Chapter 1: Introduction

1.1 Background:

Education is basic need for the development of society. National, human and economic growth is achieved due to education and hence in any field of knowledge education plays an important role. Since the world is advancing and entering into a competitive environment there is a need of well-developed education system to manage the changes. Education in any faculty brings out improved values to every citizen and helps in building a better future. Education helps in making people aware of the activities and developments carried around the world. The main purpose of education is to build confidence in the minds of people and develop courage to face the changes in the different systems to sustain various competitions in life. The education systems are changing in the direction of increasing knowledge and creating good job opportunities in the society. “Education is not preparation for life: Education is life itself” is the right statement made by Dewey (2011) while stating importance of education. Generally, it has been observed that education in India is provided by public as well as private sectors and managed by either Central, State or Local Governments. Now-a-days private sector is more flourished in education system and is managing this system very effectively and efficiently. Education system in academic sector is well supported by libraries which supports in providing proper information to the users and library serves as a basic requirement in any academic field. Education is a lifelong process and libraries are providing requisite information using information resources to support the education system. Libraries have also faced the transition period and the recent use of ICT has forced libraries and information systems to shift their traditional practices and methods of information searching and information transfer.

Earlier libraries were treated as mere storehouse of information, but due to information explosion it is now very difficult for any library to hold all the information available even in a specified subject area. The challenges of information explosion, rising costs of publications, shift of publishing trends from print to digital or electronic, use of internet resources, increase in research activities, changing needs and increased expectations of users from the libraries in terms of services have to be faced by librarians. They have to
perform the tasks of collection of qualitative information resources which fulfil the desire of library users and also provide better services from the available resources of library. The libraries are also making use of free resources available over the internet. The practices followed in the libraries in digital era are changing and both users and library professionals are facing the challenges posed due to e-resources and its effective use which is a skill.

The paradigm shift from stand-alone libraries to library and information networks development, information accessibility using internet, use of ICT, supports end-users in getting seamless information access to anyone available at any place (24/7). The present trends in libraries are based on electronic information usage and internet-based services, use of e-resources, databases, development of network based environment consortium and economical ways in getting information resources etc. which along with print are the main factors in shifting the traditional practices in libraries. Moreover, libraries are shifting slowly towards automated, digital and virtual libraries as well as library networks. Multimedia and the internet have further made the job of library and information professionals more challenging.

The habits of library users are also changing and the major shift is in terms of how to search information in the digital era and hence they need orientation from libraries for making effective information searches. For academic users information plays an important role in developing a knowledge base and need recent information in the field continuously. The use of new technology provides direct access to information but while searching information proper skills is required to collect and present the acquired information. The major role of libraries is to widen the use of library resources, which helps academic users to improve their learning, teaching and research capabilities.

In the present era gathering of information has become more complex and expensive. The traditional services such as reference service, current awareness services and selective dissemination of information are not sufficient but the present users need advanced services using e-resources, databases as well as internet resources in the form of Electronic Clipping Services (ECS), Alerts, Digests, E-CAS, SDI etc. The basic challenge is to convince and convert traditional users into users of internet-based and
network based resources and services. Information literacy in the ICT environment helps in delivering proper information to users and efforts have to be made towards this.

The training and retraining of end-users to cope with use of IT-based resources and services, use of e-mail, ftp, telnet, www, browsers, search engines, OPACs, databases, system software, application softwares, use of electronic journals, computer conferences, scholarly discussion lists, mailing lists, Usenet newsgroups, websites, databases on CDs and DVDs and online are becoming an integral part of a library's user education program so as to enhance the use of information.

1.2 Importance of Information and User Needs

In the era of ICT, information is not restricted to only print but has expanded its horizons to e-publications and internet resources which are at the leading position in all fields. Information is called as commodity, since it has an economic value. Information is basic element of development of society. The present century is treated as an era of information revolution and libraries are slowly changing their face and migrating towards use of electronic information sources. Acquiring these different forms of e-resources has vast choice of selection and ways. Users are overloaded with the information explosion and they are in the need of pinpointed as well as accurate information. Leckie, Pettigrew and Sylvain (1996), Wilson (2000) have elaborated user information needs at different levels and indicated that assessment of ISB is also essential to provide better services from libraries to user community.

Information needs have been analysed by many scholars and according to Maslow (1970) information needs are briefly summarized as under:

- Self-actualizing needs- The needs related to formal education, leisure activities, ethics, values etc.
- Esteem needs-The needs convey multicultural awareness, emotional awareness, social system knowledge, ethics, values etc.
• Love and belonging needs- The needs dealing with multicultural awareness, emotional awareness, leisure activities, interpersonal skills, ethics and values etc.

• Safety needs- The needs convey crime avoidance, traffic rules, emergency procedures, basic literacy etc.

• Physiological needs- The needs which manage with personal hygiene, nutrition, general health issues, prevention from diseases etc.

From the above points it is summarized that information is a basic need of human and vital source for success. Right information at right time leads to success. Not a single field can survive without proper information. Information thus plays a major role in decision making, planning and every developmental activity links to information only. Information is an indispensable tool for teachers, researchers and students. From the views of Crawford (1978) the information need is very difficult to isolate and measure. The term is also used as needs, demands and wants etc. Tague (1978) has explained different types of information needed by users for which they seek information as:

1. Social or pragmatic information needs which are the daily required needs of users.
2. Recreation information needs
3. Professional information needs
4. Educational information needs

Thus, information is used in educational, scientific, research and many other sectors like business, banking etc. Need has further complicated the necessity of distinguishing among expressed, unexpressed or unfelt needs, the later being the most difficult to identify. According to Taylor (1962) information need has four levels:

1. The conscious and unconscious need for information which does not exist in the previous experience of the investigator. It is the actual but unexpressed need for information
2. The conscious mental description of an ill-defined area of a decision. In this level, the inquirer might talk to someone else in the field to get an answer.
3. A researcher forms a rational statement of his question. This statement is a rational and unambiguous description of the inquirer’s doubts.
4. The question as presented to the information system.
Along with the basic needs of humans, information is another important need in the information and knowledge base society. The simple meaning of information is a statement, opinion, fact, concept of ideas, or an association of statements, opinions, or ideas etc. McGarry (1975) summarized various attributes of “information” as:

- Information can be regarded as a near synonym of fact.
- It has a transforming or reinforcing effect on what is known or believed to be known by a human being.
- Information is used as an aid in decision-making.
- Information is the freedom of choice one has in selecting a message.
- Information is a necessary piece of something when we are faced with a choice.
- The amount required depends upon the complexity of the decision to be made.
- Information is the raw material from which knowledge is derived.
- Information is exchanged with the outer world not merely received.
- Information can be desired in terms of its effect on the recipient.

In addition to the above attributes information builds knowledge blocks and generates new information and knowledge for the use. Information is required by the academicians, faculty, students, professionals, researchers and scholars etc. and its need is enormous to everyone. Libraries and Information Centers are the best sources for providing information required by the users and they hold the power of information in their premises. However, every user has different needs and information required is also different along with a different purpose which is based on the application. In modern age information is delivered in different formats and forms and due to information explosion need of assessing information requirement of the user is felt necessary. The librarian’s role is vital in selecting the information resources properly based on the users need. Hence, there is a need to undertake user studies, use studies and now defined as information seeking behavior to satisfy the users and also provide user centric information as and when required. The present and even future education and research system depends on information which gives rise to the need for every person involved in information searching to work effectively in their concerned field.
1.3 Information Seeking and Information Seeking Behaviour:

Every researcher either a student or teaching faculty relies on information and uses it for various purposes. Every human being requires and search information for research activity or for different purposes. It is therefore felt essential to study the various aspects related to information and its need. When peculiar type of user, need information what type of actions are taken by him to get information and what problems are faced while seeking the information have to be studied. The practice of studying information needs and gathering behaviour dates back to 1948 when Bernal (1960) presented a paper on scientific information at Royal Society Conference. Since then many studies were conducted dealing with information needs and information seeking behaviour of both individuals and groups in different contexts (Anwar et. al. 2004). Many authors and scholars have pointed out that studies of ISB in different scientific disciplines are needed (Sethi 1990, Vezzosi 2009, Challener 1999, Tahir et al. 2008 and Rafique and Ameen 2009) in the era of information explosion. Due to implementation of ICT the flow of information has tremendously increased in e-form. Access to information is not only fast but needs to be accurate, current and pinpointed as well economical. The use of printed sources has decreased due to availability of information in electronic medium and it is reported that digital information is getting dominance over the printed information. Lyman and Varian (2000) pointed out that growth rate of print sources has increased by 2% while growth rate of optical and magnetic media has increased by 70% and 50% respectively. In the age of information explosion and information overload it is difficult to get proper information and causes problems like searching information, access to information, different types of information formats as well as reading of bulk information. Further most users cannot take decision due to variety of view points and opinions. Selection of useful information from the bulk of information is a major issue. In such an environment creative, innovative information seeking is difficult. Management personalities and users are very particular in getting proper information as their information needs are vast and diversified. To get the need based information users hunt for various information systems and information sources which is called as information seeking behaviour. Libraries play an important role in supporting the academic and
research activities by providing the users with required information. In order to perform the task effectively libraries have to understand information needs and ISB of its users. ISB covers a series of activities like expression of user needs, methods of seeking information, evaluation and use of information to satisfy the needs. Many changes have taken place in libraries with the passage of time like information abundance leading to information overload, use of internet resources, use of mobile devices for information access, dissemination and discovery etc. These changes have created new challenges in the library profession and under such environment ISB is an essential activity.

Since 1940's many studies have been conducted to assess information needs and ISB of different category of users. The initial studies were focused mostly on scientists, technologists to meet their needs and later the scope of ISB expanded by covering researchers, scholars, academicians, students and faculties from various disciplines. In academic sector students and faculties are the major users of information and library resources have to fulfil their needs like competitive studies, appearing exams, preparation of assignments and seminars etc.

While defining ISB Wilson (2000) considered it as a purposive seeking for information as a consequence of a need to satisfy some goal. In the course of seeking information the individual may interact with manual information systems. Ellis (2003) further added to ISB and stated it as a complex pattern of actions and interactions while seeking information of whatever kind and for whatever purpose. In this process factors like purpose, personal characteristics (age, gender, educational background, profession and attitude) are considered.

While searching the human behaviour is to be evaluated and this also helps for proper collection development in libraries as well as providing information services to users. The task of assessing behavioural pattern is not easy because human beings or users are not homogenous and have different requirements and also select different approaches or ways to satisfy their information needs. Different studies have been carried out over past few years to find ISB of various user groups in both print and electronic environment.

LIS field is associated with providing information services to users and hence it is essential to know what users want from libraries in order to satisfy their education or research needs. Sahoo and Ramesh (2011) elaborated the need of information and
indicated that information is considered as sixth basic need of human being which helps in developing the creative thoughts and building new knowledge for the information society. Information is the resource which helps in the process of decision making, managing education and research in any profession. Information helps in creating knowledge and this leads to wisdom. Wilson (1999) used the word information in context for user studies research, to express as physical entity or a phenomenon or a channel of communication through which messages or factual data are transferred and presented in a document form or even transferred orally. Kumar (1990) has emphasized that, Information Seeking Behaviour (ISB) is mainly concerned with who needs what kind of information and for what purpose information is required, the information gathered is evaluated and used and analyse the satisfaction of their requirements. ISB involves different steps like:

- Identifying and defining needs
- Accessing information systems
- Establishing sources of information
- Information acquisition
- Use of information
- Satisfaction/dissatisfaction analysis

Kumar and Satyanarayana (2012) in their article stated that ISB is a basic activity and also an aspect of scholarly work of most interest to academic librarian to develop collections, services and organization structures that facilitate information seeking. Information seeking is a natural and necessary mechanism of human existence and it helps in finding the information manually or with computer based systems using online databases. Research scholars and faculties search for the current information from various information sources both print as well as non-print.

Information seeking studies are conducted to analyse the user, his psychology, attitude, subject interest, working condition, etc. ISB is therefore related with designing information system. Jarvelin and Ingwersen (2004), Spink and Cole (2006) defined information seeking as a process, which includes many forms of behaviour like browsing,
observing, using formal and informal information sources, etc. They stated that ISB plays a vital role in all active teaching and learning methods. It is very clear that ISB is an essential process for getting the information needs. There is a need to analyse the seeking behaviour of users for any library to provide best collection and information services. Since management education is gaining importance there is a need to analyse information seeking behaviour of the management users. Every researcher needs information and he has to be information literate. Information seeking studies have been conducted in the following areas:

- Occupational groups (scientists, engineers, humanists, health care providers’ i.e doctors, managers, journalists, lawyers.
- Demographic groups (voters, consumers, gatekeepers)

Meho and Hass (2001) have described various methods of conducting ISB studies using questionnaire, study population, citation analysis. Information seeking behaviour is considered as “activities a person may engage, when identifying his or her own words for information search, such information is used for transferring the information”. The concepts of information seeking retrieval and information behaviour are objects of investigation of information science. Information has assumed the centre-stage and is considered as an extremely valuable resource (Jorosi 2006). Thus as the business environment becomes more complex and dynamic it becomes essential for top managers to continuously monitor the external environment to identify the threats and opportunities (El Sawy 1985, Das and Patra 2012). Business and management students need more focused and specialised information like company profiles, market surveys, market study and research, business trends and news, management reports, import and export analysis etc.

1.3.1 Web Information Seeking Behaviour:

The present ICT and information explosion era has added a new dimension to information seeking activities and created a vast array of options for getting information in e-form over the web and using internet. A considerable amount of information has migrated from print media to e-media and has also provided multiple accesses to the
information sources. The users are more accustomed in searching free information over the net which is available 24/7 using World Wide Web (www). Thus, the use of e-resources and web resources is also a point to be considered for changing information seeking habits and this has prompted the researcher to conduct the study to find the information seeking habits in electronic media. Web information seeking has created new challenges for the librarians in managing services and such studies might be useful in setting the new practices in libraries. (Nkomo 2009).

In recent years students of all disciplines use e-resources as they are convenient to use and provide quick access facilities. Different studies indicated that use of e-resources is increasing due to applications of ICT. Even though the users are well versed in getting the required information but the need for information literacy skills is essential. These skills help the users to get proper information and they can select, retrieve, evaluate and use information from reliable information sources to meet information needs. Business and management schools have to provide strong information base for their students and faculties hence there is a need to develop information searching skills among management users to collect proper information in digital information system.

1.4 Information Retrieval System (IRS):

According to Ding et. al. (1999) "An information retrieval system does not inform the users on the subject of his inquiry. It only informs user the existence or non-existence and whereabouts of documents relating to his request". The IRS is useful to search specific facts or data to retrieve the documents for users. The IRS performs the following activities:

- Analysis of users query
- Analysis of documents
- Preparation of search strategy

Individuals are getting information at their doorsteps from the vast available information sources, but the problem arises of how to filter the information and provide it to match the needs of users. The problems faced by users in information retrieval as identified by Kawatra (1992) and Kamarudin (2001) are:
1. Increasing volume of information and complexity of available literature
2. Huge expenses involved in acquiring information
3. Literature available in scattered sources
4. Language barriers
5. Access methods to retrieve information
6. Availability of information in many forms and formats

Whereas the user needs are committed to get information having accuracy, currency, reliability, and ease in availability etc. The searching techniques have changed due use of ICT and storage of information in electronic form. Online and offline databases have been made available by the producers of the secondary information sources. The use of internet resources, open source literature which is available free of cost etc. has forced users to change their ISB practices.

1.5 Trend in Libraries and Information Centers (LIC):

The applications of ICT have changed the practices followed in libraries as well as information searching practices of users. The print resources are slowly replacing the electronic resources. The users of the special libraries have already accepted the e-resource usage and publishers of journals and books have also preferred to use e-forms due to factors such as speed, economy and user-friendliness. The internet resources, databases etc. made the universal accessibility to information. In libraries to provide better information services all the current technologies and trends are applied like ICT, optical, internet, network, digital, etc. The libraries are automated and now developing digital libraries and making use of internet for collection of information. The manpower in the libraries is trained to meet the challenges in the library system. The users of the information systems are using available e-resources and making use of internet resources but the searching skills are not properly applied to gather the pinpointed data. User expectations from the libraries are increasing and they need advanced services. In order to satisfy these expectations there is a need to assess users to get their needs and seek information behavior and information requirement practices. This will help the librarians to procure need based information resources and provide additional services to users. It is
therefore essential for the librarians to assess ISB of their users. The increased use of e-
resources and ICT are changing the practices in libraries and users requirements.

1.6 Impact of E-Resources on Libraries:
The revolutionary changes in publications and storage of information have changed from
manuscript to print to microforms and at present in electronic media. The changes are
continuous and the current trends in publishing have now shifted from print to electronic
or digital and this has been accepted by all i.e. publishers, academicians, researchers,
scholars, library and information professionals etc. In the present information and ICT era
electronic journals, electronic books, the World Wide Web and full text as well as
bibliographic and multimedia databases have gained popularity due to the factors such as:

- Technology is comfortably used and affordable to institutes for providing better
  output and services.
- Availability of information 24/7 and accessible from any part of the world.
- Convenient and easy to use access.
- It saves and reduces the physical space, economy in buying, multiple access and
  instant access.
- Information literacy awareness has been understood by user community for both
  print and electronic access.
- Enhanced searching capabilities for getting proper and filtered information in
  print and digital formats.
- The information could be made available at the user’s desktop, regardless of
  where the user is physically located.
- Capability to download and manipulate text is possible.
- Information transfer is fast
- Allow hyper linking of information resources and greater flexibility of access to
  materials which is critical in the virtual library environment.
- Possible to provide better services using e-resources like OPACs, EDDS, Remote
  access etc.

The growth in e-publications is increasing continuously. The electronic form is welcomed
by the libraries and end users of the libraries also. The exponential growth of internet and
resources available on the net has created a digital archive for the researchers and academicians to conduct academic research. Valuable collections of texts, images, sounds and discussions from many scholarly communities exist mostly in electronic form and can be accessible from the internet.

The use of e-resources is gaining popularity though print resources are also referred by the users. Technology especially computer and telecommunication technology have highly revolutionized the field of library and information sciences. These technologies facilitate collection, storage, organization, processing, analysis, presentation, communication and dissemination of data and information for decision-makers, researchers, academicians etc. With the introduction of new information technology, libraries are now expected to provide information more quickly and in great volume than before to the users. The wide variety of advantages of internet based e-resources in the library context has improved the response time and staff’s motivation. The information needs of the user community especially research scholars, scientists, students, faculties and technologist can be fulfilled by modern libraries by effective use of information technologies and information in digital form.

In the present library environment e-resources collection is mainly built upon digital and online databases including both subscribed and open access sources. Springerlink, Science Direct, Proquest, J-Gate, IEEE-explore, ACM Digital Library, NDLTD, Shodhganga, DOAJ, Open DOAJ, Worldcat of OCLC are the examples of few popular e-resources used in management libraries. There is a need to train the users in getting appropriate information within no time. Thus, development of science and technology and advancement of modern information technology has changed the terminology of a modern library into communication centre, resource center, knowledge center etc.

1.7 Importance of Management Education:

From the different branches of science and higher education, management science and education is responsible for enlargement and development of trade and business which lead to economic and industrial development of the country. The core objective of management education is to develop a system useful for entrepreneurs, industry and society. The role of management science and education is to provide managers,
technologists for a progressive country in adequate numbers. Management science is concerned with developing and applying models and concepts that help to illuminate management issues and solve managerial problems (http://www.lums.lancs.ac.uk/departments/mansci/DeptProfile/whatismansci).

A broad view of management science involves procedures to forecast, plan, analyse, decide, motivate, communicate and implement concepts for better productivity. Management science has delivered many useful things and has made the managerial field more efficient. In India, higher education has received more importance in all disciplines including management sciences. The management education is witnessing an exponential growth in terms of number of institutes imparting management education which are usually termed as Business Schools (B-Schools). It may be worthwhile to say that management itself as a discipline and has evolved from fundamental disciplines of philosophy, psychology, economics, accounting, computer science, mathematics, statistics and industrial engineering together (Kumar and Dash, 2011). The management education has gained importance in very short period and is acting as an emerging discipline. The basic aim and purpose of management education is to develop professionals, entrepreneurs and socially responsible leaders and managers. Globalization, liberalization and privatization have tremendous influence on the business environment and education everywhere including India.

1.8 Status of Libraries in Management Science Education:
21st century is generally described as an era of information revolution, information explosion, information overload, information technology etc. The use and application of technology is changing the shape and practices followed in libraries and information centres. Libraries and information centres’ are not only equipped with materials in traditional formats but are also acquiring material in electronic formats offering users a vast selection and choice of getting fast information. The library is also known as an academic heart of the institute (Onuoha and Awoniyi 2001). Management institute libraries also play an important role like other libraries and have to face the same challenges. Institutes imparting higher education involve learning, teaching and research. The students, faculty and teachers are involved and for them library is pivotal node and
would like to extract more advantages from library's collection. Traditional libraries were based on print collection and physical visits of users were required to access documents and information available in the library. In the present scenario due to applications of technology the practices followed in the traditional libraries have shifted to modern trends. The libraries are performing automated functions and information is made available to users on the desktop. Libraries are constantly adapting the techniques and technologies to serve user community better. The print media is slowly replaced by digital media and the form of information storage and communication is also becoming digital. ICT has benefited the libraries and helps in automating libraries, developing networking of libraries, development of IR, use of internet and intranet for information collection and dissemination, generation of digital information resources in the form of e-books and e-journals, creation of digital libraries etc. The management libraries are treated as academic as they serve the academicians and students but the nature of education makes it a special library in which collection is in a particular management stream. The collection comprise of textbooks, reference books, periodicals, case studies, project reports, multimedia, CDs, GATT publications and other reports etc. The management personnel's are the major beneficiaries of the collection hence the libraries attached to the management institutes are academic as well as special. This type of nature requires more skills on the part of librarians to perform the task well for fulfills the needs of users. The management education is proliferating and growing along with the expectations of the users. Management libraries are also changing their practices and using ICT to fulfil demands of the users. The importance of libraries in management sector is increasing as these libraries are acting as information centres and creating library networks to share the resources. The management education is using more ICT applications and laptops are allowed in the classrooms. Preference to online education is gaining momentum in the management sector.

The use of internet for gathering information is increasing through various sites and libraries. Modern technology has made an impact on the management of information society. An application of ICT is boon to libraries but there is a need to find how to make its use better. The change is inevitable in the field of management science due to information explosion, limited or shrinking budgets, rising prices of documents etc. and
an accurate solution to this is use of ICT. Electronic resources and multimedia, use of the internet have made the work of library and information professionals more challenging and same is the practice in management libraries.

The management institutes are initiating online demonstrations and use of websites in the classrooms. There is also a wide use of laptops due to use of Wi-Fi technology for the interactive learning sessions during the lectures. The course contents, case studies, presentations and CDs are made available on the intranet of the institute and hence libraries are facing different issues like e-collection, e-resource utility, online connectivity from the libraries and hence library professionals need to adapt skills necessary to manage the libraries in technological era. Though management libraries are considered as academic libraries they differ in few aspects and are also considered as special libraries due to their collection and services to specialised users are sometimes different. The broad distinction is presented in the following paragraph.

1.8.1 Management Libraries and Academic Libraries:

Though management libraries serve for the academic activities of the parent institute but in management education science the nature of management discipline is specific and multidisciplinary. The role of the libraries in management institutes is crucial and different as compared to academic libraries. The management education discipline has developed very fast and has become complex also and is growing unlike other disciplines. Varieties of subjects are studied under management like business economics, business law, taxation and accountancy in one context or the other. A management library acts as an academic as well as a research or special library due to the nature of service. The academic libraries like school and college libraries generally serve large user groups having different faculties and subjects together, whereas management libraries serve the specialised management subjects only. The services required by the management users are qualitative and instant as compared to the academic users from social sciences. There are constant changes in management courses syllabus covering new methods and trends to sustain in the society as well support the managerial activities. To cope up with these changes, continuous improvement in management libraries is
necessary and the librarian has to adapt newer ways and techniques of management for providing better facilities from libraries.

The Management libraries can provide better services to the users only when they take into consideration the users need and requirements. For this purpose like other libraries management libraries have to conduct regular user studies and user surveys for finding the needs of the users. Along with this there is also a need to provide user education to increase the use of library resources properly for fulfilling different requirements in the management education and profession. The aim of user studies is to analyse the needs whereas user education helps users to become more information literate. The management users need pinpointed subject based information. Information seeking behavior of the users differs from user to user as information gathering is based on the need. The main function of libraries is to collect the information resources which are needed by the users in economical ways which fulfill the mission and vision of the institute. The information collected is to be analyzed according to contents of the information and disseminated to the uses as per the need based services. The prime role of the librarian and library staff is to support the user’s demands and fulfill the expectations to the mark.

The users of management science are the key persons in information system. Understanding the user is partial success in the battle in providing information services. The success of any information system depends considerably on how best the system design is based on a close and accurate understanding of the users. The user is not only the most important aspect, but is also paradoxically, a dynamic component of information system. As such, understanding user is an important and continuous activity. The management users generally collect information for study, writing technical papers, essays etc.

1.8.2 Management Libraries: Challenges and Issues

The basic challenges and issues are posed in management institute libraries due to many reasons and few of them are:

- The changing needs and expectations of users in management sector to get better services and keep them abreast of current developments in the area.
- Getting more information in available limited financial resources
- Cost of the publications are escalating even for e-publications
- Need for development of resource sharing among prominent management libraries
- Copyright and access related issues for e-resources
- Need enhanced and new services based on technology and internet

The solution to these challenges is that the information professionals have to actively develop and manage a wide range of structured and organized knowledge resources by providing all types of access such remote access, physical access, personal access, intellectual access and networked access to resources to achieve cost-effectiveness and user centered services. In order to achieve this library professionals need training in managing modern techniques and technology. There is also a need for the librarians to enhance their professional competencies with an integration of scientific, research, methodological, managerial, analytic and economic searching skills for information gathering with information seeking retrieval for giving best output from the libraries.

1.9 Statement of Problem:
Information is vital resource and needed by everyone including students and faculties to enhance their academic performance. The users visit libraries in quest for information but when the same users face problems such as absence of proper knowledge regarding type of information resources, purpose of seeking or searching information etc. it affects the use of library resources. The users feel that library could not fulfil their needs and that they are wasting time in searching for the information as well obtaining need based information. Keeping these considerations in mind the present study has been undertaken to assess the information seeking behaviour of management users to fulfil needs of users from libraries in digital information era and solve the problems of management users. Information seeking and information needs of library users are changing due to many factors and there is a necessity to assess ISB and usage of resources of management users. A sample ISB study of management users might be useful in fixing the problems in getting proper information to satisfy the needs in digital information era. The present study is an effort made towards this aspect and reviews the user’s attitude towards using
resources, awareness of resources, method of seeking information, problems faced, use of free information resources etc.

The problem selected for the research study is “Information Seeking Behaviour of Users of Management Institute Libraries in Pune”. The present study focuses attention on information need and information seeking behaviour of management users pursuing regular MBA degree in Pune city.

1.10 Reason to Select the Present Research Study:

Zawawi and Majid (2001) opined that there is a need for the users to become informed and knowledgeable which leads to the process of identifying information needs. The process of identifying information needs cannot work without knowing how individuals collect or articulate information, ways of finding information, method of evaluation, selection and finally presenting the acquired information. All this process is known as “ISB”. Similarly, Devadson and Lingam (1996) correctly analysed that information needs and ISB of various professional groups is essential as it helps in planning, implementing and operating information systems and services to the users. Leckie et. al.(1996) noted that work roles and tasks assigned determine information needs. There are a number of factors which imply the sources and types of information sources used by user groups in different situations for satisfying their needs. Libraries and information centres are knowledge creators and hold power of information. They are the main hub of supporting research and academic activities. The knowledge about type of material preferred and used by users is an important factor in satisfying user needs by acquiring proper collection development in libraries. The studies of finding information needs and ISB of users can be traced back to late 1940’s (Renekar 1993). Since then large number of studies in ISB of scientists, medical professionals, engineers, technologist etc. are being conducted but in management sector no such studies have been reported especially in the digital era. Due to emergence and application of ICT in libraries use of e-books, e-journals, e-mails, internet resources are being used more and all these have caused changes in ISB of users in all professions including management. The use of web tools, discussion groups have opened new horizons for information creation and information dissemination, storage etc. The importance of information to management users is
increasing due to globalisation. The access to information is vital and the library professionals have to face challenges for providing adequate qualitative information to management users. In the era of information explosion and information overload it is essential that information needs of management users can be met effectively. Hence, the need of management users and their ISB for planning and information collection, services and facilities of libraries was felt necessary. Realising this need the study of assessing needs and ISB of management users in Pune city was decided to undertake. Since such type of studies conducted are not much in current IT environment the researcher was prompted to undertake this study.

The researcher has been working for the last 15 years in various management institute libraries and also managed the libraries of management institutes and is currently working in the university library as a “Librarian”. The experience in the library profession forced to conduct a study of management institute libraries and analyse the recent developments adapted in the profession. This study might also help to meet the future demand of users in imparting library services and manpower development as well as modernising libraries in this area. The information that is required by users is now available in different forms and this has an impact on the information seeking behaviour of the individual users. The qualified library staff needs to have the knowledge of examining the criteria of information seeking and the information used by the users. Researcher has observed that the availability of the resources in the library is sometimes abundant but the usage was not as per expectations. More avenues of information sources available both in print and digital to users are increasing. This reflects the researchers mind to undertake a study to review the needs and how best can resources be made available in libraries be utilised by users. From the literature review it is found that the current topic selected by researcher is different than the studies conducted earlier. However it is not visible from the literature search that any studies relating to information seeking behaviour of the management science users and how the libraries can reshape in the changing environment have been conducted. There are studies like modernisation of libraries, benchmarking of management libraries, advanced services to the management users etc. but need based analysis has not been discussed elaborately.
There is a need to apply best practices to make the users aware of the information resources which might increase their usage. Generally the students prefer to use free commonly available search sites from internet for completing their projects and assignments. The researcher decided to undertake the study of the users by assessing and interviewing them to find their needs and expectation from libraries and also ascertain why the users were using the free internet sites inspite of heavily paid databases available in the institute library. The study was also conducted to assess the librarians to know the problems and challenges which are faced by them in providing proper services to users. It is decided to trace out the gaps between the available resources in the library and the resources used by the users. This study might be useful to formulate solutions to make proper use of the available and reliable resources utilized by the users either paid (subscribed) or available free.

Further, due to change in publication pattern of literature the users are finding difficulty in identifying and locating relevant information quickly. The responsibility of libraries is to provide right information to right users at right time and maximise the use of information. User studies and ISB studies are found useful in analysing the problems of users and seek the solution to avoid the problems in getting proper and right information. ISB studies are now a central part of research in information studies (Jarvelin 2004)

1.10.1: Status of Research Using ISB:

college faculty, Ozowa (1995) on farmers of Nigeria, Guomundsson (2011) on swimming coaches etc. The main purpose behind these studies was to analyse the users ISB.

1.10.2: Need for Further Research:

From the different studies conducted so far as elaborated above (1.10.1) it is found that previous studies in ISB were mainly conducted in variety of sectors but fewer studies are reflected in management sector to assess the ISB of management users. Since gap in ISB in management sector is visualised this has tempted the researcher to undertake the present study on assessment of needs of management users and the factors which motivates users in using information published in different forms. The present research topic is not overlapping and hence the title, “Information seeking Behaviour of Users of Management Institute libraries in Pune” is fixed.

1.11 Aim and Purpose of the Study:

The aim of this research study is to assess information seeking behaviour of management users and analyse the students and faculty, the methods used by them to get the literature on desired topic and form of literature preferred by them. The present study focuses on analysing information needs of users and methods used to get the information in digital era. The purpose is to identify information sources in management science, information resources used by the users for meeting their needs, types and forms used and expectations from the libraries by management users (students and faculties). The overall aim of the study is to propose recommendations in respect of developing management libraries tune to present situation. The study helps users in proper information retrieval applying systematic IRS in electronic era.

1.12 Objectives:

The changing information needs of the management users necessitate the researcher to assess the information needs and access pattern. Hence researcher has chosen the study with the following objectives:

1. To study growth and development of management education and management institutes.
2. To measure the awareness of users about facilities available in management libraries and assess its utility by them
3. To study various types of information sources used by management users (Students and faculties) and identify the user preferences for using information materials (Print or electronic resources).
4. To find the information seeking behavior of management science users and difficulties faced while seeking information.
5. To review the status of present management institute libraries and study the role of library professionals in catering to the complex needs of users
6. To identify impact of internet and e-resources while seeking information by users
7. To suggest most viable strategies and policies in redesigning management institute libraries to improve library facilities and information services in order to satisfy the growing needs of the management user community.

1.13 Hypothesis:

The hypotheses for this study are:

1) Management institutes and libraries are increasing but these libraries are yet to be tuned to modern and advanced practices to support the emerging need of users.

2) Management users need training to make effective use of information resources available in non print media

3) Information seeking behaviour studies are necessary to provide and promote user based services using ICT facilities in management libraries.

1.14 Research Methodology:

Research method is basically selected based on the nature of study and work. In this study the research methodology used is descriptive research and used survey method. The techniques used for data collection are questionnaire and interviews of selected library professionals (Dr S. K. Patil, Dr Anil Kumar) and experts from management education science (Dr. Shejwalkar, Dr. Dixit, Dr. Tilak and Dr. Chitale). An extensive literature
survey is also conducted to track the developments in the field of management science and their libraries and assess the views of other researchers in which they worked to avoid repetition. The data collected from the various information sources and databases are gathered and analysed and the information is used in the research study.

The questionnaire is taken as research instrument in this study. The efforts are taken to make the instruments used valid and reliable. The concept of validity deals with the truthfulness of findings while reliability deals with the consistency. Altogether 111 questionnaires for librarians, 22 for faculties and 132 for students were prepared and distributed out of which 98 (88%) from librarians and all (100%) from faculties and students have been received.

A questionnaire having nearly 81 questions and sub questions were circulated to the librarians of the management institutes which reflected the status of their library. The questionnaire is designed in such manner that data might be gathered objectively and without prejudice. A questionnaire is also framed for the students and teaching faculties to assess their information needs, method of assessing and retrieving information etc. The researcher also collected information from the IIM-libraries to predict user expectations from the libraries. Random sampling method is also applied to size the suitable population.

1.14.1 Design of the Questionnaires:
Questionnaires have been designed based on the study of literature. In the questionnaire, the questions (81) were grouped in 9 facets to get the desired data about management libraries. Questionnaires were designed separately for the librarians and library users i.e. students and teaching faculty. The users’ data was collected by using the random stratified sampling method. Personal interviews (Unstructured) of experts from libraries and management sectors were conducted to get the tacit data.

1.14.2 Sampling and Population for Users:
A total of number 132 students and 22 faculties were selected and questionnaires were distributed among these users. Total 154 questionnaires were received. All questionnaires
were analysed statistically. The open-ended questions were analysed using content analysis. Sampling technique is used to limit the number of users for the review. The study divides the population into the categories like students, faculty members, librarians and libraries of management institutes. IIM-A library’s survey is also conducted to compare the developments of management libraries in Pune city.

1.14.3 Sampling procedure:

There are 111 management institutes conducting full time MBA programs in Pune city. To analyse the information seeking behaviour of management user’s three types of questionnaires were prepared viz. for librarian, faculty and students. These were distributed to all the management institutes conducting full time MBA courses.

1.14.3.1 Management Institute Librarians:

All 111 management institutes were selected for survey and to get the information about the libraries a questionnaire of 166 questions and sub questions for the librarians was prepared to understand the present status of management libraries, analyse the activities carried out along with the status of ICT. The questionnaire formulated covers the information about the staff, timings, collection, e-resources, library services and organization of library as well as outreach services and providing user education etc. The population selected was 100%. A total of 111 questionnaires circulated to librarians of the management institutes 98 librarians responded (88%). The efforts were made to collect the data from the remaining 13 institute’s and librarians were contacted to get the data, but due to various administrative problems the researcher could not get response from these librarians and finally data from 98 questionnaires of institutes pertaining to libraries were analysed and presented in tabular and graphical form.

1.14.3.2 Management Institute Faculty:

The survey of the faculty members were conducted to assess the use of library and information needed by them and made available to them through library. A total of about 93 main questions and sub questions were asked to analyse the status of management
libraries. These questions basically cover the aspects of personal information, library usage, services provided by libraries, library modernization, resource sharing, electronic and digital information resources, collection development and policies etc.

The survey of all faculties was not possible and hence population selected for the survey was based on following consideration. Out of 98 management institutes 11 institutes (10%) have been selected for conducting the survey for faculty. The selection of 11 institutes was based on criteria for institutes conducting full time more number of MBA courses as well as having permanent faculty available in the institutes on the regular cadre. Among them faculties (senior and junior both) were selected who use the library facilities more. Librarians of respective institutes helped in giving the information about the faculty. From these 11 institutes it has been observed that there are maximum 20 faculties (senior and junior) hence the sample size of 10% which comes to 2 faculties per institute have been taken. The total population of faculties covered is 22. The sample of institutes selected from initiation of management institutes till 2012 was taken covering the most popular management institutes. 100% response was received from the faculties.

1.14.3.3 Management students as users:

The survey of the students was also conducted to assess the user needs and demands and expectations of student users from the libraries associated to management institutes. The purpose was also to find how much users are aware of use of technology and information seeking behaviour. The questionnaire contained about 94 total main and sub questions covering various aspects like personal information, library, services provided by libraries, requirement of electronic/digital information resources and qualitative library management etc.

The sample selection was tedious but for this survey same 11 institutes as taken for the faculties was selected student user selection was made randomly @10% of the total population of MBA students were considered for the survey purpose. The average intake capacity as per norms was found to be 60 minimum intake (MBA) with atleast two divisions coming up to 120 students per institute and ratio of 10% comes to 12 students per institute, the data from about 132 students was collected through questionnaire. The
12 students selected based on the scanning of visitor register maintained for students and also from the circulation data from the circulation counter, which indicated number of times books issued as well as number of books issued by user. Thus the sample selected from the user was 132. The questionnaire was circulated to these and 100% response was received to the survey.

1.15 Scope and Limitations of Study:
The scope of the study is limited to the libraries attached to management institutes in Pune city only. Efforts are made to focus attention on assessing library infrastructure in management libraries, management user’s needs and information seeking behaviour of management science users. The focus of the study is to analyse ISB of users and status of management institute libraries. The researcher has covered only the management institutes where only full time MBA courses are conducted and has excluded distance and open learning centres.

The management institutes conducting courses like MMM, MPM, PGDM are not covered. The researcher has also excluded hotel management institutes from its study and does not consider the management courses conducted by engineering colleges offering MCA courses. The study has not considered the part time and visiting faculty members in survey as well distance learners.

The research is restricted to the use of information resources, seeking behaviour and publishing trends. The study covers libraries of management institutes approved by NAAC, AICTE, NBA, and UGC as well as autonomous and deemed universities.

1.16 Structure of study:
The present research study is covered in seven chapters covering different aspects of the topic as detailed below:

Chapter 1: Introduction

This chapter highlights the introductory information about ISB, management education, the role of libraries in management education, need of user studies, information seeking
behaviour, need for the present study, aim, objectives, hypothesis set for the study, research method selected in brief, scope and limitation of the present study etc.

**Chapter 2: Literature Review**

This chapter presents the various related research studies conducted in the field and trends in management education, growth of management education and institutes, status of management education and institutes in India, role of academic libraries, information seeking behaviour, users need analysis, user’s demands, future of academic libraries, trends in management libraries and trends in ICT and role of librarians. The researcher has consulted various online databases, PhD thesis, online and other printed resources.

**Chapter 3: Growth and Development of Management Education and Management Institutes**

This chapter highlights growth and importance of management education, global trends in education and presents an overview of management education in India, Maharashtra and Pune. It also deals with the role of accreditation in management education institutes. Similarly, it discusses the growth and development of management education institutes.

**Chapter 4: Status of Management Libraries**

This chapter deals with management institute libraries, AICTE infrastructural norms for libraries, sources and services, resource sharing efforts, ICT based new services, future role of management institute libraries, user expectations and vision for development of future management libraries.

**Chapter 5: Information Seeking Behaviour**

This chapter includes importance of information seeking, information seeking behaviour, web information seeking, selected ISB models, user, user studies and user education.

**Chapter 6: Data Analysis**
This chapter presents data analysis of management institute librarians, faculties and students.

Chapter 7 Findings, Suggestions and conclusion

This chapter presents the findings, suggestions and conclusions derived from the research work. It includes the best practices to be adopted for the management institute libraries. It also includes scope for further research.

Chapter Summary:

The study is aimed to investigate the information seeking behaviour of management users. The choice of collection should meet the need and requirements of the end users and librarians must be aware of how the researchers seek information. The first three preferences given by users for seeking information are textbooks, online resources and periodicals. The purpose of information seeking was for completing assignments, submission of project reports, doing research work, updating knowledge and social purpose. It is recommended that the library staff or reference librarians should use their time in a better way by focusing their attention on assisting the users. Reference librarians should help users to improve their skills in information seeking activities and to find the different types of information need. The management institute libraries provide adequate ICT facilities for reference such as internet, laser printers, scanners, fax machine, telephone etc. Librarian should assist users in e-learning, educating them regarding the use of databases, learning the use of websites available through various networks.

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