Chapter-2

REVIEW OF RELATED LITERATURE
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Review of related literature is a key element for any research. The study of related literature implies locating, reacting and evaluating reports of researches as well as report of casual observation and opinion that are related to the individual planned research project. In any worthwhile study in a field of research, the researcher must have an adequate knowledge about the work that has already been done in area of research. In brief this chapter present an overall review of studies conducted abroad as well as in India in a chronological order related the topic of the study.

Abu Bakar and Saleh (2011) studied that the Ulama constituted a very influential group in the Muslim world. Understanding their information behavior especially the information resources they mostly consulted, and the purposed to which the information was utilized, was invaluable information to the efforts librarians and information professionals were making towards providing relevant and current information with a view to meeting the information needs of the Ulama. While this study provided the basis for such, a lot however needed to be done in the area of Islamic database development, suitable IRS, training and skills development, and establishment of information centers by Islamic organizations and institution to create a conducive environment to attract the Ulama to effective utilize the resources.

Gwang (2011) addressed the provision of Library and information services to Nigerians with particular reference to meeting the challenges of the 21st century. It was divided into four sections, namely; classification of information user communities, planning considerations, the challenges, and the way forward. The provision of library and information services to Nigerians was a positive step toward making information widely available to the people to access and use to develop the country. The
numerous challenges identified in connection with this endeavor could be surmounted through the strategies enumerated, of which proactive actions by the library and information professionals themselves are keys.

Augustine (2010) discussed that Concept selection is one of the most important decisions in product development, since success of the final product depends on the selected concept. The exploration and evaluation of alternatives early in the product development (PD) process reduced the amount and magnitude of changes in later stages and increases the likelihood of success of new product development (NPD) projects. Though, currently available methods attempted to select the best concept from the available set of initial concepts, they did not help create an improved concept based on the learning and knowledge generated through the evaluation of initial concepts. The paper proposed a framework for selecting and/or evolving improved concepts through a rigorous concept evaluation and convergence process. The concept convergence process allowed bringing together the best (desirable) traits from the initial set of concepts and creates a new set of hybrid concepts.

The framework used a fuzzy inference process for evaluating each initial concept against identified decision criteria, thus generating hybrid concepts to select the best feasible concept under given cost and technological constraints. The approach was demonstrated using a steering wheel concept generation example.

Kanadiya (2009) examined that to market is to promote, to sell, to use your product, to convince others. If the library and information center staff did not consider itself to be in marketing, it will do a disservice to the library and information center. Marketing was necessary to introduce a new concept, new function and new services and product. Marketing should not be considered the job of huckster, but rather, the vehicle for
offering a product that was going to make end user more effective and efficient in the use of computer resources.

Sujatha (2009) studied that information was critical to successful implementation of responsible fisheries management at local, regional and global levels. Information whether on paper or electronic media must be available and accessible and its content must be known to potential users. Electronic information services were crucial to the development of fisheries sectors, fisheries education, research and development in India. There were four fisheries college libraries in South India which are rendering electronic information services to fulfill the mandate and mission of the fisheries institutions. This paper described the evaluation of electronic information services in the light of current status of electronic information services in fisheries college libraries in South India. It also posed the challenges these libraries and information centers face and suggested possible solutions.

Fathian, Sadjadi and Sajadi (2009) studied that electronic commerce encompassed all electronically conducted business activities, operations, and transaction processing. With the development of electronic commerce via Internet, during the past decade, many companies had changed the way they connected to and deal with their customers and partners. In this paper we introduced a Geometric Programming (GP) based model to analyze the pricing method and the service quality for E-business companies. The proposed method of this paper considers electronic products which were all kinds of products to be sold via web supermarkets. Therefore, they could cover pure digital and also non-digital products. The model proposed in this research work, dealt with non-digital goods, which were supplied through web. The resulted non-linear model was directly solved by using Geometrics Programming (GP) and a closed form of solution is presented. The paper assumed that the
demand was influenced by price, marketing and service expenditures and
the cost of production was affected by demand. It analyzed the solution in
different cases, in order to study the behavior of the model and for each
case numerical examples were used to demonstrate the implementation of
our analysis. The sensitivity analysis was also presented at the end to
analyze the behavior of the model.

Yang, Moore, Jun-Sheng Pu and Chi-Biu Wong (2009) discussed that
current Product Service Systems (PSS) research mainly focuses on car
sharing schemes and chemical management services, which had not really
addressed consumer products. Existing methods and tools related to PSS
were mainly concerned with general PSS and service design, which could
not readily assist manufacturers of consumer products to implement and
realize PSS solutions. This paper proposed a methodology for the
realization of product-oriented and use-oriented PSS for
consumer products through the use of product lifecycle data. It had been
demonstrated in large-scale field trials that product related services could
be delivered through the PSS built utilizing the methodology proposed.
The PSS methodology proposed within this research study could
contribute to next generation product design, which will be intelligent,
sustainable and environmentally sensitive.

Popoola, S.O (2008) discussed faculty awareness and use of library
information products and services in South-West Nigeria universities.
Systematic random sampling method was used to select 446 faculty
members from a population of 4,459 in the universities. A questionnaire
formed the major instrument for data gathering. The response rate
achieved was 89.7 percent and the reliability coefficient of the
questionnaire used was 0.72. The study found that there was a significant
difference in faculty awareness of available library information products
and services. In addition, they did not have sufficient knowledge of those
library products and services pertinent to their teaching and research activities. The survey also revealed that the level of knowledge of faculty staff had positive relationship with the frequency of use, consultation with the librarians, faculty status and membership of library related committees. User education programmes coupled with planned public relations were recommended to improve faculty awareness of library information products and services.

Hepworth, Mark (2007) highlighted some of the social phenomena that were driving the design of people-centered information solutions; second, to develop a broad ontology of information behavior research that served to identify factors that should be taken into account when designing such solutions. Finally, the paper illustrated how this knowledge was being applied in the design of people-centered inclusive information products and services. The paper helped to provide an overview of information behavior research, the nature of the domain and the levels of abstraction. The article also made a direct link between the theoretical world of information behavior research and the empirical world of people-centered design. Hence, it also presented a case for the importance of the body of knowledge that people in information science refer to as information behavior.

Nair, R Raman (2007) opined that scientific planning for agricultural development to overcome backwardness is very important for India. Speedy and sustainable agricultural development was tied closely to effective planning which in turn rests heavily on information available for the process. Information specifically related to this area was classified under agricultural economics. This made information systems on agricultural economics very crucial in the context of increasing requirements for food gains as well as globalization. This paper examined the coverage of agricultural economics, and nature of information on the
area, and the importance of technical and marketing information to managers, farmers and other stakeholders to take maximum advantage of the WTO Regime. It examined in detail the resources of information units of organization dealing with agricultural economics in the region and the provision for resource sharing between them. The paper revealed that information resources available collectively were sufficient, but that at individual institutions were not adequate, full or reliable. It recommends a source sharing program for institutions concerned with agricultural economics.

Nataranjan, M (2007)\textsuperscript{11} defined blogs (also known as weblogs), their history, characteristics, and functions. Different types of web logs had been discussed especially their contents which change daily and the issues discussed by the users on the blogs. Some of the web logs software like Really Simple Syndication (RSS) and the Library Web logs and their uses in libraries had also been discussed. The article analyses content Coverage, up-dation users, creators, and maintenance of the blogs. The future trend of Blogs with the challenges librarians had to face to meet the users requirement, have also been discussed.

Pujar S M and Sangam S L (2007)\textsuperscript{12} discussed the information use pattern of Indian economists in the present Internet era. It highlighted the use of various types of resources, including institutional resources and role of NASSDOC in providing various services to social scientists. The objective of the study was to identify the types of information resources used by economist in seeking information and to determine the different approaches and methods used by economists for retrieving information and references from print, electronic and Internet Information sources. It had been observed from the analysis that economists make use of various resources as per their needs. However, it was found that many of the resources, especially electronic resources and services were used to a
lesser extent due to lack of awareness and training. This situation emphasized the need for intensive user orientation programme in the libraries attached to the research institutes. Library professionals attached to these institutes need to develop skills in use of electronic resources to guide their clientele towards effective utilization of the same. This kind of situation will ensure in optimum utilization of the resources and services by Indian economists.

Kong, Li, Liang, Hung, Anumba and Chen (2005)\textsuperscript{13} presented a new approach to achieving interoperability between Web-based construction products catalogues. It first introduced the current development of electronic catalogues of construction products. The common system architecture of Web-based electronic products catalogues was discussed, which was followed by a discussion on construction products information standardization and the latest distributed-systems technologies for the communication and exchange of construction products information. The latter part of this paper presented a model of interoperable Web-based construction products catalogue and an implementation of Web services in E-commerce systems to enable the sharing of construction products information.

Clyde (2004)\textsuperscript{14} discussed that web logs were created and maintained by libraries, as of October 2003. The aim of this study was to identify the kinds of libraries that had weblogs, and to investigate the way library weblogs were being maintained, the purpose for which the weblogs were created, the intended audience, the content of weblogs and some indicators of commitment to library's weblog project. Since library weblogs usually represented an investment of staff, time and resources, the results of this study may be of interest to library managers, who might be considering the establishment of a weblog. The findings indicated that
library weblogs were based on free or cheap and relatively unsophisticated weblog tools or services. The majority of the weblogs had been created to provide news and information for library users, and/or to provide links to recommended internet resources, and some did this well. Nevertheless, it was disturbing that a large number of weblogs failed even to provide a link to the website or homepage of their library, much less the library catalogue or reference services. Most library weblogs were designed for one way communication between library staff and users, but a quarter of them provided interactive features.

Mathias (2003)\(^5\) studied that Ewell Sale Stewart Library of the Academy of Natural Sciences had just completed a major digital imaging project. This article described the project, options that were considered for Web delivery of images and text, and reasons for choosing Innovative Interfaces, Inc.'s image management function. The article included a description of the data entry process as well as a review of the Millennium Media management product, which will be available through Innovative later this year. Evolving image metadata standards were also discussed.

Barker, Frances H (1984)\(^6\) discussed about the sales of large and complex printed products were put in Jeopardy due to the availability of complete records online and the feasibility of downloading the information to in house computers. The hard copy subscriber in developed countries began to advantage in going over completely to online use the produce must look hard at the relative prices of the various forms of the products, the sales in various parts of the world and the possible effect of downloading and they should come up, with an integrated pricing structure. The producer’s aim was to earn revenue from one form of the product or another. It might be safer, however, to manipulate a slow change over from the traditional product to the new
form, emphasized that steps must be taken to control downloading leading to reuse of materials to the extant that this was damaging to revenue and they might be done by reducing the hard copy price, allowing concessionary rates to hard copy purchaser, changing for cost of data online rather than time of access and instituting a downloading charge for anything except editing, reforming, integrational printing. Broadbent (1981)\textsuperscript{17} concentrated on the determination of best price based on organizational objectives and market structure. According to this paper the pricing policy should be based on the basic elements of market structure, cost demand and competition. Cost oriented pricing was easy and if used by a group of similar organization similar prices and cuts are there. The limitation here was that there were difficulties in allocating overhead costs. In demand oriented pricing, demand was seen rather than cost set pricing. The price discrimination was on the basis of customers, product version, place or time. In competition oriented pricing, price was settled in relation to what others were charging.
REFERENCES


8. Popoola, S O (2008). Faculty awareness and use of library information products and services in Nigerian Universities
Review of Related Literature


