Introduction
1.1 Introduction:
In the era of information explosion and information technology, librarians are facing different challenges in their profession due to increased demands of readers. Information and Communication Technology is developing fast and its applications in all sectors including library and information science are visible to manage the libraries efficiently. Applications of Information and Communication Technology has changed the faces of Library and Information Centre's and helps in exploring the activities and services more efficiently and effectively to the user community to fulfill their needs and demands. The trends in libraries as well as in technologies are constantly changing, and advancing. It is also felt by the professionals that use of Information and Communication Technology is necessary to manage resources in limited budget and limited staff. Use of databases, internet, web tools, development of websites, library portals, and development of subject gateways made librarians possible to provide better services as well as enhanced services using global literature.

The creation of web page / home pages for libraries provide users the essential links to various e-resources available in-house as well as with open source, internet and provide information regarding functions, activities, services provided by library to the users. This also links to different web pages websites, and search engines at the tip of a finger. The websites initially developed for libraries are library websites or institutional websites or library portals are based on functions performed by them. It is necessary for librarians to develop their own websites and make users alert with current literature and library activities in terms of subject guides. This tool helps users in getting their own resources at the tip of click using global and internal resources. This enhances the proper utilization of services.

Since 1990s, most libraries and information centers are applying Information and Communication Technology in various tasks and functions of the libraries and offering services using advanced tools like websites and linking resources to them for the users. Many libraries have also found that they possibly achieve their goals developing websites either for institutes or libraries and achieve success in providing better services. In addition to this, libraries achieve more successful communication with their users and understanding their needs. Each librarian tries to develop library’s
website which highlights to the activities performed by the library and also to work as a good subject guide for users in their era of interest and links to more open source literature. Information technology, and use of library websites, helps in providing better services to users. Library users refers to the resources are available in the library and also elsewhere in their area. Every library likes to provide more access to the information and knowledge bases and it make sure that resources are available to users searchable by themselves using tools. Library web page is such a tool that connects to different resources in the subject useful to users.

User expectations are changing due to availability of more information resources globally and their demands are varied depending upon their need and they also need different type of services from the libraries and information centers. The user expectation in the era of Information and Communication Technology and information explosion are:

- 24/7 access to resources and services deliverable at any suitable place of user
- Access to digital, virtual, archives of information
- More use of e-books, e-resources and databases (free as well as subscribed).
- Active learning and teaching facilities supporting to current education system
- In every subject information or knowledge bases are available in abundance, but users are not aware of this
- Users are techno savvy and aware of use of advanced technologies like I-Pads, kindle and Wi-Fi, but they are less aware of resources in the library or available on net.
- User centric and customized services are required by readers from libraries

To provide these facilities in the era of information explosion there is a need to use Information and Communication Technology and provide maximum access to global information to users. The expectations of users can be fulfilled by the librarian by developing websites for their libraries or institutions and link different resources which helps users in fulfilling demands. Users are aware of terms information portals, search engines, information gateways and open sources documents, but utility is less known to them.
1.2 Background for Selecting Research Study:
Due to information growth, availability of a vast literature in any subject, multidisciplinary subject approaches, e-resources etc., and varied demands of users from libraries, as well as getting pinpointed information in their areas of interest within shortest possible time have created challenges in librarianship. Users are using advanced technologies and they prefer more e-resources available for their use. Librarians are facing difficulties in managing information support to users in such a situation like information explosion, increased publications in e-forms, multidisciplinary and interacting subject areas, limited budgets etc. Librarians though using ICT in libraries but they have to take more advanced steps in providing access to information to users in economical ways using suitable technologies. The role of academic librarians are changing and challenging due to use of ICT in different areas like publishing (e-resources), retrieving information (databases, net resources), storing information (digital) etc. Different technologies and tools can be used in libraries to manage activities which supports to user demands.

Academic librarians are facing new challenges in library profession due to phenomenal changes in education system, online and distance learning courses, e-learning system, increased use of ICT, new and better ICT tools for information acquiring, storing and sharing, availability of resources over the internet, etc. The librarians need to develop new skills to manage the changes posed due to e-resources and information explosion. Librarians are adapting the technologies in profession and supporting to the need of the users. Librarians are now adapting new skills in managing technologies for the better benefits for the users. Initial stage of automation of libraries is completed. All most all libraries are marching towards digital libraries by acquiring digital resources and partially virtual libraries in which resources are networked using intra and internet. Web tools and social media tools are also slowly implementing in libraries like facebook, twitter, and blogs. Recently librarians are developing web pages of their own to develop access of resources to users from various means. Instead of using institutional web sites / pages librarians are developing of their own. This library web page / web site help librarians in linking different resources but there is a need to develop such a website that may be multipurpose. To develop standard web site for library there is a need to evaluate the developed websites and plan for the best website which may be more useful.
Evaluating web sites provide different approaches for the developer in preparing better accessible web page. The present study aims to this concept. Librarians are unaware of details of building web sites but evaluation may provide benefit to librarians in developing better websites for academic or and type of libraries. Developing a web page is common but developing standard web site is an issue. Hence the researcher planned to undertake this study in which after evaluating websites of particular group of libraries suggesting a standard template for the website.

The researcher thus made an effort to develop websites for libraries especially management libraries where the researcher is working as librarian since past ten years. Researcher has tried to evaluate the websites of existing management libraries of (national and international) management schools and suggest a standard model for developing a website for management institute which communicates and provides access to all information sources (internal and global information) on any subject area through website.

1.3 Motivation for the Study:
Web is becoming familiar and more important tool for sharing information, communication, business, making information availability to users at click of point. Web is a tool for companies, organizations, educational institutes and organization, universities, colleges etc. The use of web creates awareness among users for available resources and services provided to them. Every major organization is using web sites for publishing and gathering information and providing facilities. Large companies organizations, industries use web sites for announcing their products and services to the user community. These websites are also evaluated compared with other institutes and updated regularity to keep currency in it.

Since libraries are also act as service providers using global information there is a need to develop a suitable website which can be regularly updated and support to academic users in getting more access to information base. Keeping in mind all the developments researcher planned to develop a template for website and tried to develop a website for its management institute library. Researcher noticed that
developing a website is a complex process and need skill. Librarians have to study in depth the concept of website development as well as evaluate and update website for providing innovative services to users using global data.

The only way to attract users’ attention and trust is through providing access to maximum information resources for their use. In today’s environment, the value of providing access to information is greater than having information physically. This brings up two important issues: fulfilling the diverse needs of academic users from library by providing access to resources and develop awareness among users about library resources as well as access to different global resources. Timeliness and accuracy are also important facts. One of the best tools available in this aspect is to develop library websites and provide access.

The library professionals need to develop skills in developing leadership using advanced information technology. Information organization and management is possible using Internet resources and make user aware of these by linking resources by designing and maintaining library websites. Libraries can also project their collections and activities on the site and supplement their services by exploiting the Internet. The scope is unlimited; but all that required is selective and imaginative applications to library activities using ICT. Hence the researcher has selected topic which deals with evaluation of different national and international management institutes websites and development of suitable website which updated for better currency in propagating information resources to users.

1.4 Changing Scenario in Libraries:
Academic institutes play an important role in supporting educational facilities and libraries support to providing information resources. The traditional concepts of libraries are changing due to ICT and aims to provide better access to information resources than owning the resources. Libraries are treated as repositories of knowledge and form an integral part of education system. The education systems are slowly migrating towards informal education system. e-learning system due to availability of e-resources in e-form. Due to this academic librarians also have to change their practices from holder of the information as storekeepers to provider to information resources available globally. Adapting skills of technologies, the
practices of libraries and librarians has changed dramatically. Computers are being used in libraries to process, store, retrieve and disseminate information. As a result, the traditional concept of library is being redefined from a place of holding books to access to international resources using ICT. Libraries have now metamorphosed into digital institutions. The libraries were judged by its quantitative resources, but presently, libraries are judged by qualitative, networked data that is connected to a vast ocean of internet-based resources and services. Libraries are changing in terms of their collection, facilities and services owing to constant changing scenario of information on account of Information and Communication Technology applications and information seeking behavior of clientele. Libraries are no longer considered as store house of knowledge but as a Learning Resource Centre. This is very true in academic libraries attached to specialized institutes, organizations and universities. Libraries are adapting new practices and supporting the needs of users.

### 1.5 Importance of Management Education

It is observed that the growth in management institutions in India in the last 15 years has been rapid and management education has received status in education system. The data of business schools in India from 1995 suggests that the growth in both management education and institutes both are ‘mushrooming’ in terms of number of courses and institutes. India has 2000 B-Schools, which awards MBA degrees, or equivalent post-graduate diplomas (like those given by IIMs). Management education in India in 2011 is not the same as was in 50s. The importance of management education can be visualized and verified from the table 1.1
Table 1.1 Programmes and Seats in Management Education in India

<table>
<thead>
<tr>
<th>Year</th>
<th>Programs conducted in MBA in Management Institutes in India</th>
<th>Seats available (Indian Base)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-06</td>
<td>1888</td>
<td>122663</td>
</tr>
<tr>
<td>2006-07</td>
<td>2031</td>
<td>144372</td>
</tr>
<tr>
<td>2007-08</td>
<td>2062</td>
<td>185780</td>
</tr>
<tr>
<td>2008-09</td>
<td>2734</td>
<td>227989</td>
</tr>
<tr>
<td>2009-10</td>
<td>3482</td>
<td>273732</td>
</tr>
<tr>
<td>2010-11</td>
<td>3858</td>
<td>378907</td>
</tr>
</tbody>
</table>

(Source: Sanchita and MM Goel: http://www.tmu.ac.in/pdf/viewpointjantojune2012/final_inner_09.pdf)

The above statistics clearly indicate the growth in management education. Management education is transforming due to globalization and internationalization and also use of ICT in classroom learning and teaching. The changing scenario in management sector supports to more openings, greater self-confidence among students and goes out of the ways to provide better information sources and develop skills. The current trends in management sector focuses on international partnerships, international internships, student exchange programs, collaborative institutes and award of joint degrees etc. Applications of new technologies in management teaching and learning is a current trend in which maximum use of net resources and use of the social media practiced to establish connectivity among students and education is increasing.

Libraries in management education system are also playing vital role to support management education by providing access to global knowledge bases using ICT. Library systems supports to discover (finding current information), gather (collecting acquiring, organizing), create (annotating, indexing, abstracting analyzing, disseminating), share (writing, data sharing, teaching, publishing) information and provide library services to users effectively through different resource sharing programs through developing IR and library portals. The skills of library professionals are also changing and enhancing to perform well in the profession. The library
professionals are developing a skill of evaluation to develop proper collection as well as use of ICT infrastructure and use of effective technology to support mission and vision of the management institute. Librarians in the field have to provide maximum information resources either subscribed or available over the net. The web is used more in the management sector in the class teaching as well as literature collection using tools. The major skill, librarians need to acquire is evaluation, this helps in evaluating resources, softwares, functions, services and also web pages. The evaluation of information resources and link them for effective use by education system is main task of libraries. The expectations of users in getting pinpointed information is high as management is a specialized area and thus the management libraries acts as academic and special both.

1.6 Role of Librarian in Business School:
The role of management librarian is a different, though it is an academic library but on the other hand they have to serve the special group of users from management discipline. A librarian have to have sufficient knowledge of users they serve and knowledge or information resources used by them. Librarians have to act as an agent of change and as subject specialists in handling users and collection development. Librarians also have to perform different roles from classifiers, cataloguers, indexers to metadata developers and publishers including information browser and connecting proper information to specialized user. It become increasingly important to provide users the different information sources using tools that contain intellectual data and contents, structural and procedural information that facilitates identification and selection for relevant information, and a much greater level of desegregation and discrimination than was previously available. Librarians are specially trained and qualified to perform enhanced role for the profession. Librarians have to play an unique role in information explosion era, using technologies, and link different resources available over the net using web tools and technologies.

Librarians are changing their role from reference librarian to information analyst or knowledge interpreters and knowledge linker. In the web environment information contents are overloading and expanding, hence users need assistance in getting right information easily available at any place. The role of librarian is to extract the desired information available globally either free or subscribed and link it at a common
platform using webpage. For this purpose librarians have to acquire advanced skills along with traditional to handle information resources. The Librarian acts as an effective manager as well as information collaborator. The librarian has to acquire different types of management skills to deal with optimum utilization of budget and acquisition of resources using different resource sharing activities.

The role of librarians in B-Schools is same as discussed but has to concentrate on providing subject specific information required to the users for developing management education. Librarians in management schools have to develop ability to get more information and become information literate. (understanding the resources and method to link them for effective usage).

1.7 Concept Behind Research Study:
Libraries and information centers attached to any educational institute is a backbone for providing information resources and information services to their users. The new technologies and its practical uses helps librarians in developing web pages for libraries and linking resources to provide the access to different sources and services available for users. This is an example of resource sharing and services. Most of the colleges, educational institutions now developed their own websites and linked to different resources. Since institutional webpage is developed and links are provided by library. Keeping in view of the developments in profession and ICT, the libraries of institute need to understand importance of developing website and evaluation of different web pages, for developing effective website. For this purpose measurement of structural evaluation, content evaluation and development, and content comparison etc. is necessary. It is therefore thought that research study based on such magnitude might be helpful to librarians in developing proper library web pages. In this research study researcher has focused on website development after evaluation and content comparison which is discussed in depth, along with website measurement techniques, evaluation methods are also reviewed and presented.
1.8 Statement of Problem:
The statement of the research study is fixed as "Evaluation of Websites of Libraries of Selected Management Institutes of National and International Repute" in which researcher has emphasized on the evaluation of different national and international websites of management institute libraries and develop a suitable template of website which can be useful to other professionals while developing their library web page/s.

1.9 Aim and Purpose:
The aim of this study is to develop a skill in building qualitative home page or a website for library and after evaluating the contents of resources link them to the library web site for effective and enhanced use. The basic purpose is to understand the web development/creation, evaluation, content development and prepare webpage with links and set a model for effective use.

1.10 Objectives:
For this research study following objectives are set:

1. To study the importance of website and its contents required in general.
2. To study the methods for creation of websites and measurement techniques methods
3. To study website evaluation criteria (indicating structural) and methods
4. To study content presentations in websites of prominent national and international management institutes and their comparisons
5. To study and identify probable ranking of top five management institutes’ libraries webpages based on selected criteria.
6. Develop and present a suitable model of website of management libraries.

1.11 Hypotheses:
☞ Only few national and international B-School libraries have their websites hosted on the internet. (Data Analysis)
☞ Websites are the media to propagate, link and share information resources and providing library services. (Website structure)
1.12 Scope and Limitations:
In the research study scope and limitations are considered as follows:
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☞☞ The evaluation study is restricted to B-School Library’s web sites of selected national and international management institutes only.
☞☞ Assessments of websites are based on evaluation of its contents.
☞☞ The ranking of top national, global as well as international B-Schools are selected from the data presented by the Financial Times, whereas ranking of National level B-School are selected from the study presented by Business World.

Thus the scope and limitations are fixed at review of national and international management B-Schools for evaluation of websites and suggesting a template for developing website which covers standard and useful elements for linking and sharing data or resources.

1.13 Research Methodology:
Research methods used for conducting this study are based on more than a single research method to develop a strong base for the research. For this study the researcher has selected descriptive research method in which survey is conducted for websites of management libraries of national and international repute. In addition to this researcher has used evaluative technique to analyze the contents covered in websites and also fixing the criteria for the evaluation of websites for identification of missing links.

Thus in the research study, methodology consist of descriptive method in which investigative and evaluative tools are used for analysis of web sites. Along with this method secondary analysis method is also used to support the concepts developed by other researchers while developing and analyzing websites using different published literature.
The entire study is conducted systematically and research work also carried out step wise and finally the conclusions with presenting a model at the end. The research methodology includes the following steps:

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A Review of the State-of-the-Art (Literature review): For any scientific investigation, it is necessary to carry out detailed literature search relevant on subject topic. It helps researcher to have information about similar studies carried out earlier. It also helps in fixing methodologies, objectives and hypothesis. It is observed that very few studies have been carried out in this area and very little work has been done at national as well as international context. This is detailed out in literature review in chapter 2.

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Getting Acquaintance with the Internet Surfing: To search the internet for tracing the library web page needs skill and complete acquaintance of surfing the World Wide Web pages. This included:

- Familiarity with browsers and websites.
- Methods for developing the hyperlinks.
- Web addresses and Uniform Resource Locators (URL).
- Visiting known relevant sites using search engines.
- Using proper key words for getting proper hits and using Boolean operators.
- Downloading the information from the websites.
- Web structure and web design concepts.

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Designing a Work Sheet for data collection: A detailed worksheet was prepared for noting the detailed information contained in the library WebPages identified for the study.

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Evaluation of the Library Web Pages: The library web pages were evaluated in the study by applying set of evaluation criteria.
Analysis and Interpretation of Data: The data collected on web pages was analyzed and evaluated in study. The interpretation has been supported by statistical analysis, tables, charts and graphs.

Conclusions and Suggestions: Finally conclusions were drawn from the analysis and interpretation of data and few recommendations are placed at the end.

The core aspect of the project is to evaluate websites of selected B-School Library’s. For this purpose the following search engines were used extensively and also found very useful:

- www.yahoo.com
- www.google.com
- www.altavista.com
- www.infoseek.com
- www.hotbot.com
- www.metacrawler.com
- Google Scholar and Cyrus

The researcher has studied the following sources for deciding the ranking of institutes’ websites:

1. Business Week
2. Forbes
3. Wall Street Journal
4. Outlook
5. Business World
6. Business Today
7. Economic Times
8. Financial Times
9. Newsweek
After studying in detail, the ranking listed by the above sources, the researcher has fixed the ranking of top institutes as detailed in table 1.2 and 1.3

Table 1.2 Population of Websites for International Business Schools

| 1. | University of Pennsylvania- USA | 2. | London Business School- UK |
| 5. | INSEAD- France | 6. | Stanford University- USA |
| 7. | IE Business School- Spain | 8. | CEIBS- China |
| 9. | MIT Sloan School of Management USA | 10. | New York University Stern- USA |
| 11. | University of Chicago- USA | 12. | Iese Business School- Spain |
| 13. | Dartmouth College- USA | 14. | IMD- Switzerland |
| 15. | ISB- India |

Table 1.3 Population of Websites for National Business Schools

| 1. | IIM Ahmedabad | 2. | IIM Calcutta |
| 3. | XLRI Jamshedpur | 4. | IIM Lucknow |
| 5. | NITIE Mumbai | 6. | IIM Indore |
| 7. | FMS Delhi | 8. | SPJIMR Mumbai |
| 9. | JBIMS Mumbai | 10. | NMIMS Mumbai |

Researcher has used following steps to complete the research.

Data Collection:
Researcher has visited to the selected management library website for evaluation data, and collected information which is presented and missed on the library website. In addition the discussions as a part of unstructured interview researcher has contacted the librarian of selected b-schools through different communication tools.

Evaluation of the Library Web pages:
The selected libraries have been evaluated during the study by applying the set evaluation criteria as fixed and mentioned in the study.
Analysis and Interpretation of Data:
The data collected during the work has been analyzed and compared for evaluative study. The interpretation has been supported by statistical analysis, tables, charts, and graphs.

Conclusion and Suggestion:
Finally conclusions have been drawn from the analysis and interpretation of the data and few recommendations are offered for development of web pages. Appropriate key words are identified which would serve as access points to the users.

Sampling Method:
The population of management institute is divided into national and international business school libraries, researcher has taken into consideration top fifteen international business school libraries ranked by Financial Times and top ten national business school libraries ranked by Business World rating agency (table 1.2 and 1.3).

1.14 Structure of Research Study:
The complete study is presented in seven chapters as detailed below in brief:

Chapter 1- Introduction:
This chapter elaborates need of the study, reason for selecting the study and research methodology with objectives, scope and limitations etc.

Chater-2 Literature Review
This chapter analyses the literature collected from the published literature which is used in presenting facts and supporting to the statements made in the study in different chapters. The literature review provided support to strengthen the development of model web page. The facets used for literature collection are: basics of website, creation of website, evaluation criteria for web site, standard contents of web sites etc. The concepts developed from the literature review helped in identifying and analyze related similar research studies and indicating difference of present study.
Chapter-3 Use of Internet in Libraries and Building Websites
This chapter describes the importance of internet and its applications in libraries as well as working in the web environment.

Chapter-4 Evaluation Criteria for development of Websites
This chapter discuss in depth reasons for evaluating website, evaluation criteria, evaluation methods, analysis of criteria and finally fixing the criteria for assessment of business school selected in the survey at national and international level.

Chapter -5 Overview of Select Business School Libraries
This chapter narrated the organisation of business school selected for the study which helped researcher in understanding the different activities carried out in national and international business school.

Chapter-6 Data Analysis and Interpretations (Webpage in details content comparison)
This chapter is an analysis of websites developed by national and international management schools and based on this study a model template of website for management library is suggested. The data analysis helped researcher in understanding the required contents in the website for linking and sharing information at global level.

Chapter-7 Findings of the Study:
This chapter is based on the observations identified in chapter six and based on observation suitable findings and workable suggestion are listed out and presented systematically. The study is suitable concluded with statement on satisfactory analysis of objectives set and hypothesis proved successfully. Finally study concluded with scope for the future research for others to enter in to research zone.
**Summary:**
The development of website for linking and sharing information resources need to evaluate different websites and create a unique all-purpose website for achieving resource sharing. Present study is an effort of researcher in identifying best websites and evaluating the contents of them and developed a website model which can be useful for any library including management libraries. The task of evaluating and improving websites is necessary due to number of websites available. Hence automated support from web designers and website owners is more important. The users feedback improves the quality of website. To develop solutions for effective web page is aim of present research study after evaluating websites based on structural characteristics evaluation and also content evaluation of websites. Compare content of websites of similar libraries of national and international repute. The purpose behind selection of this study is to set website evaluation parameters and develop a suitable web page for libraries economically especially for management libraries. The following chapter is presenting the detailed literature review.
References:


