1. INTRODUCTION

Academic libraries are now being challenged by a new environment which demands changes in the attitudes and skills towards information handling. The traditional approaches to information processing and organization are being renovated by the advent and interaction of modern computer technologies, electronic sources and tele-communication networks have to develop a balanced view of tradition and modernity in information handling.

Managing electronic information products in University library is a challenge to Librarian/Information Manager when compared to managing of conventional library, since the environment of the digital libraries is different entirely. Further, the librarian and his supporting staff must be well acquainted with new technology so as to satisfy the users.

Hence, it is essential to know the opinions and levels of awareness of the research clientele or users towards their seeking information, its management and services rendered to them in the university libraries in Andhra Pradesh.

Further, managing information products and preserving them in library are two sides of the same coin from the use point of library products concerned. The role of university librarian is also changed due to phenomenal growth of information, publication, application of new technologies, changing theories of management and the status of library personnel.
2. PROPOSED RESEARCH

The libraries are changing in collection management, organization and dissemination processing due to impact of activities.

The nature of collection in the libraries are also equally responding to the changing diversion of library in Information Technology environment corresponding, the users behavior in the effective use of the information products which includes print, non-print and digital resources are taking a different approach to the information user aspect. Therefore, the university libraries need to organize and manage the resources in relation to the information use, behavior and requirements of the users, in this context. On the review of literature, it was found that no such study at the doctoral level has been done in university libraries of A.P. Therefore, to bridge this gap, it is proposed to survey the university libraries in A.P. with reference to use and management of information products and services by the users of the university libraries. Hence, the present study.

The user is a key person in any information centre / a library system. In the present environment of a university library, the information needs of users are manifold and heterogeneous. To procure suitable information products/documents to the library in accordance with the needs of information seekers is the primary responsibility of the information manager/librarian. The success of any information system or library services offered solely depends on how best the Information Scientist understands the needs of the user and maintenance of the information
products concerned. Therefore, the success of the library services depends on the level of awareness and effective use of information products and its organization.

Hence, it is necessary to accelerate the process of acquiring, organizing and disseminating the information to the right user at the right time fulfilling the fourth law of S R Ranganathan.

To maintain information products, originally published either in electronic form or in print form, the library personnel should know the information needs of the readers, purpose of seeking information and its management.

In this context, management of information products in the present environment becomes an essential input for planning proper information system. In order to achieve greater accuracy in processing the information, a quality management is necessary. The purpose of information-transfer process is to enable the management at all levels to solve problems and to make decisions. A librarian who is an information transfer-agent should identify the information needs of the user so as to increase efficiency and effectiveness of information flow.

The theme of present study is to evaluate the information products and services offered in Central University Libraries, Professional University libraries and State University libraries of Andhra Pradesh. Hence, the study of use and management of information product and
services in university libraries in Andhra Pradesh is crucial and critical in the present day context of librarianship.

3. STATEMENT OF THE RESEARCH TITLE

“Use and Management of Information Products and Services in University Libraries in Andhra Pradesh – An Analytical Study”

3.1 Explanation of the concepts in the title

3.1.1 Information Products:

Information Products refer to electronically deliverable knowledge based products. Information products are also referred to as ‘digital goods’ and ‘knowledge based goods’. Electronic information products are available in the form of E-books, E-zines, helpfiles, CD-ROM, DVD and floppies. The print material in the form of books, periodicals, literal programmes, bibliographies, annual reports, report archives, statistical surveys, compilation research data and tutorials.

3.1.2 Information Products and Services

The use of Internet and the power of search engines have changed the role of libraries and its services radically. The services of the university libraries are; document copy supply, bibliographical services, literature search, photocopy service, Online services, CD-ROM database, Reference service, Interlibrary loan, Current awareness service, referral service, technical inquiries, OPAC, Web services, compilation of Indexes and Abstracts services.
3.1.3 Information Products Management

Enormous changes have been happening in every field in the world so also in information products management in university libraries. Information products and services are time sensitive and intangible. They must be used fast and be targeted to the end users, particularly for quick assimilation. To promote such information products and services, there is a great need of management.

3.1.4 Andhra Pradesh

It is one of the important South Indian States with rapid strides in information technology, agriculture and allied industries. Several innovative schemes aimed at socio-economic progress of women, weaker sections and minorities are the hallmark of the present government. The state has carved a niche in the map of India. It is highly relevant to probe into the managerial aspects of information products and services in the dynamic setup of the present development of the state.

4. OBJECTIVES

1. To survey the university libraries in A.P. with reference to the management of information and products.
2. To examine the physical facilities available in the university libraries of A.P.
3. To survey the users’ opinions towards the available information products and services in the university libraries under study
4. To determine the extent of use of the various information products and services in the libraries under study
5. To identify the problems faced by the librarians in the management of information products and services
6. To identify the constraints of the users in the effective use of the products and services
7. To offer suggestions for effective management of various information products in university libraries of A.P.

5. HYPOTHESES
1. University libraries in A.P. are effectively managing information resources and products
2. The libraries under study have the functional and physical facilities.
3. The users of the university libraries are satisfied with availability of the information products and services
4. The information products and services in the libraries are used to a maximum extent
5. Librarians face problems in the effective management of information products and services
6. Users face problems in the access and use of various information products

6. SCOPE OF THE STUDY

The University Libraries attached to the universities in the country are all functioning under the guidelines of University Grants Commission. Hence, all University Libraries in the country carry uniform objectives, rules and regulations. Moreover, the pattern of budget and human resource management are also uniform in almost all university libraries. The scope of the present study is limited to 23 libraries in Andhra Pradesh. This study is confined to 15 selected university Libraries located all over the State.
The aspects covered in this study are information products and their use
and management.

7. LIMITATIONS
   i. This study has been limited to the university libraries in A.P.
   ii. Although there are about 23 libraries of State, Central and Deemed
       universities, this study is confined to the 15 well established
       university libraries in A.P.

8. SIGNIFICANCE
   Library Service is the supreme activity to attract the attention of the
   user community. It is more so in the case of a university library. The
   impact of IT environment in University Libraries on management of
   Information Products is highly critical. The library professionals ought to
   evaluate and assesses the usability of the library resources in the light of
   the huge investment made in acquiring the information products, resources
   and the cost of the manpower in managing the library activity.

9. METHODOLOGY
9.1 Data Collection
   The investigator has adopted the following methodology in the data
   collection

   Step 1: Review of literature
   The literature on information products, information products’
   services, information products’ management has been studied and reviewed
   which facilitated the construction of questionnaire.
Step 2: Questionnaire for professional staff

Based on the review of literature, a structured questionnaire has been designed to collect data from the professionals working in the sample universities.

Step 3: Questionnaire for users

Based on the needs of the users, a structured questionnaire has been designed to collect data for users which include research scholars, Project Assistants, P.G. Students of sample universities.

Step 4: Pilot Study

A Pilot study was conducted with a sample of 50 respondents from various university libraries and results were tested. Based on the study, the questionnaire was further modified and developed to suit the stated objectives. Accordingly, revised version of the questionnaire was finally developed.

Step 5: Administration of the questionnaire

The revised questionnaire was administered among 450 students which include research scholars, Projects Assistants, PG students who pursuing their studies in 15 sample universities in A.P. constituting as representative samples. A total of 315 have been responded and the response rate is 70 %. A separate questionnaire for professionals has been administered to the 15 university libraries which were well established and the response was cent percent.
9.2 Data Analysis

The data collected from the questionnaire has been analyzed to test the hypotheses framed and to fulfill the stated objectives. The data is processed electronically. Using computers, suitable tables are prepared. In addition to presentation of data in the form of tables, graphs, the chi-square test also applied.

10. CHAPTERIZATION

The thesis has been presented in seven chapters.

**Chapter-I:** is an introductory chapter dealing with the concept, objectives, hypotheses, methodology and plan of study.

**Chapter-II:** is concerned with the theoretical frame work providing necessary back-drop for understanding the study in its proper prospective.

**Chapter-III:** presents the review of literature on various facets of the study.

**Chapter-IV:** delineates the nature of various information products and services.

**Chapter-V:** provides a brief account of all university libraries in Andhra Pradesh.

**Chapter-VI:** relates to analysis of the study. The analysis contains two parts, first part dealing with the data provided by the professionals and the second part dealing with the data provided by the users.

**Chapter-VII:** is summary, findings and suggestions based on the study.

The thesis concludes with a list of bibliographic references and Questionnaires are affixed as annexure-1 and 2.