Chapter 3 - Literature Review

3.1 Introduction
3.2 Advertising
3.3 Information
3.4 Information management
3.5 Creative
3.6 Media
3.7 Research
Chapter 3 - Literature Review

3.1 Introduction

In the previous chapter, the researcher has discussed about the research methods. In this chapter, the researcher discusses the literature review of information management. Literature survey has been conducted by the researcher to take stock of efforts put in by other researchers in the field of information management and related areas. Literature search helps researcher to familiarize with previous similar research, determine the knowledge development relevant to the topic, literature relevance to current topic, research strategy, how others have approached to resolve the problems, direct the research in right ways, inability to find relevant literature means supporting researcher proposition. In addition, design a research based on learning from previous good or flawed research.

3.2 Advertising

Advertising industry began to take shape in India in the early 20th century. Public libraries started in India at the same time. Advertising is a highly specialized field and involves various professionals to work as a team to help advertisers, to realize their product potential. According to Davinson (1965, p. 79) “advertising is a highly specialised, if somewhat inexact, science, and it is not a field in which the individual businessman can expect to reach a high level of competence. He is very much in the hands of the specialist.” These professionals/specialists are account planning and management people, creative people and media people in advertising agencies.

Rise & Rise (2002) compared advertising with art like sculpture, painting and poetry. “Advertising” said Marshall McLuhan, “is the
greatest art form of the twentieth century.” Major museums around the world house permanent collections of advertisements. Absolute Vodka posters drone the walls like paintings. An exhibition of Ivory soap ads is on display at the Smithsonian, Coke commercials are in the Library of Congress, and the Museum of Modern Art owns a collection of TV spots.

Similarly, in India, Mudra Communications Ltd. had published case studies of those brands, which they handled in creating most successful brands for their advertisers like Vimal, Dhara, Rasana, etc. FCB Ulka had also published a book on advertising communications of selected brands. Mudra Art Gallery (Mag) India, Afaqs, The Agency Source and Exchange4media, provides online information on Indian advertising. This shows the importance of advertising information and preserving the creative art in the digital form has gone up in India.

Jefkins (1985) gave the reference on library. He had mentioned a library in flow chart of the advertising agency, departments, and functioning of a large advertising agency. The library falls in the administration but not written anything about the library.

“Another department which is very important to the agency's day-to-day business is the information department or the library. This is where research documentation is preserved and full-time library researchers get paid to inform the account planning, creative, and media research teams of developments in their areas. They can be involved in supplying quantitative data on certain sectors, finding answers to puzzles and questions from creative and providing data on overseas markets” Brierely (1995). Research activities in agencies gave birth to agency library.
Librarians’ vital role is to build up the library and create a good information management system. Another major job is to get optimal utilization of the procured resources. Role of the librarian differs from library to library. In the case of public and research & development libraries, librarians play direct role in promoting the resources. However, in academics, apart from librarians, faculty members play very vital role in promoting resources. Advertising agency libraries fall in the first category where librarians have to contribute to agencies in terms of knowledge inputs. Librarians output is considered as indirect input to knowledge. McGinn (n.d.) from Carlson University Library considers library-- a Wal-Mart of knowledge. This new approach towards the library justifies the adoption of following promotion tools:

1. Everyone is a salesperson
2. Get out of the office
3. Stop using the term Public Relations
4. Programming works
5. Make the library a destination
6. Know your product
7. Form marketing partnerships

The more appropriate example is the “Crossword” in India. As such advertising industry needs information and knowledge but the fact is that they are not much interested in explicit knowledge management. Agencies need information and quick retrieval for survival and growth. Agencies tend to invest in advertising professionals controlled by individual tacit knowledge that gives no guarantee of sustained results. When the talented employee who handles the resources leaves the organization, there is a void in that area. Here librarians can play their role in managing internal and external resources, plus information and
knowledge support at each stage of development right from pitch to campaign release.

Oded & Mathew (2004) has clearly mentioned of “Knowledge Center” in advertising agency. Normally agency reconfirms the brief given by advertisers to the agency. In this context, “planners often supplement the information provided by the client with other information such as the result of an analysis of consumer perception of the briefed brand or information obtained from independent market and consumer behaviour research – sometimes using the services of agency’s “knowledge center” a department that collates information.”

Special Libraries Association (SLA) has clearly mentioned that in today’s fast-paced world of business, the need for information is an international commodity. Both information produced, internally and externally is the lifeblood for an organization. This is very much essential for innovation and learning. Advertising agencies use and produce huge information, so proper information management helps the agency to perform in a better manner. SLA had done a survey and found out that 85 percent of the top 100 on Fortune 500 list employed information professionals, compared to less than fifty percent of the companies ranked in the bottom 100.

Consumers need information about products to take decision while purchasing. Fletcher (1999) has mentioned, “Information is power if you know what it means and how to use it.” When consumers do not know how to use the information, then it confuses, bewilders, provokes rejection, bores and befuddles. The poet Gertrude Stein put all this concisely more than half-a-century ago, (1946):

In our daily lives, the exposure to information is vast so we lose our common sense. Consumers will want only as much as they feel is
essential and they will want to be able to digest it as easily and painlessly as possible.

Consumers get the hints, tips and clues, which guides the spending decisions in a raft of ways:

- by word-of-mouth, or letter, or e-mail, form our parents, our neighbors, our friends;
- from independent media commentators, and critics;
- from sales people;
- from consumerist and other specialist publications;
- from packaging and other in-store publicity,
- from catalogues;
- from advertising and other marketing communications; and
- by using the products and services (though this is lonely relevant to future purchases).

The government’s *Family Expenditure Survey* shows that advertising plays a significant part in influencing the consumers except hairdressing, building and repairs, restaurants, domestic helpers, and professional advertisers\(^\text{10}\).

### 3.3 Information

The development of data, information and knowledge are bases to each other. Information and Communication Technology started playing vital role in procurement, storage, dissemination and retrieval in mid 1980s according to Rao’s (1998).\(^\text{11}\) Information Management is “an impressive term for the various activities that contribute to the effective production, co-ordination, storage, retrieval and dissemination of information in what ever format, internal and external sources, leading to the more efficient
working for the organization” (Harrods 1955). Information is now recognized as a valid and valuable resource in the day-to-day management of enterprise, the function described as information management has grown from being a pure library, filing or computing function to a main stream activity (Mohan & Gilchrist, 2004, p. xvii). From this evolutionary process, the concept of “Information architecture” has emerged in recent times. Jucquois-Delpierre (1995) conducted a survey on the requirements of qualified information specialist in library and information science in information market in Germany. Bakewell (1994) had discussed the Fayol’s six principles, forecast, plan, organize, co-ordinate, command, and control. Bakewell also mentioned about the six activities; technical, commercial, financial, security, accounting and managerial activities. Bakewell knows the importance of information so he raised the question, is information the seventh management function? He only answered that it should be first function because none of other functions can take place effectively without information. Information is vital for decision-making. Information is required to do all management functions and activities. Drucker (1990) clearly mentioned in his book “Managing the non-profit organizations” that “build” the organization around information and communication instead of around hierarchy.” This statement by Drucker shows the importance of the information and communication. Advertising industry depends on information and communication, so one can think positively the role of the information and library profession. Druker’s statement is in the light of a non-profit organization, but advertising agencies are profit-making organizations. The library and information centers in an agency cater to internal users unlike the non-profit public library.

Sometimes the users face the data overload. For example, different bodies like Central Statistical organization (CSO), National Council for Applied Economic Research (NCAER), and Reserve Bank of India are
working on the same data for example Gross Domestic Product (GDP). Other bodies like Federation of Indian Chamber of Commerce and Industries (FICCI), and Confederation of Indian Industries (CII) does the predictions of GDP along with other bodies. This type of overloads in data and information confuses the users. Meyer (1998)\textsuperscript{17} gave the solution to such overloads, to manage overloads one should be intelligent data selectors, and well thought out information managers. Channeling the energies and experience of executives in managing information is one of the greatest challenges facing business to-day. Focusing on which data and information is required rather than what is readily available could help to overcome the information overload. A number of approaches already exist in managing this situation. One of the newer philosophies is being promulgated is the ecology of information management.

Advertising experts, analysts, \textit{The Lintas Media Guide}\textsuperscript{18}, and Television Audience Measurement (TAM)\textsuperscript{19} forecast advertising expenditure. One can see variation in the projections for a same year but as per Meyer one can take the decision based on wisdom. For example, TAM monitors the advertising expenditure for press and TV advertisements, while other projections are not based on the primary research, so TAM data may be considered. Similarly, the Lowe Lintas publishes ‘the fact book’ based on the secondary data, but they do it consistently so it has more reliability compared to other projections.

Ghosal (2002)\textsuperscript{20} mentioned three basic elements required by the newly recruited employees in the Contract advertising agency’s in-house training programme. These elements are a) Curiosity and Sympathy, b) Knowledge and Control, and 3) Passion and Perfection. The knowledge and control is the related to library because Ghosal was promoting reading as power of knowledge. “To understand more about why things are the way they are and the directions in which the forces that influence
our lives are taking us, then you need to be informed, you need to know about all manner of things and their interrelation. You can only do this if you read and read and then read some more. And, then, not stop reading.

Please do not take that to mean read only books about advertising and marketing, although those you must read all the times.

You can read widely as well as deeply, I hold that we advertising people should read books on advertising and marketing deeply. But, equally, we must read widely, and be interested in every subject under the sun.

Because our interest must encompass the whole human condition we need to know all things about all men and, of course, women, if we are going to be good at what we do. Books on or about our trade will make us better craftsmen and professionals. Books unrelated to advertising, marketing, market research can help us become better communicators and controllers. For only by such wide-ranging knowledge will we be able to make crucial connections with the real world of today and the envisioned world of tomorrow.”

This is why Jim Young²¹ has mentioned, “The best books about advertising are not about advertising. Furnish your mind with information and knowledge; only then can you hope to exercise control. Control not in the sense of manipulation, but control in the sense of the surgeon exercising expertise in the operating theatre.”

Ghosal had given emphasis on the reading, passion and knowledge. To deal with advertisers intellectually at a CEO/COO/MD/Chairman level the insight and understanding of the consumers, brands, product categories, etc, is required by agencies people to convince the advertisers.
Narayanan (2007) says in his interview, “Ad men must deal with CEOs. Agencies should work to regain access to the room of the CEO rather than wait outside the room of the assistant to the brand managers. Advertising should be seen as adding value. Clients will pay if they see value in our works. Unfortunately, they see us as implementers and executers rather than creators of strategies. That’s why management consultants have come up.” One of the reasons responsible for this situation is shallowness of the knowledge of advertising people. Therefore, some agencies have started paying advertising professionals at par with advertisers who recruit intellectual people from reputed schools to increase standard.

Even Trace (1981) opined on the similar lines of Ghosal, that economic prosperity rest on knowledge and its useful application.

3.4 Information Management

The manufacturing and brand management are more or less consistent in a company but there is no consistency of the advertising accounts (brands) with advertising agencies, today it is with one agency but tomorrow it may be with other agency. Literature survey points to the increasing attention of importance of information in the industry because of the competitive environment. These types of information requirements vary from industry to industry. Information is required by corporate, pharmaceutical, chemical, engineering, fast moving consumer goods (FMCG), consumer durables industry, brown goods industry, infrastructure and service sector includes finance, insurance, hospitality, health, and education. All industries advertise and promote their products and services. The advertising industry also needs the information about products, services, brands, media, creative works and consumer related information.
The Touche Ross & Co. (1994) conducted the first information management survey in UK, which shows factors that led to information management were, too much of paper internally, keep information to self, storage space constraints, external paper, difficulty to find, information not in right form, reinvent, paper retrieval problems, and missing and lost.

According to Franzen (1999) Marketing departments and agencies can be relatively 'lacking in memory'. Marketers and product managers change jobs or companies, companies change their advertising agencies. Knowledge is taken along or lost to the original employer or client. When any member from account planning and management/creative/media people change the jobs from one agency to another agency, the knowledge is taken with them and agencies and advertisers are the losers of the knowledge. Information management in agencies will help them in preventing loss of information and knowledge to some extent.

Sturtzel (1999, p. 1) mentioned in his paper “knowledge of ones competitors is necessary if one whishes to survive in the markets.” In the summary he gave emphasis on the application of work sharing methods and use of the Intranet database, it is possible to reduce the workload of employees and increase efficiency. This summary has very high relevance to advertising agencies because while creating campaigns, agencies create lots of internal intellectual output in different stages like compiling competitors’ information on market share, consumer research, perception about the different brands, campaigns, media strategies and, based on information agency produce the campaign/s. The internal information is fragmented because of departments in the agencies. Sturtzel suggestion of intranet database will help lots to advertising agencies to reduce the workload of employees and increase efficiency.
This has potential base to develop the internal digital asset management model between the head office and branches of advertising agencies.

The pharmaceutical industry needs information for their research; apart from research they need business information for growth. MacMillan’s (1997) paper looks at “how as information providers, we manage this hunger for information and in doing so deliver the right information to the right people allowing the right actions to be taken at the right time.” Rangnathan had also mentioned long back the same thing in his book a macro manner “right book to the right reader at right time.” Neumann & Zinner, (1998) discussed about the information and its presentation to the customers as per Food Drug Administration (FDA). As competitive pressures rise in the US health care system, pharmaceutical companies are increasingly conducting and disseminating information about pharmacoeconomic studies to provide evidence that their products are cost effective.

Each sector has to respect the competitive information. Even the aerospace and defense are no more exception to this. Sturtzel (1999, p.1) clearly mentioned, “More than ever before, the knowledge of one's own competitors is a necessity if one wishes to survive.”

Pasadeos’s (1985) research on “a bibliometric study of advertising citations” confirms advertising as inter-disciplinary, advertising publications at rise, and relative declined in citations of psychology and increased in citation of consumer research publications. This shows the research emphasis on consumer perceptions about the brand without proper feedback it is not possible to give the creative brief. It is also a process of reconfirming what the advertiser says about his brand.
Green (2007) discussed the role of chief financial officer in information management. Business and information serves each other. Information management practices yield more effective decision-making and mitigation of information borne-risks. Karim and Hussein (2008) conducted a study in Malaysia on progression on information requirements of information and knowledge management and skill sets needed in managing them in the business organizations. One of the objectives is to set up one-stop resource centre or library in the country. Researcher also looking forward similarly likes Green in India to set up one stop resource center or advertising library in the country. In India, sectoral information centers were set up under National Information System in Science and technology (NSSAT) programme.

Table No. 12 - Sectoral Information Centres

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Sector</th>
<th>Institution</th>
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<tbody>
<tr>
<td>01</td>
<td>Leather Technology (NICLAI)</td>
<td>Central Leather Research Institute, Chennai</td>
</tr>
<tr>
<td>02</td>
<td>Food Technology (NICFOS)</td>
<td>Central Food Technology Research Institute, Mysore</td>
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<tr>
<td>03</td>
<td>Machine Tools</td>
<td>Central Machine Tools Institute, Bangalore</td>
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<tr>
<td>04</td>
<td>Drugs and Pharmaceuticals (NICDAP)</td>
<td>Central Drugs Research Institute, Lucknow</td>
</tr>
<tr>
<td>05</td>
<td>Textiles and allied subjects (NICTAS)</td>
<td>Ahmedabad Textile Indutry’s Research Association, Ahmedabad</td>
</tr>
<tr>
<td>06</td>
<td>Chemicals (INCHEM)</td>
<td>National Chemical Laboratory, Pune</td>
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<tr>
<td>07</td>
<td>Compact-Disk (NICDROM)</td>
<td>National Aeronautical Laboratory (Bangalore)</td>
</tr>
<tr>
<td>08</td>
<td>Bibliometrics (NCB)</td>
<td>National Institute of Science Communication and Information Resources, New Delhi (Formerly INSDOC)</td>
</tr>
<tr>
<td>09</td>
<td>Crystallography (NICRYS)</td>
<td>Location Madras University</td>
</tr>
<tr>
<td>10</td>
<td>Advanced Ceramics</td>
<td>Central Glass &amp; Ceramic Research, Calcutta</td>
</tr>
<tr>
<td>11</td>
<td>Resource Centre on Software for bibliographic applications</td>
<td>Andhra University Visakhapatanam</td>
</tr>
<tr>
<td>12</td>
<td>Management Sciences (NICMAN)</td>
<td>Indian Institute of Management, Ahmedabad</td>
</tr>
<tr>
<td>13</td>
<td>Marine and aquatic sciences (NICMAS)</td>
<td>National Institute of Oceanography, Goa</td>
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All the sectoral information centres were encouraged and supported by Department of Science and Industrial Research (DSIR). Except management sciences, all relate to pure and applied sciences. To support social sciences, National Social Science Documentation Centre (NASSDOC), was established in 1969 as a Division of the ICSSR with the objective to provide library and information support services to researchers in social sciences. It caters services to academic institutions, autonomous research organizations, policy making, planning and research units of government departments, business, industry etc.33

In management sciences, advertising is again treated as industry. According to Zenithoptimedia34 advertising budget for the year 2008 and 2009 are estimated Rs. 27,945 cr. and Rs. 32,845 cr. Advertising spend covers print, television, radio, out of home, and online. These projections are dependent on the other conditions. Any change in economic conditions, the advertising industry is affected first. This industry cannot survive without data, information and knowledge, but how they manage the information is most important part of this research. The researcher also wants to extend the same concept in advertising industry in India. Ewing and West (2000)35 discussed about the explicit and tacit knowledge management in communication business. Explicit knowledge been referred to as codified knowledge, which all libraries deal with it. The recent technological developments help agencies to codify, store and share the knowledge more easily and cheaply than ever before. An enlightened organizations have only recently come to view knowledge as their most valuable and strategic resource. An interview with John Mancini, president of the Association for Information and Image Management (AIIM), is presented. When asked about the difference of the needs and concerns of large and mid-sized organizations when it comes
to electronic content management (ECM), he replied that most mid-sized organizations do not even know what ECM is. He added that the main objective of the organization is to bring thousands of potential customers into the records, document and content community.

Walt & Toit (2007) research paper described “Information now recognized as a valid and valuable resource in day-to-day management of enterprise, the function described as information management has grown from being a pure library, filing or computing function to a mainstream management activity.” From this evolutionary process, the concept of “information architecture” has emerged in recent times. Walt and Toit identified it as resource information architecture helps every one. It applies to all types of information; architecture is a necessary foundation and a discipline. Information helps in complex world, constantly competitive situations, respond quickly to changing market situation, new business opportunities, threats and emerging alliances. Pressure of global competition and growing dependence on information technology mean that the effective use of information is more important now than ever before. This is equally true in advertising industry and particularly in agencies.

Information management is must for efficient and effective decision making. Libraries exist but every individual maintains personal information management (PIM). The level of PIM is high in advertising because codified information is less, compared to other sectors. All the professionals maintained their personal information on the brand and category on which they are working and monitoring the competitor’s brands to have the comparative idea.
3.5 Creative

Studies were done by (Woodman, et al 1993, Amabile, et al 1996, Oded and Matthew 2004) on “the increasing importance of creativity in organizational context and positive relationship with organizational performance.” The creative process is central in advertising. Before launching a campaign, one need to understand about the product, consumer perception, competitors, based on brief and other details the creative team will create a campaign for the advertiser. This is equally true even in India. Formerly the head of creative departments like Mohmand Khan; Enterprise, Piyush Pandey; Ogilvy & Mather, Prasoon Joshi; McCann, R. Balakrishnan, Lowe, become the heads of advertising agencies in India. They are well read and innovative. Advertising industry is creative and progressive. “In advertising what has passed yesterday is no longer regarded as relevant today. Indeed, one often feels that every new development in creative strategy or execution is an attempt to break away from predominant trend in vogue” (Chaudhuri, 2007, p. vii). This is one of the reasons that organized libraries are less because creative work has no lasting value except awarded works and highly effective advertisements. Though people say advertising is creative in nature but it has not received the importance. Many books are written on Indian advertising in which one can find a chapter on advertising history but not exclusive books on advertising history. Very few articles or books are available exclusively on advertising history as books on history of printing, photography and cinema in India. Oded & Mathew (2004) case study has pointed out along with positive impact it has also negative impact of information system on creativity. This may reduce the creativity of the creative people in advertising agencies because creative works are easily available due to well organized information system. Account planning people may also pressurize them to do the job within
given time limit due to information system. But every system has it’s advantages and disadvantages, it all depends on the individual values and organizational culture.

McCarthy (2005) discussed about the growing use digital asset management (DAM) in some advertising agencies in the Europe and USA – Ogilvy, McCann Erickson, Grey Worldwide, BBDO, Leo Brurnett Wordlwide, Euro RSCG, Publicis. This has saved the time, increased productivity, efficiency, and return on investment. Two contradictory views have appeared in this paper. Michaels from BBDO has found out that DAM is more dynamic active database tools rather than a library function. DAM also needs retrieval system, only images will not add value to the database, so to maintain consistency of metadata goes in, some sites find it necessary to employ part-time or full time librarian to maintain consistency of metadata. DAM system should be logical, standard file names, and standard naming system like Dewey Decimal Classification system use for public libraries. Same way an ad agency DAM system must have an intuitive, proprietary naming system so an agency’s staff and clients can look at a file and immediately understand the aspects of it. DAM should include brand name, generic name, advertiser, geographic locations for campaign, and types of campaign, client’s period, and agency branch.

Growth is inevitable for any industry in competitive environment. This is possible through expansion, diversification, joint venture, merger and acquisition. With this competitiveness comes a hunger for more and more information by the industries.

Bruke (1994) had applied snowflake model of creativity developed by Perkin’s to information work in libraries. This article highlights to raise the awareness of creative potential of individuals. IT can replace the
clerical functions but it cannot replace the human mind. Bruke tried to define the creativity as the process of human thought, which can lead to new ideas. Librarians are going through the turbulent times of change because increased competition has increased demand for fast, accurate, relevant information while developing globalization of society has resulted in expansion from the need for local information to national and international information requirements. By releasing the creative potential of librarians, the organization’s overall ability to respond in a variety of ways to new and diverse situations can be increased. The six different psychological traits found among creative people were:

1. Objectivity and the encouragement of criticism
2. Mental mobility
3. A high tolerance to complexity
4. Inner motivation – a zealous passion for work
5. The ability to excel in finding problems
6. An enjoyment of risk taking

The use of above traits makes the librarians more creative. Coupled with these traits and creative organizations will help in better and more varied decision-making. Bruke had discussed the creativity for librarians. Advertising industry is related to creative and communications. Librarians have to be more creative and contributing to advertising agencies in terms of information and knowledge. Role of librarians go beyond the title, author, publisher, content and index of books. They have to take interest in text, understand perceptions of consumers about brands, and creative aspects. Creative librarianship in creative industry is really challenging job because they have to contribute the relevant knowledge to agencies so agency can perform well and push the sales of advertisers and get the creative awards for the advertising agencies.
Each library is unique in its area and collections. Optimum utilization of procured print and electronic resources is must in a library. There is a book called “What’s in a name” by John Philip John same way researcher would like to say for a library “What’s in a size” most of the time utility matters than the size. According to Pantry (1994), to increase the utility of library resources, the librarian identifies the user’s needs, followed by the promotional works and marketing of the services being offered through advertising, press releases, the writing of articles, organizing visits to the centre, participation of staff in external events. Besides publications, leaflets and bookmarks, publicity packages, union list of journals, a regular newsletter, and organizing seminars and training courses. Also offers some guidance on public speaking.

3.6 Media

Advertising and media are closely related to each other. Once the advertisers approve the creative work, the next stage is to publish the campaign. As such, the media industry and library exist before the advertising industry. “Media libraries had their origins in the ‘morgues’ of newspapers – cuttings collection filed by subject and personality by clerical staff, where reluctant trainee journalist often had to spend a few months before being allowed to write their first stories. In the 1980s, pioneers such as the late Justin Arundale were early adopters of online news sources and sought to professionalize the sector by promoting its librarian’s search skills. When end-user access to these (and other sources) arrived in the 1990s, many information units were keen to diversify into managing subscription databases and training their users on them.” Apart from newspaper clippings subscription business, media research agencies have worked on various data like readership survey, television audience measurement, and advertising expenditure for the media planning. Originally, it was in the print form but now these
data are searchable. Another major responsibility of the librarians is to manage the data because they are very costly and they are like serial publications.

3.7 Research

Four researchers had done their thesis on Information management. First study was done on “Information management in health science libraries in India with special reference to Delhi” by Dixit (1993). Dixit (1995) had published a paper based on his thesis. Based on an all India survey, the resources, such as documents, manpower, finances and equipment of 248 health science libraries belonging to the allopathy system (modern medicine) had examined. Basic library services, such as reference, current awareness, bibliography, MEDLARS/MEDLINE, abstracting/indexing, and photocopying were studied. The information collected on various indices relating to medical library resources were analysed and presented, indicating their strengths and weaknesses. The survey indicated a significant imbalance among the resources held and services rendered. Some measures for the improvement of the existing resources, services and their utilization were suggested.

As a way of the remedial measure, it was suggested that, based on a resource-sharing concept, an India National System in Health Science Libraries be set up. Based on existing network of the medical libraries set up, the information services were drawn.

The second was done by Gaddagimath (1997) on “Information management programmes for users in Indian agricultural libraries: An in-depth study on resources, curriculum design and development of learners, packages.”
Vijay Kiran (2002) did another study on “Information management of church archives in India: An analytical study.” The church archival materials depict and reflect the church heritage. The attempt made in this paper was to present an overview of church archival materials in India. This types of sources are accounts books, boalmohaco (books, almanacs, monographs, handbooks and correspondence data), diaries, directories, journals, property deeds, registers (baptism, burial and marriage registers data), and travelogues. It was based on questionnaire survey. It was found out that archival materials were not effectively stored and preserved therefore a database was design to preserve the archival materials in churches. However, very few churches were ready to go for ICT applications. One of the reasons could be churches were the only executors and users so this factor might have discouraged them to go for digitization. Vijay Kiran had suggested that churches authority should think from long-term preservative and retrieval point of view. This saves space, increase life of the resources and easy to print.

Fourth research was conducted on “Information management in science and technology libraries of Delhi with special reference to electronics resources.” Questionnaire and observation method were used in this study By Naushad Ali (2004). This paper was based on thesis of the Naushad Ali (2007). The study shows that adequate electronic resources were suggested to support the research output of the institutions. Indian Institute of Technology has very good electronic resources. Implementation of National Digital Science Library was suggested at the earliest. To make effective use of the electronic resources information literacy programmes were suggested. Simultaneously training for library staff was also suggested. Survey shows that science and technology libraries have initiated the using electronic resources but they are not well equipped in terms of resources.
and equipments to be able to respond the challenges of a changing
electronic environment. The potential need to be enhanced so that
correction to improve the performance of organizations possible.

Naushad Ali (2005) paper on “information management in Indian
university libraries: a survey” discussed about information management
activities, current status of IT application in select university libraries in
the country and describes the modern infrastructure facilities available
in these libraries. This paper also identified and discussed some of the
issues associated with IT based services in university libraries on users
point of view.

Above four thesis were in the area of medical, science and technology,
agriculture and church archives. Same research methodology was used
and strong information base was suggested. This has inspired researcher
further to look into the advertising agencies. The literature search has
helped the researcher understanding in-depth about the information
management, its role and importance in the organization.
References:


41 Oded, N. & Mathew, J. (2004). op cit


