to “interact and share their thoughts in the forms of comments, likes, messages, and tags. Lingaiah, Murugan and Dhanavandan (2013) defined “social network sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system and to articulate a list of other users with whom they share a connection. Singh and Gill (2015) opined that “SNS is effective medium of communication.

6.5.1 CHARACTERISTICS OF SOCIAL NETWORKING SITES

Profiles are created by users. Generally, SNSs are used to build network, self-promotion and collaboration with others. Khan and Ansari (2014) stated that common features of SNS are connecting with other users by sending and accepting request, to manage list of
friends, sending messages, posting and sharing objects with others, customizing layout and personal settings.

6.6 PODCAST

It is voice recording which is presented to the end user in digital form. Tripathi and Kumar (2010) defined that podcasts are recorded voice / audio digital media which can be listened by using a media player / MP3 player / computer / mobile / pod. Majumdar (2012) was of the view that podcast is related with media which are saved over internet and intranet. These are generally voice videos. According to Sarkar (2012) podcast is a “series of digital audio files (voice recording) distributed over the internet which are released with episodes and downloaded through web syndication. There are several audio formats available on the internet, but podcast differs from them because podcast files are identified and downloaded automatically as soon as they are released via special software, called pod catchers and are made available to iPods, computers, PDAs, cell phones, and other digital devices for offline use”. Geoghegen and Klass (as cited in Baro, Idiodi, and Godfrey, 2013) that podcast is an audio content which is available on internet. It can be delivered automatically to personal computer on MP3 player. Li (2013) submitted that it is an automatic content which can be delivered to computers or MP3 player.

6.6.1 CHARACTERISTICS OF PODCAST

Walia and Gupta (2012) opined that podcast are used to provide access to audio/video of past events, presentation, tutorials and speeches. It is used in exchanging voice data over computer network. It can be delivered automatically to the computers. Li (2013) multiple users can participate publish and connect with people. On the basis of above we have listed the following characteristics of Podcast:-

- Voice video exchange over internet an computer network;
- Allows user to share audios of events;

6.7 VODCAST

Vodcast is a video broadcast which contains series of media files and preferably used over high speed internet connection as the file are bulky in nature. It is live streaming media which is presented to the end users in the digital form. Tripathi and Kumar (2010) submitted that vodcast is upgraded version of voice recording which is being made popular by high speed internet which can be used to train library users by preparing small
clippings on library instruction for users, automatic circulation, introduction of library collection and services. Vodcast websites are used to store and share streaming videos. Buigues-Garcia and Gimenez-Chornet (2012) observed that Youtube is the most popular vodcast website which is being used by large number of internet users to store and watch streaming videos over internet. They also highlighted the name of vimeo.com which is also famous for storing video contents.

6.7.1 CHARACTERISTICS OF VODCAST
It works on high speed internet connection. It is generally found in the forms of small clippings. It can be delivered automatically to the computers. Generally, it is stored in MP3 format which requires specific player and media device. However, podcast can be used in PC and mobile.

2. STATEMENT OF THE PROBLEM
Web 2.0 has become a buzz word in the society. Its interactive nature has made this technology popular among everyone. Large numbers of people are using one or more tools of Web 2.0 technologies. People are using social networking sites for exchanging information and keeping themselves update about their surroundings. Blogs, Facebook, YouTube, Twitter, Wikis and IMs are very popular among all. Blogs are being used to display personal information, hobbies, events etc. Facebook is being used for sharing thoughts and events. YouTube is being used for watching videos. Twitter is being used to share information, news and thoughts in brief. Wikis are being used to get information about. Similarly, IMs are being used for instant messaging. People are using these technologies in personal life. Most of us have become habitual of these technologies. Libraries in advanced countries have been using these technologies in providing library services to their clientele, internal and external communication, dissemination of information, displaying information about events, new arrivals and marketing collection and services.

Use of Web 2.0 technologies in personal life and libraries of advanced countries motivated researcher to examine the current status of these technologies in the libraries of IIMs as these are considered best institutions in India especially in the field of business and management.
3. OBJECTIVES OF THE STUDY

This research aims to acquire a deeper understanding of the usage and implementation of Web 2.0 technologies in the libraries of IIMs. The study was intended with the following objectives:

1. To find out the availability of library portal / page / information in IIMs;
2. To know the frequency of usage of library portal of IIMs;
3. To know the purpose of using library portal;
4. To know the awareness of Web 2.0 technologies among PGDM / PGP students;
5. To know the awareness of usage of Web 2.0 technologies by IIMs libraries among PGDM / PGP students;
6. To identify usefulness of Web 2.0 tools in the library services of IIMs;
7. To examine the potentiality of Web 2.0 technologies as a medium for providing information in IIM libraries;
8. To examine user (PGDM / PGP students) preference for the implementation of Web 2.0 technologies in IIM libraries;
9. To examine the required skills in using Web 2.0 technologies;
10. To identify the barriers preventing the use of Web 2.0 technologies.

4. HYPOTHESIS

Following are the hypotheses framed

Hypothesis 1. There is no significant difference in frequency of usage of library portal of IIMs.
Hypothesis 2. There is no significant association between frequency of usage and purpose of using library portal among PGDM / PGP students.
Hypothesis 3. There is no significant difference in awareness about Web 2.0 technologies PGDM / PGP students in IIMs.
Hypothesis 4. There is no significant difference in the awareness of usage of Web 2.0 technologies by IIMs libraries.
Hypothesis 5. There is no significant difference in usefulness of Web 2.0 technologies
Hypothesis 6. There is no significant difference in the potentiality of Web 2.0 technologies as a medium for providing information in IIM libraries.

Hypothesis 7. There is no significant difference in the users (PGDM / PGP students) preference for the implementation of Web 2.0 technologies in IIM libraries.

5. SIGNIFICANCE OF THE STUDY

This study would insight into the current status of Web 2.0 technologies in the libraries of IIMs. The result of study would help to policy makers, librarians to know the implementation status, barriers, required skills, users’ preferences, usefulness and potentiality of Web 2.0 technologies as a source for providing information in the IIMs Libraries which would help them to draft a policy for the enhancement of Web 2.0 technologies in IIMs libraries.

7. PROFILE OF IIMs:

TABLE – 1: INDIAN INSTITUTE OF MANAGEMENT (IN ORDER OF ESTABLISHMENT) AS ON DATE

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Name</th>
<th>Abbreviations</th>
<th>Est Yr.</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>IIM Calcutta</td>
<td>IIM-C</td>
<td>1961</td>
<td>Kolkata, West Bengal</td>
</tr>
<tr>
<td>2.</td>
<td>IIM Ahmedabad</td>
<td>IIMA</td>
<td>1961</td>
<td>Ahmedabad, Gujarat</td>
</tr>
<tr>
<td>3.</td>
<td>IIM Bangalore</td>
<td>IIMB</td>
<td>1973</td>
<td>Bangalore, Karnataka</td>
</tr>
<tr>
<td>4.</td>
<td>IIM Lucknow</td>
<td>IIM-L</td>
<td>1984</td>
<td>Lucknow, Uttar Pradesh</td>
</tr>
<tr>
<td>5.</td>
<td>IIM Kozhikode</td>
<td>IIM-K</td>
<td>1996</td>
<td>Kozhikode, Kerala</td>
</tr>
<tr>
<td>6.</td>
<td>IIM Indore</td>
<td>IIMI</td>
<td>1996</td>
<td>Indore, Madhya Pradesh</td>
</tr>
<tr>
<td>7.</td>
<td>IIM Shillong</td>
<td>IIM-S</td>
<td>2007</td>
<td>Shillong, Meghalaya</td>
</tr>
<tr>
<td>8.</td>
<td>IIM Rohtak</td>
<td>IIM Rohtak</td>
<td>2010</td>
<td>Rohtak, Haryana</td>
</tr>
<tr>
<td>9.</td>
<td>IIM Ranchi</td>
<td>IIM Ranchi</td>
<td>2010</td>
<td>Ranchi, Jharkhand</td>
</tr>
<tr>
<td>10.</td>
<td>IIM Raipur</td>
<td>IIM Raipur</td>
<td>2010</td>
<td>Raipur, Chhattisgarh</td>
</tr>
<tr>
<td>11.</td>
<td>IIM Tiruchirappalli</td>
<td>IIM-T</td>
<td>2011</td>
<td>Tiruchirappalli, Tamil Nadu</td>
</tr>
</tbody>
</table>
There were only 13 IIMs when the study was initiated. Therefore availability of web portal / page was checked for only these institutions. Details are given below:

**TABLE – 2: WEBSITE AND LIBRARY PORTAL / PAGE (13 IIMs)**

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Name</th>
<th>Website</th>
<th>Library web page link</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>IIM Calcutta</td>
<td>iimcal.ac.in</td>
<td><a href="https://library.iimcal.ac.in/">https://library.iimcal.ac.in/</a></td>
</tr>
<tr>
<td>2.</td>
<td>IIM Ahmedabad</td>
<td>iimahd.ernet.in</td>
<td><a href="http://iimahd.ernet.in/library/staff.html">http://iimahd.ernet.in/library/staff.html</a></td>
</tr>
<tr>
<td>3.</td>
<td>IIM Bangalore</td>
<td>iimb.ernet.in</td>
<td><a href="http://www.iimb.ernet.in/newlibrary">http://www.iimb.ernet.in/newlibrary</a></td>
</tr>
<tr>
<td>4.</td>
<td>IIM Lucknow</td>
<td>iiml.ac.in</td>
<td><a href="http://ganga.iiml.ac.in/~librarian/index.htm">http://ganga.iiml.ac.in/~librarian/index.htm</a></td>
</tr>
<tr>
<td>5.</td>
<td>IIM Kozhikode</td>
<td>iimk.ac.in</td>
<td><a href="http://www.iimk.ac.in/libportal/">http://www.iimk.ac.in/libportal/</a></td>
</tr>
<tr>
<td>6.</td>
<td>IIM Indore</td>
<td>iimidr.ac.in</td>
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**TABLE-3: AVAILABILITY OF WEB 2.0 TECHNOLOGIES AT IIMs WEBSITE AND LIBRARY PORTAL / PAGE**

**INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD**

Dr. Vikram Sarabhai, Shri. Kasturbhai Lalbhai and then Chief Minister of Gujarat, Dr. Jivraj Mehta and a group of enlightened individuals set up IIMA. Government at Centre & State, local industrialists, Ford Foundation and the Harvard Business School played significant role in the establishment of IIMA. It was established in 1961.
It has been ranked among top business institutions at national and International level. The Economist ranked it at number 56 among the top 100 International B-Schools. The Financial Times (FT) ranked it’s two-year post graduate programme in management (PGP) in the top ten programmes in the category of Masters Programmes in Management that do not require work experience as pre-requisite for admission. It was the 1st Indian institute which was not only included in the survey but also achieved good ranking. The Financial Times has also ranked its one-year Post Graduate Programme in management for executives (PGPX) among the top MBA programmes globally.

In 2008, IIM A was the first Indian institute which was awarded EQUIS (European Quality Improvement System) accreditation. This accreditation awarded by the EFMD (European Foundation for Management Development) which stamped that the courses offered at IIMA are at par the leading business schools around the world.

IIM A has 100 acre campus with a competent infrastructure which is suitable for all kind of education and research in the field of business management and related subjects. Besides, Faculty Development Programmes, it also runs International Executive Programme. It exchanges students with world’s top business schools. It has 60 partner Business Schools in 23 countries and 2 double degree programmes. It’s strength is very good in terms of faculty (all PhDs ) and student ratio. It promotes faculty members in teaching, research and consultancy. More than 300 courses, 150 articles and numerous books have been published by its faculty in the last five years. Faculty members are busy in writing cases and in developing course contents. It also trains mangers from reputed companies.

Figure 1.1 Picturesque of IIM Ahmedabad
The goal of IIMA is to prepare its student for the challenges of management and leadership years. Case studies are important part of teaching in the IIMA which enhance the assessment and analyzing strength of students. These studies help students in decision making. These cases are based on the current practices in the contemporary world. Its Alumni are holding top positions in the organization of world repute.

**THE VIKRAM SARABHAI LIBRARY (VSL)**

IIMA Library was established in 1962 and it is named after Dr. Vikram Sarabhai, world renowned physicist and founding Director of IIMA. Total area of the library is 20120 sq. The library is housed in four story building which is divided in two parts. One part is for stack area and another is for reading hall. Reference books are arranged in the reading hall for better access. Carrels are also provided for study.

It remains open 24x7. It facilitates convenient and user friendly access to current information resources which helps academic fraternity of IIMA.

![Figure 1.2 Picturesque of IIM VSL](image-url)
LIBRARY TIMINGS

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<th>DAYS</th>
<th>ISSUE / RETURN HOURS</th>
<th>LIBRARY HOURS</th>
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<td>MONDAY-FRIDAY</td>
<td>9:00 AM</td>
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<td>SATURDAY &amp;</td>
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<td>05:45 PM</td>
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<tr>
<td>SUNDAY</td>
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*On Public Holidays, the library circulation desk functions from 9.00 AM to 5.45 PM.

LIBRARY COLLECTION

The library has good collection of books on management and related subjects. Total 1, 90,777 books are available in the library. It subscribes total 222 print Journals and 14453 online journals. It has 44784 bound volumes of journals which are very useful for teachers, students and research scholars. It also subscribes 30+ newspapers. Beside above, it has 315+ theses and 1968 student project reports.

The library is computerized and uses Koha library software for housekeeping of library. With the help of OPAC (Koha), it provides quick access to the library catalogue where user can check the details of his / her account. The OPAC also provides book renewal and purchase suggestion facilities.

Figure 1.3 Online Databases
The VSL subscribes 71 digital collections. All online databases are configured at IP address (s) of the institute. Therefore, these databases can be accessed within IIM A Campus. Some of them can be accessed with the help of login and password. However, faculty and students can also access these online databases from off campus through RemoteXS. IIM A subscribes the following online databases:

**Name of online databases**

It also subscribes EBSCO discovery service. EBSCO A-to-Z is the most complete Web-based technology for organizing and providing links to all e-resources of VSL, including e-journals, titles in full-text databases and e-journal packages. It provides access to the Institution Repository of the Institute which has reach contents.

SERVICES AND FACILITIES

VSL provides the research help, ILL service, purchase and subscription request, reservation of resources and photocopy.

INFORMATION AVAILABLE AT LIBRARY PORTAL / PAGE

Library portal of VSL is informative and well-designed. It provides information about library rules, timings, resources, discovery services, e-journals, access to institutional repository, downloading facility, new arrivals, ask a librarian, services and facilities. It was observed that IIMA library is the first library amongst all IIMs which is using a library android app for providing better services to its users. User can access e-resources through this app. The app can be downloaded from library page with the help of QR code. With the advantages of android app, IIMA library is available on mobile. Layout of the app is excellent and it is a remarkable work in the field of LIS. Facebook is the only one Web 2.0 technology which is available at library portal. VSL also provides virtual tour of the library for better understanding of the library and available collection.
INDIAN INSTITUTE OF MANAGEMENT, BANGALORE

IIMB was established in 1973 in 100 acre landscape. It is located in the South Bangalore. Stone architecture is used to construct its buildings. IIMB has conducive environment for management studies, academic learning and research. It has world class infrastructure that facilitates excellence in teaching, research, consulting and other professional activities. It is one of the leading institutes for management and research which is promoting managerial excellence in the country. Its mission is to ‘build leaders through holistic, transformative and innovative education’. The institute is in the close proximity of leading corporate houses of India.

It runs Post Graduate Programme in Management (PGP), Post Graduate Programme in Enterprise Management (PGPEM), Post Graduate Programme in Public Policy and Management (PGPPM), one year full-time Executive Post Graduate Programme in Management (EPGP) and the Fellow Programme in Management (FPM) which is a doctoral programme. These programmes are highly rated. It has a very strong global network with Global Network for Advanced Management (GNAM) which includes 28 top management schools around the world. The Financial Times rated its doctoral programme in the Top 50 globally. It is only Indian business school to feature among the Top 50 B-schools on the Financial Times Executive Education 2015 Rankings, alongside the London Business School, Harvard School of Business, University of Oxford and several others. It
has recently topped the list of best management institutes in the ‘India Ranking 2016’. IIMB also has the largest Student Exchange Programme amongst all management schools in India. It is also mentoring a new IIM at Visakhapatna.

It became first IIM to partner with the world’s most respected Massive Open Online Course (MOOC) platform, the Harvard-MIT joint venture, edX. Till date, over 200,000 people from 185 countries have enrolled for their MOOCs.

Figure 1.5 Picturesque of IIM Bangalore

IIMB LIBRARY
The IIMB library is housed in an individual building of 55,000 square feet carpet area with four floors. It has sitting capacity of 300 users. The library remains close on three national holidays. IIMB encourages the use of its library for professional purposes. Outsiders can use its library by paying nominal charges.
MAIN OBJECTIVE OF THE LIBRARY

- Main objective of IIMB library is to develop resource and services for Institute’s teaching, research and learning.

TIMINGS

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<th>DAYS</th>
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<td>MONDAY-SUNDAY</td>
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Holidays: 3 National Holidays (26 January, 15 August & 2 October)

LIBRARY COLLECTION

It has good collection on Business, Management and allied areas. IIMB library is fully automated and all house-keeping operations are done with the help of library management system. The library has a collection of more than 2.20 lakh documents (1,46,503+ books, 34682 back volumes of journals, government publications, technical reports, conference proceedings, non-book materials etc.). Its electronic collection comprises about 79 resources which are accessible 24 x 7 on and off campus to its faculty, research scholars and students. The library is beneficiary of eShodh Sindhu Consortium under MHRD (Government of India) through which it receives 17 online resources. It also has special digital collection. It has a collection of digitized census reports (1881-1941), NSSO datasets from 1950 onwards, annual reports and annual survey of industries datasets. It
also receives around 200 newsletters and has 2000 plus annual reports from public and private organizations. Its non-book materials collection includes more than 4200 CDs.

**Electronic Databases**

The IIMB is having the following electronic databases:

- ABI – INFORM (Sponsored by e-Shodh Sindhu), Ace Equity Analyser, ACE Knowledge Portal, ACM DIGITAL LIBRARY (Sponsored by e-Shodh Sindhu), Annual Reviews (Sponsored by e-Shodh Sindhu), Blackwell Encyclopedia of Sociology Online, Bloomberg Professional Service, Capitaline (Sponsored by e-Shodh Sindhu), Capitaline Plus (Offline), CEIC, Census Data (1881 – 1941) & (1991 – 2011), Centre for Monitoring Indian Economy (CMIE), CMIE - CapEx, CMIE - CapExdx, CMIE - Commodities, CMIE - Economic Outlook, CMIE - Industry Outlook, CMIE - Prowess, CMIE - Prowessdx database, CMIE - States of India (SAS), CommoditiesIndia.com, CRISIL RESEARCH (Sponsored by e-Shodh Sindhu), Dion INSIGHT (Sponsored by e-Shodh Sindhu), District Metrics, Ebsco - Business Source Complete, Ebsco - SocINDEX, Ebsco-PsycArticles, Ebsco-Psychology & Behavioural Collection, Economist (The), Edward Elgar online, EIU COUNTRY DATA & MIF, Elsevier (Science Direct) Journals (Sponsored by e-Shodh Sindhu), Emarketer, Emerald eBooks, Emerald Management Xtra (Sponsored by e-Shodh Sindhu), EMIS Intelligence (Previously known as ISI Emerging markets), EPWRF India time series, ETIG (Economic Times Intelligence Group), Factiva, Financial Times, Financial Times Historical Archive, 1888-2010, Frost & Sullivan, Gartner Research, Global Books in Print, Grammarly.com, Heinonline, IBI, IMacs, IMF ONLINE, Indian Boards Database, Indiastat, Informs Journals, Infraline Energy Sector, Institute for Studies in Industrial Development (ISID) Database (Sponsored by e-Shodh Sindhu), J-Gate (Sponsored by e-Shodh Sindhu), JSTOR (Sponsored by e-Shodh Sindhu), LexisNexis Academic, LexisNexis Total patent database, Manupatra, Marketline Advantage, MIMI (MICA Indian Marketing Intelligence), Nature (Sponsored by e-Shodh Sindhu), NAV India ( Capitaline), NSE INFOBASE, NSSO Data Sets, OECD iLibrary, Oxford Handbooks Online, Oxford Journals (Sponsored by e-Shodh Sindhu), Passport Euromonitor (Sponsored by e-Shodh Sindhu), Project Muse (Sponsored by e-Shodh Sindhu), ProQuest - Dissertation and Theses, ProQuest - Papers Invited, ProQuest eBook

SERVICES / FACILITIES
IIMB library provides books on ILL, Article Request, Request Reserves, Permissions for Course Pack (Cases Articles / Book Chapters), Suggest a Purchase (Books Journals / Database), Special Digital Collection, Information Search Service, indexing and abstracting service, research and support technologies, Archiving Service, photocopy, scanning, digital institutional repository and remote access and online catalogue (OPAC).

INFORMATION AVAILABLE AT LIBRARY WEB PAGE / PORTAL
IIM Bangalore has separate web page which provides basic information about library rules & regulations, timings, committee member, space, users, details of functional heads, electronic resources, e-journals, online catalogue, books, institutional repository, EBSCO and Athens login. Web 2.0 technologies are available at library page.

Figure 1.7 Library web page of IIM Bangalore
ININDIAN INSTITUTE OF MANAGEMENT, INDORE

IIM Indore was established in 1996 and registered under the Society under Societies Registration Act, 1973. The campus is spreaded in 193 acre. Since inception, IIMB focuses on quality management education, training and research. It is sixth in prestigious IIM family. It has 86 well-qualified internal faculty along with selected adjunct faculty. It has reach learning resources, strong IT backbone, latest teaching aids, state-of-the-art sport complex, hostels and modern infrastructure. It is premier management institution. It runs two types of programmes: a) Academic Programmes - Post Graduate Programme in Management (PGP), Post Graduate Programme in Management, Mumbai (PGP-Mumbai), Fellow Programme in Management (FPM), Fellow Programme in Management-Industry (FPM Industry), Five Year Integrated Programme in Management (IPM) and Faculty Development Programme; b) Executive Programmes - Management Development Programme (MDP), Post Graduate Programme in Management-MX, Mumbai (PGPMX-Mumbai), Executive Post Graduate Programme in Management (EPGP), Customised Programmes, Certificate Course in Business Management for Defense Officers (CCBMD0), Broadband Based Executive Education Programmes (BBBEEP). The institute has tie-up for student Exchange Programme with prestigious institute. It also offers Doctoral programme for practising mangers.

Figure 1.8 Picturesque of IIM Indore
IIM, INDORE LEARNING RESOURCE CENTRE

IIM Indore LRC has modern collection of knowledge resources on management and allied subjects which meets the information thrust of its academic fraternity. The LRC provides innovation information services to its users. The LRC is hybrid and state-of-the-art kind library which provides access of it CD-ROM collection and online databases to its student through LAN. It is active member of INDEST consortium.

MAIN OBJECTIVE OF THE LRC

➢ To build a state-of-the-art knowledge resources centre for management and allied subjects;

LIBRARY TIMINGS

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<tr>
<td>Holidays: 3 National Holidays (26 January, 15 August &amp; 2 October)</td>
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LIBRARY COLLECTION

Library collection includes books, back-volumes of periodicals, theses, conference proceedings, reports, CD/DVDs etc. This collection is available on the first floor of LRC. It has good collection of print journals, e-books, e-Journals and databases. Reference books have been kept on the ground floor which includes dictionary, encyclopedia, directories etc. Books are arranged according to DDC.

Figure 1.9 Electronic Databases
Like other IIMs it provides access to various online databases. Name of databases are given below:


SERVICES / FACILITIES
The LRC provides the following services:

a) ILL services to its user to fulfill their academic requirements;
b) Faculty member can recommend books by submitting book requisition from;
c) Like other IIMs it also provides remote access its electronic resources;
d) It also provides photocopy facility to its user.

INFORMATION AVAILABLE AT LIBRARY WEB PAGE / PORTAL
IIM Indore also has separate library page which provides brief introduction of LRC, OPAC and lending privilege etc. The library web page / portal has link of one search facility
(EBSCO discovery service), list of new arrivals, electronic resources and databases on trial. Web 2.0 technologies are available at LRC page.

![Library web page of IIM Indore](image)

**Figure 1.10 Library web page of IIM Indore**

**INDIAN INSTITUTE OF MANAGEMENT, RANCHI**

The ninth Indian Institute of Management was established at Ranchi in 2010 with the support of the Indian Institute of Management Calcutta and the Government of Jharkhand with a aim to create efficient managers and business leaders. Currently the institute is located in Suchana Bhawan (Temporary campus) which is fully equipped with air-conditioned smart classrooms and auditorium for hosting conclaves and other formal gatherings. The library is small in size but has sufficient collection which fulfills the requirement of its users.

IIM R offers PGDM in General Management and Human Resources Management (PGDHRM), Fellow Program in Management (FPM), a fellowship programme funded by the government and an 18-month part time Diploma in Management (PGEXP), Certified Barefoot Manager programme to promote entrepreneurship and to impart livelihood skills among the school drop outs and illiterates. IIM R focuses on case-studies, projects and relevant industry experience apart from class pedagogy.
IIMU also focuses on the required skill, analytics, quest for excellence and energy management which are essential for the managers and business leaders so students can compete in the contemporary world. Right values and attitudes are also part of its programmes. It also emphasis on cultivating a winning spirit among students. There are many clubs, committees and interest groups which help in all round development of students.

![Figure 1.11 Sanchar Bhawan (IIM Ranchi is temporarily running its offices, classes and library)](image)

The IIM R has world class infrastructure and sporting facilities. The hostel rooms are well furnished individual rooms with a modern aesthetic appeal. Canteen and mess facilities are available around the clock at both Khelgaon and Suchna Bhavan. The food menu is charted taking into account the diverse profile of students. It has 24-hours state-of-the-art WiFi access, gym in the hostel, facility to play indoor games like Table Tennis, Chess and Carrom.

**IIM R LRC**

The IIM Ranchi library is known as “Athenaeum – The Learning Resource Center”. It library provides a wide variety of services to the users both in-house and network based services. The electronic resources subscribed by the library are accessible to the users through institute’s network. The library uses library management software which helps it to execute all housekeeping function. Users can access its online library catalogue and find out the availability of library materials in the Suchna Bhawan building.
LIBRARY COLLECTION

It is a state of the art library with a mixed collection of both print and electronic format, which include books, journals, databases, CDs/DVDs, e-journals, reports, etc. Most of collection is related to management and its allied subjects. The learning resource center plays a very important role in providing information services for the academic community in their intellectual pursuits.

E-Journals and Online Databases

The IIM Ranchi Library subscribes many e-journals and online database to provide better services to its users. These e-journals and online databases are ABI/Inform Complete (ProQuest), ACM Digital Library, Annual Reviews, Business Source Complete (EBSCO), Economic & Political Weekly, EconLit with Full Text (EBSCO), Emerald E-Journals, IEEE Xplore Digital Library, INFORMS Pubs Suite, J-Gate Plus (JCCC), JSTOR, Nature, Oxford Journals, Project MUSE, Sage, Science Direct (Elsevier), Taylor & Francis, Wiley E-Journals, Bloomberg, CMIE CapEx, CMIE Prowess, Capitaline, CRISIL Research, EPWRF India Time Series, Euromonitor Passport, Frost & Sullivan Research Reports, FT.com, INSIGHT, ISI Emerging Markets(India), Indiastat, LexisNexis Academic, Web of Science and ProQuest Dissertations & Theses.

E-books

IIM R also has a good collection of e-books which comprises ebrary, Academic Complete, Oxford Handbooks Online and Sage Reference Online.
INFORMATION AVAILABLE AT LIBRARY WEB PAGE / PORTAL

IIM Ranchi has separate library web page which provides information on e-journals, e-databases, e-books, e-dissertation one search and brief introduction of library. Web 2.0 technologies are also available at page.

Figure 1.13 Library webpage / portal of IIM Ranchi

INDIAN INSTITUTE OF MANAGEMENT, UDAIPUR

GOI approved IIM Udaipur in 2009. It was officially established in 2011. The IIMU is temporarily located in the campus of Mohanlal Sukhadia University. Government of Rajasthan has allotted 300 acres of land to IIMU in the Balicha area of Udaipur which is 8 km from the old city. Like other IIMs, its main objective is to set a new benchmark in the field of management education by combining excellence in both teaching and research. The Institute strives to make a real difference to the region, forging strong relationships with local NGOs and government. It is working closely with industry on live projects, internships, guest lectures, faculty research, and many events throughout the academic year. IIMU provides freedom and institutional support to students to explore entrepreneurial ambitions.
Global perspectives are an integral part of institute’s activities. It has tie-up with Purdue University and Duke University. It provides opportunities to students to get overseas and international summer internships. It also focuses on rural immersion where students work with NGOs and corporate immersion where students do live internships in India and abroad. During International Immersion its students get exposure of international environment. Industry interface is also its focus area where students interact with the corporate leaders.

It creates an environment where students, faculty and staff can achieve their maximum potential. Mission, Core Values and Culture Core Values of the institute are excellence, integrity, transparency, mutual respect, inclusion, environmental consciousness and ecological sustainability. The institute is also active in the CSR (rural immersion, student consulting projects,prayatna, career support and green campus) where its students, faculty and staff contribute towards the development of society. It has sound infrastructure (classrooms, Bloomberg financial markets lab and IT resources).

It runs Post Graduate Program (PGP), Post Graduate Program in Management for Executives (PGPX), Fellow Program in Management, MDP for Women Entrepreneurs and Summer School for Future Leaders in Development.
The IIM library is gradually developing its collection. Being a temporary campus, library is small in size but it has wide variety of e-books and online databases. It collection includes DVDs/CDs, case studies, reference titles and other materials. The library is fully automated. It is using library management systems for the housekeeping activities.

**MAIN OBJECTIVE OF THE LIBRARY**

- To build and maintain a knowledge resource center of the highest international standard.
COLLECTION

The library has a good collection of printed books on topics relevant to management, business and allied areas, social sciences and general interest. It also subscribes e-brary platform from where its registered users can access thousands of titles. Library also subscribes wide range of print and e-journals.

Online database


E-journals


Outsiders such as government official, research scholars and corporate members can also access e-journals after getting permission of librarian.

Institutional Repository (IR)

IIM U Library has an Institutional Repository which collects, catalogues and distributes the scholarly output and other publications of IIMU i.e. working papers, dissertations and theses, articles, research paper, video library, selected student projects and annual reports etc.
INFORMATION AVAILABLE AT LIBRARY WEB PAGE

IIM Udaipur has single web page where links are being provided to get more information about library resources such as ProQuest, print collection, e-journals, databases, thesis and institutional repository. Web 2.0 technologies are available at library web page / portal.

Figure 1.17 Library webpage of IIM U
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