Chapter 1

Introduction
Chapter Layout

1.0 Introduction

1.1 The Concept of Early Libraries

1.2 The Concept of Modern Libraries

1.3 Librarianship as a Profession
   1.3.1 Profession
   1.3.2 Components of a Profession

1.4 Library and Information Profession
   1.4.1 Operational Terms

1.5 Types of Libraries
   1.5.1 Academic Libraries and their Functions
   1.5.2 Research Libraries and their Functions

1.6 Traditional Libraries vs. Modern Libraries

1.7 Dynamics of Library and Information Profession

1.8 Summary

References
1.0 Introduction

Change is the order of the world. Change is the only constant. It is change, particularly, developmental changes that have been key drivers in societal transformation at large. The need of the society in its initial stage was fulfillment of the basic needs of individuals. This led to the evolution of agrarian society, which primarily strived towards becoming self-sufficient in fulfilling such needs. The next stage aimed at improving standard of life. This led to the era of industrial society, which brought in its wake the desire for physical comforts and material well being. Then a need was felt for necessary requirements to regulate society and ensure that each member of society could live and grow fully so as to sustain the social order. This led to the evolution of information-knowledge society. Knowledge society is a society where creating, sharing, and using knowledge are key factors for the prosperity and well being of its people. The present society is going through this stage.

In a developing country like India with a democratic set up, education plays a very vital role in the upliftment of people, development of its economy and for the advancement of technology to meet the challenges of the present generation. The library is an important agency which helps in improvement of education of the society by providing reading material. Library supplements the knowledge activity in a society and satisfies the inquisitiveness of the user and help him explore further.
1.1 The Concept of Early Libraries

The development of libraries has naturally followed the historical course of the book, first as conservators of relatively rare and precious repositories of knowledge and imagination for the few who could afford and read books; later as retreats for scholars under the patronage of wealthy and cultured rulers; and finally as information resources for a large and literate public. Buildings, facilities, organization, and staffing have accommodated themselves to this development, and to the changing forms of the books itself – tablet, scroll, folio, codex, octavo, fiche, or data bank. History of libraries can be treated conveniently as four broadly defined periods.

a) The ancient period, when clay tablets, birch bark were used for recording information, and papyrus rolls were developed over a period of time.

b) The medieval age when the early records were chained and stored in monasteries under strict supervision. Influential people were permitted to refer them with great difficulty. Access was not permitted to general public.

c) The age of incunabula and thereafter, by which is meant the age of early printed books, development of libraries under the aegis of various rulers all over the world, and development also under the religious institutions.

d) The modern era, which saw the rise of academic, special and public libraries as we know them.
Chapter 1

Libraries are in existence ever since the recorded knowledge has started to be preserved for future. Early libraries belonged to monasteries of 18th and 19th centuries where the collection was mostly personal. They were under the control of monasteries. At one time, the library was regarded as a 'store house' and books were 'meant for preservation'. Librarian was supposed to be a custodian, who did not encourage the use of books. The readers were expected to use the library and had to satisfy their requirements on their own. Libraries tended to be passive and archival institutions. Perhaps, there was not enough incentive for libraries to become dynamic.

1.2 The Concept of Modern Library

The word ‘Library’ in English refers to a collection of books gathered for study, research, reference and recreation according to the Oxford English Dictionary.

According to Dr. S.R. Ranganathan (1940) who is a pioneer in library field and Father of Library Science in India, a library is ‘a Public Institution or establishment charged with the care of collection of books’ the duty of making them accessible to those who require the use of them and the task of converting every person in its neighbourhood into a habitual library goer and reader of books. Thus a library is regarded as a Public Institution, which is also expected to convert the potential readers into actual readers.

The Librarians Glossary (1977) defines Library as “(1) a collection of books and other library material kept for reading, study and consultation;
(2) a place, building, room or rooms set apart for the keeping and use of a collection of books etc."

The Encyclopaedia Britannica (Online) defines the library as “a collection of written, printed or other graphic material including films, slides, photographs, records and tapes organized for use.

The traditional concept of library is being redefined from a place to access paper records or books to one that also houses the most advanced media, including CD-ROM, the Internet, virtual libraries, and remote access to a wide range of resources. Consequently, librarians, or information professionals, increasingly are combining traditional duties with tasks involving quickly changing technology. Librarians assist people in finding information and using it effectively for personal and professional purposes. Librarians must have knowledge of a wide variety of scholarly and public information and must follow trends related to publishing, computers and the media in order to oversee the selection and organization of library materials. Librarians manage staff and develop and direct information programmes and systems for the public, to ensure that information is organized in a manner that meets users’ needs.

Most librarian positions incorporate three aspects of library work: User services, technical services, and administrative services. Still, even librarians specializing in one of these areas have other responsibilities. Librarians in user services, such as reference and children’s librarians, work
with patrons to help find the information they need. The job involves analyzing users’ needs to determine what information is appropriate, as well as searching for, acquiring and providing the information. The job also includes an instructional role, such as showing users how to access information. For example, librarians commonly help users navigate the Internet so they can search for relevant information efficiently. Librarians in administrative services oversee the management and planning of libraries: negotiate contracts for services, materials and equipment; supervise library employees; perform public relations and fundraising duties; prepare budgets; and direct activities to ensure that everything functions properly. (Bureau of Labor Statistics, 2006-07).

1.3 Librarianship as a Profession

Professionalization seeks to clothe a given area with standards of excellence, to establish rules of conduct, to develop a sense of responsibility; to set criteria for recruitment and training; to ensure a measure of protection for members; to establish collective control over the one; and to elevate it to a position of dignity and social standing in the society.

1.3.1 Profession

The Oxford English Dictionary (1989) defines a profession as “a vocation in which a professed knowledge of some department of learning or science
is used in its application, to the affairs of others, or in the practice of an art founded upon it.

Dictionary of Social Sciences says that the term “Profession” denotes occupations which demand a highly specialized knowledge and skill acquired at least in part by courses or a more or less of theoretical nature, and not by practice alone, tested by some other authorized institution, and conveying to the persons who possess them with considerable authority in relation to ‘clients’. At present, the term usually denotes certain occupations whose members give service rather than engage in the production and distribution of goods.

1.3.2 Components of a Profession

Among the essential elements / components of a profession which are generally agreed upon by analysts of the subject are:

a) A systematic theory which delineates and supports the skills that characterize the profession.

b) A level of authority which comes from extensive education in the systematic theory.

c) Community sanction and approval of this authority as expressed in conferring on the profession of such powers as accreditation; formulation of standards of performance and establishment of rules for admission into the profession.
d) A code of ethics which regulates relations of professional persons with clients and colleagues.

e) A professional culture sustained by formal associations, consisting of its values, norms, and symbols and having its centre the career concept.

f) A service orientation.

1.4 Library and Information Profession

Librarianship is certainly a profession which is fulfilling most of the above mentioned components and which demands specialized knowledge and skills. It is based on a systematic theory which delineates and supports the skills that characterize the profession. Librarianship has its professional organizations which promote excellence in the work of the members; influence public sentiments; support; values; norms and symbols; and endeavour to raise it to a position of dignity and social standing. It has its centre career concept and from the beginning it is service oriented. Library and Information Science is qualified to be called as profession because of the strong professional association it has got at international, national and regional levels.

Librarianship is a noble and exalted profession. It requires dedication, patience, perseverance, satisfaction, selflessness, and sufferings on the part of librarians. Service to mankind is its motto.
1.4.1 Operational Terms

- **Change**: Change means a deviation from the existing or usual practice. Change may take place in policies, processes, procedures, workload, recruitment, etc. ‘Change’ in the present context implies the changing nature of the job responsibilities of the library and information professionals, the change in the roles they play, the way they perform their duties and changes taking place in their internal work atmosphere due to the impact of the changes in the external environment and those brought in by external factors.

- **Role**: It actually means “character assigned or assumed; a socially accepted behaviour pattern usually determined by an individual’s status in a particular societal position and / or community”. (Webster’s Dictionary 10th Ed.)

The International Encyclopedia of Social Sciences expands upon this definition and adds that role is the process of continuous self examination, self definition, and self assessment thereby incorporating behavioural changes. It is also a process of assembling and transmitting the norms of one’s culture and aspirations that meet the needs of the academic community. (1994, P. 1660).

‘Role’ may also be defined as a set of responsibilities, activities and authorizations.

• **Responsibilities:** ‘Responsibility’ is “something it is your job or duty to deal with”. (Cambridge Advance Learner’s Dictionary, 2005) Responsibility also means the quality or state of being responsible which implies holding a specific office, duty or trust. (Merriam Webster’s Online Dictionary) or “A thing which one is required to do as a part of job or legal obligation”. (The Compact Oxford Reference Dictionary, 2003).

The Library and Information Professionals are responsible for the efficient and effective organization and administration of the Library System. It is they, who play an important role in ‘locating, selecting, collecting, classifying, cataloguing and making ready accessible the new ideas and thoughts embodied in documents and retrieving them exhaustively and expeditiously in need and on demand from the users.

• **Library and Information Professionals:** According to Merriam Webster’s Online Dictionary a librarian is a specialist in the care of management of a library.

‘A person in charge of or assisting in a library’ is the meaning according to The Compact Oxford Reference Dictionary (2003).

A professionally trained person responsible for the care of a library and its contents, including the selection, processing, and organization
of materials and the delivery of information, instruction, and loan services to meet the needs of its users. In the online environment, the role of the librarian is to manage and mediate access to information that may exist only in electronic form. (Reitz, J.M. 2007).

In the United States, the title is reserved for persons who have been awarded the M.L.S. or M.L.I.S. degree, or certified as professionals by a state agency. Also refers to the person responsible for the overall administration of a library or library system, synonymous in this sense with library director. Classified by functional specialization (acquisitions librarian, cataloguer, instruction librarian, reference librarian, serials librarian, systems librarian, etc.), librarians in the United States are organized in the American Library Association (ALA) and its affiliates and the Special Libraries Association (SLA).

In the context of present work library and information professional implies a person holding at least master’s degree in library and information science with or without any other subject degree and working in the capacity of an assistant librarian / information scientist or higher in Indian universities or research / special libraries are considered.

In libraries, the personnel are categorized into: (a) Professional personnel; and (b) Non-professional or Para-professional personnel. In the context of the present study, the personnel who have been recruited / appointed in University Libraries or Research Libraries / Special Libraries with
professional qualifications in Library and Information Science are considered as Professionals or Professional staff irrespective of their designation.

In any organizational set up there are four essential constituents viz., money, material, machinery and manpower. The success or failure of an organization depends upon the effective combination of these factors. The manpower i.e., particularly the Professional staff is the life blood and primary resource and a great asset. Therefore professional staff has a greater role to play in the organizational system. So also the responsibilities of the professionals are of greater depth. Without professional manpower, other resources like money, material and machinery etc., remain idle and cannot be put them to any use. The utilization of the resources mainly depends upon the availability of quality of professional staff for the production of goods and services.

The very efficiency, service and ultimate success of the libraries as an agency for disseminating knowledge to each user according to his needs depends upon its staff.

1.5 Types of Libraries

Libraries can be broadly classified into four different categories, namely, National Libraries, Public Libraries, Academic Libraries and Special Libraries. In the case of first two categories, the nomenclature of each one is
1.5.1 Academic Libraries and Functions

Academic Libraries are those which are attached to an academic institution viz., school, college, university etc. and cater to the needs of the teachers and students for academic pursuits. Their collections are also related to the academic programmes / courses of these academic institutions. For the purpose of present study, University Libraries have been considered as Academic Libraries.

A University Library is often described as the heart of the University which circulates the life blood through the arteries of the whole university body by dissemination of knowledge through improved methods of communication of information to its users (Radhakrishnan, 1948-49).

The prime necessity of a university is a good library with a balanced and adequate collection, which can satisfy the needs of the University faculties, students and scholars and help, promote advanced study and research programmes. A library is more important in a University as it enhances higher level learning to deal with difficulties of world. A library can function even without a University, whereas a University cannot do without a library.
Realizing the importance of libraries in the fulfillment of the objectives of higher education, the University Education Commission chaired by Dr. S. Radhakrishnan in 1949 opined “The library is the heart of all the university’s work: directly so, as regards its research work, and indirectly as regards its educational work, which delivers its life from research work. Scientific research needs a library as well as laboratories, while for humanities research the library is both library and laboratory.”

The Kothari Commission on Education (1964-66) while stressing on proper development of University Library System in India and also stipulating the functions of the university library had recommended that a library should:

i) provide resources necessary for research in fields of special interest to University;

ii) aid the university teacher in keeping abreast of developments in his field;

iii) provide library facilities and services necessary for the success of all formal programmes of institution;

iv) open the doors to the wide world of books that lie beyond the borders of one’s own field of specialization; and

v) to bring books, students, scholars together under conditions which encourage reading for pleasure, self-discovery, personal growth and the sharpening of intellectual curiosity.

The Mehrotra Committee of the University Grants Commission (1986) prescribed the following vital roles of an academic library:
The Library performs a crucial role in the educational process. It expands and supplements curricular learning. It widens the horizon. What is more important, the library even as it satisfies the quest for learning, spurs it to greater effort. While passing on to the youthful generation the distilled wisdom of the human mind as it has evolved over the ages, the library sharpens the mind and clarifies concepts. It is most durable bridge across time. The easiest way to assess the climate, temper and academic institution is to visit its library and see how it is being maintained and utilized.

1.5.3 Special / Research Libraries and Functions

A special or research libraries are those which are attached to research organizations, industries, banks, corporate organizations or centres of specializations.

Ever since the formation of Special Libraries Association (SLA) in the United States of America in 1909, attempts have been made to propose an appropriate definition of a special library. The article on special libraries in the Encyclopedia of Library and Information Science (Vol. 28, Pp.3-4) presents a list of 29 proposals for definition. It lucidly places before us that a generally acceptable definition is yet to emerge.

According to John Cotton Dana (1909), the Founder President of the Special Libraries Association, USA: These special collections of books, reports and other printed material are so varied in their character and the use
made of them, that no definition will any longer satisfactorily include them all.

Dr. S.R. Ranganathan considered specialization in a subject to be the characteristic that makes a library a special library.

D.J. Foskett distinguished public and university libraries from special libraries in terms of the corporate entity. The readers in university and public libraries pursue their own individual ends, and the policy of the university and the local authority is to provide means for them to do so. It is not a rule; part of the policy to organize them in the pursuit of a common end; special libraries on the other hand serve organization with a clearly defined group policy.

He also stressed information as a characteristic of special library. It is the source of knowledge rather than recreation and it must collect all the information that will help its organization to fulfill its policy and bring its work to the fruition quietly, and in some cases profitably.

UNESCO describes, “These libraries may be attached to various bodies such as parliament or a government department, a scientific or other research institution, a learned society, professional association, chamber of commerce, etc. Special libraries are primarily designed to serve a limited number of experts, scientists, research workers, etc. and not coming within any of the categories of national libraries, university libraries and school libraries”.

17
The six distinguishing characteristics of the special libraries are:

1. Location of the library
2. Subject orientation of the library collection
3. Collection of material in special format
4. Specialist user group
5. Physical size of the library; and
6. Emphasis on information services.

The functions of a special library include:

1. Defining the objectives in conformity with the objectives of the parent body and drawing up plans and adoption of programmes to achieve these objectives more specifically.
2. Acquiring library material that would respond to the information requirements of the organization.
3. Organizing and storing the acquired material appropriately to facilitate quick and pin-pointed access to the documents. This would need classification of material using special schemes (e.g. UDC Scheme), indexing using special subject heading lists (viz., Thesaurus, LC Subject Heading List, Sears List of Subject Headings etc.), abstracting of documents, organizing and storage of non-book material.
4. Organizing the following types of service:
   a. Dissemination of current information, viz., current awareness services to keep the clientele informed of the latest developments.
   b. Reference services for locating specific pieces of information.
c. Literature search and bibliographical services on demand.

d. Translation service

e. Obtaining documents from other libraries on inter library loan basis.

5. Liaison with other special libraries and documentation/information centres for gathering information not available in the library.

6. Associating with local, national and international professional organizations of librarians.

1.6 Traditional Libraries vs. Modern Libraries

Libraries are one that mark civilization. Academic libraries emerged with the modern university during the early middle ages, but were somewhat neglected part of their parent institutions until the last of the 18th century and in many cases much later. The medieval college or university library was small and grew very slowly. Special or research libraries came into existence even later with the advent of research organizations, companies and development of science and technology and research and development globally. In India, they came into existence roughly in the post independence period. But these libraries have grown with times rapidly both globally as well as in India as they were supported by strong parent institutions.

A traditional library has the following characteristics (Brophy, P. 2001):

- Emphasis on storage and preservation of physical items, particularly books, monographs and periodicals.
- Cataloguing at a high level rather than one of detail e.g., author and subject indexes as opposed to full text.
- Browsing based on physical proximity of related materials e.g., books on sociology are near one author on the shelves.
- Passivity; information is physically assembled in one place; users must travel to the library to learn what is there and make use of it.

Accordingly, the core skills traditionally associated with the library and information professionals include information handling skills, training and facilitating skills, evaluation skills and concern for the customer. These skills cover cataloguing, classification, indexing, enquiry work and user education.

The traditional role of the librarian has been to acquire new resources, process them, establish circulation procedures for those resources, and provide assistance to information seekers whether they are driven by the classroom assignment or research.

Librarians have traditionally been concerned with certain functions, and most of these have their parallels in the electronic publishing era.

1. Collection development and acquisitions: Deciding what materials to obtain for their user community, finding out how to get hold of the chosen materials, and buying them.
2. Cataloguing and Classification: Arranging the collection in such a way that users can find items within it, with search tools such as indexes and catalogues.

3. Circulation: Lending items to users, reserving items for users, and getting them back again and reshelving them.

4. Reference work: Discussing users’ information needs with them, and advising them how best to use the library’s resources to find the information that they need.

5. Preservation, conservation and archiving: Ensuring that materials remain available to users in perpetuity.

Traditionally the reference service has focused upon the instruction, utilizing those resources found within the four walls of the library. Today this is no longer possible says Love (2002). It stands true as the reference tools are increasingly becoming virtually organized in the cyber space.

Biggs (1981) comments briefly on historical aspect of librarianship. She states that “conscientious, academic library administrator [who] began to emerge slowly in the nineteenth century [mostly] remained ‘bookmen’ at heart and [were] more interested in enriching the library than in systematizing it and facilitating its use.”

Earlier, the cataloguers used to prepare catalogue entries along with added entries and it used to consume a lot of time. The preparation of catalogue cards was a skilled task. The catalogue cards were of particular size and
type. One who used write has to have beautiful, legible handwriting and well versed with cataloguing rules like AACR II, CCC etc. With the advent of ICT and Library software (ILMS), the catalogue entries are prepared by the computer system in its choicest fashion. In the present day world, cataloguing has moved way ahead to incorporate metadata and meta tags for the electronic and digital documents and RSS (Really Simple Syndication) Feeds for the web based resources. Semantic web technology enables RSS feeds in the XML based web documents that act as meta tags for easy retrieving of information.

Ten years ago the integrated library management system used to provide Machine Readable Catalogue (MARC) records and patron and circulation records through Online Public Access Catalogue (OPAC). Whereas the new generation Integrated Library Management Software is web based, provides metadata and resource links as well as enables / supports cross database searching. The abstract and images of books, with search inside the book facility is also available in the modern day Integrated Library Management Softwares.

In traditional library setup, the information was available through the print collection, inter library loan and CD abstracts and indexes. Whereas today information is available through the print collection, online databases, via document delivery and extensive e-resources.
Earlier the access to information was through Online Public Access Catalogues (OPAC), catalogues and by physically visiting the stacks, whereas now there is remote access to the required information and wireless access. Now one can see the book jacket and cover and also view the table of contents, read abstract and can even search inside the book for certain information through remote access.

What were earlier quiet study places have now become group study areas. Even more, some libraries allow their users to borrow laptops and use them in the library, connect to the Internet through wi-fi technology.

Earlier indexes and bibliographies were prepared manually and later with the help of the library management software. Now indexing and bibliography have become web-enabled products and services.

Earlier libraries were locally oriented. Whereas today’s libraries are consortial and share resources across borders. The traditional organizational setup was bureaucratic, functional and hierarchical. Modern organization is service oriented and works in teams. The earlier setup was “parent dependant” in financial terms. But today they are participating in fund raising.

Rapple (1997) states that the new technology in hardware, software, and infrastructure of the institution make up only a part of the change. He adds that an even greater change has occurred within the library culture itself. Our daily routine has changed as to how we perform our duties and
responsibilities. We have become totally dependant on technology for all library technical work because it brings consistency and uniformity in how we provide our services.

Libraries are changing in response to changes in the learning and research environment and changes in the behaviour of library users. The changes are evolutionary. Traditional library performance measures fail to explain fully what is happening in libraries today because their scope is too narrow to encompass the field of change. In the past the "collection" was that the library physically owned. Records in the library catalogue referred to the items in the collection. In the past, multiple purchasing or subscribing libraries in effect archived and preserved print publications which is quite different to today's scenario of virtual collections, remote access and ownership licensing etc.

The mission of the libraries in the twenty first century is the same as it has been ever since libraries came into existence; simply stated it is to connect the books/documents, the information residing in them and the users to satisfy their information needs.

1.7 Dynamics of Library and Information Profession

The next few decades will continue to be ones of transition and role redefinition for librarians. Even as electronic resources expand and gain ascendancy as the most convenient format for many users, librarians will continue to have responsibilities in maintaining education and awareness
among their user communities about an extensive body of recorded knowledge in paper and other archival formats, and in reaffirming that the recorded word does not begin and end with the Internet. Librarians in educational institutions have an ethical responsibility, from both a societal perspective and often as a peer to the academic teacher.

In addition to the reminders about the print resources, there are many aspects of electronic resource access and information seeking that librarians will have to understand and explain to users there by undoing many advertising based misconceptions. Though some publishers are working to provide retrospective digitization with good results, the associated financial costs and intellectual property issues blur marketing and political hype about the “free access to all to everything”, librarians will continue to encounter confusion over the copyright limitations and try to explain the convoluted issues to users. Similarly, there are literally millions of monographs that will never be converted to the electronic media because the interest is too limited for it to be successful as a commercial venture and it is not special / rare / unique enough to warrant research grant / funding for library-based digitization, electronic storage, and distribution. This material must be kept available, and with as many access points and as much description as possible short of full text digitization to enhance its appeal and perceived relevancy to users working in the “information-on-demand” model.
Even as librarians grow and make an effort to stay current in the rapidly changing technology environment, they will always be faced with the challenge of simultaneous learning, implementation and planning, opines Mosley (2002).

The challenges which Indian libraries and librarians will encounter in the third millennium are manifold but the most important challenge will be the change in the very nature of libraries and librarians i.e., the libraries must change from collection oriented institutions to service oriented organizations and librarians have to change from custodians of books and documents to information managers and disseminators. (Dasgupta, K. 2000). Rather sometimes, they may need to assume the role of information instructors and aggregators also. In the changing scenario IT will play the most important role. While taking advantage of the different components of IT, the libraries of each sector will have to ensure the following:

- Take stock of the actual need of the library and its users;
- Bring about change in the functions of the library to make it service oriented rather than collection oriented;
- Resource sharing and networking of libraries;
- Consider both preservation and access as vital components of library service;
- Marketing of information and library services;
- Development of library professionals to cope with the new environment;
• Utilization of management techniques for dealing with the new objectives.

Also there will be a need to change the following on a broad basis in all types of libraries:
• Library environment
• Fragmented and isolated services
• Organizational structure
• Library collection
• Information based infrastructure
• Information and knowledge management

The biggest challenge for Indian librarianship is to bring about attitudinal change among both library staff and users. Libraries and librarians are still the lowest priority in the decision making process and the librarians are least visible persons. If this main challenge is confronted by librarians and libraries in real earnest it is only then that one can expect all the necessary changes within the system itself. But a serious pre-requisite to overcome this challenge is to upgrade the competencies and skills of the library and information professionals, since it is imperative to become deserving before asking for something.

Libraries will also have to cope with the initiatives developed in the society in the changed IT environment. Libraries can no longer afford to remain institutionalized passive spectators. All the activities will now have to be
tailored to give long distance and often home delivered information, which is the demand of time.

The succeeding chapters will discuss at length and in detail the changes that have taken place in the library and information environment thereby affecting the internal atmosphere of the academic and special libraries. As a result of which the library and information professionals are facing different challenges and resistance.

1.8 Summary

This chapter deals with the introduction to research topic. A brief concept of early libraries and modern libraries has been presented. Librarianship as a profession has been defined. The chapter also explains operational terms. Types of libraries have been explained with particular emphasis on academic and research libraries with respect to their functions. An attempt to differentiate between traditional and modern libraries has also been made. With respect to the changes taking place in the environment, the dynamics of library and information profession have been discussed. Next chapter will shed light on previous studies that deal with changes taking place in the library and information environment, focus on the need of the present study. Research methodology adopted for the present study will also be discussed.
References


12. Merriam Webster’s Online Dictionary. Available at http://www.m-w.com/dictionary


