CHAPTER 1

INTRODUCTION

1.1 INDIAN ECONOMY

India has emerged as a vibrant free market democracy after the economic reforms in 1991 and it has begun to flex its muscles in the global information economy (1).

The overall macroeconomic performance of Indian Economy was impressive during 2004 – 05. The growth of the real GDP originating in agriculture and allied activities in 2004 – 05 turned out to be more resilient than anticipated and a certain degree of insulation from weather shocks seems to have set in. The firming up and spread of the upturn in industrial activity led by manufacturing was supported by a positive investment climate, business confidence and buoyant external demand (2).

1.2 CORPORATE SECTOR

Financial performance of the corporate sector was robust during 2004 - 05. However, it was the services sector that anchored the growth process during the year, contributing as much as 70.5 % to the real GDP growth (Table 1.1). Trade, Transportation, Communication, Business and Financial Services, Software Services including Information Technology Enabled Services (ITES), Business Process Outsourcing (BPO) etc., were the key movers of services sector growth in 2004 – 2005.
<table>
<thead>
<tr>
<th>Sector</th>
<th>2004-05</th>
<th>2003-04</th>
<th>1993-94 to 2002-03 (Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agriculture and Allied Activities</td>
<td>1.1 (20.5)</td>
<td>9.6 (21.7)</td>
<td>2.1 (26.5)</td>
</tr>
<tr>
<td>1.1 Agriculture</td>
<td>N.A</td>
<td>10.3</td>
<td>2.0</td>
</tr>
<tr>
<td>2. Industry</td>
<td>8.3 (21.9)</td>
<td>6.5 (21.6)</td>
<td>6.6 (22.1)</td>
</tr>
<tr>
<td>2.1 Mining and Quarrying</td>
<td>4.5</td>
<td>6.4</td>
<td>4.7</td>
</tr>
<tr>
<td>2.2 Manufacturing</td>
<td>9.2</td>
<td>6.9</td>
<td>7.1</td>
</tr>
<tr>
<td>2.3 Electricity, Gas and Water Supply</td>
<td>5.5</td>
<td>3.7</td>
<td>5.2</td>
</tr>
<tr>
<td>3. Services</td>
<td>8.6 (57.6)</td>
<td>8.9 (56.7)</td>
<td>7.8 (50.5)</td>
</tr>
<tr>
<td>3.1 Trade, Hotels, Restaurants, Storage and communication</td>
<td>11.4</td>
<td>11.8</td>
<td>50.5</td>
</tr>
<tr>
<td>3.2 Financing, Insurance, Real Estate and Business Services</td>
<td>7.1</td>
<td>7.1</td>
<td>8.0</td>
</tr>
<tr>
<td>3.3 Community, Social and Personal Services</td>
<td>5.9</td>
<td>5.8</td>
<td>6.9</td>
</tr>
<tr>
<td>3.4 Construction</td>
<td>5.2</td>
<td>7.0</td>
<td>5.7</td>
</tr>
<tr>
<td>4. Real GDP at Factor Cost</td>
<td>6.9 (100)</td>
<td>8.5 (100)</td>
<td>6.0 (100)</td>
</tr>
</tbody>
</table>

N.A. : Not Available  
Note : Figures in parentheses denote share in real GDP  
Source : Central Statistical Organisation
Real GDP growth originating from industry rose to 8.3% the highest growth after 1995 – 96 as the industrial recovery spread out and strengthened during 2004 – 05.

Growth in the Index of Industrial Production (IIP) accelerated from 7.0% during 2003 – 04 to 8.2% during 2004 – 05, led by the manufacturing sector with 9.0% (2).

1.2.1 Corporate Sector in Tamilnadu

Known for its industrial excellence, especially in manufacturing, Tamilnadu is fast emerging as an investment destination, attracting world leaders from different sectors to invest thousands of crores in the state. About Rs. 50000 Crore worth investments are to come into the state from varied industries in near future.

With an excellent communication and transport facilities, adequate infrastructure, skilled manpower and a peaceful investment climate, Tamilnadu has already attracted bigwigs of the industry including Ford, Hyundai, Du Pont, Saint-Gobain etc. Nokia being the most recent entrant has added to the Tamilnadu glitz. Currently the thrust of the state is on private investments as the government is offering several facilities and attractive investment packages.

As has been witnessed often, the improved port facilities and power resources have enhanced industrial development in Tamilnadu. Cotton Ginning, Spinning, Weaving, Automobiles, Sugar, Agricultural Products,
Fertilisers, Cement, Iron and Steel, Paper and Chemicals are the major industries of the State. Even in terms of export Tamilnadu is a key exporter of leather skins / hides, leather goods, cotton goods, yarn, tea, coffee, spices, engineering products, tobacco and handicrafts. Tamilnadu is a world leader in the leather and agro industries. At present, Mining, Non-Metallic Mineral Products, Auto Components and Electrical industries are showing robust growth.

With the State Domestic Product (SDP) of about US$ 34 billion and the third largest state economy in India, it is well poised to move further up the ladder. The overall Tamilnadu climate in terms of economy and investment has shown considerable change for the better. The foreign investment flow as on August 2004 was in the order of Rs. 22000 Crore. Just as the Central Government has effectuated the new economic and industrial policy, Tamilnadu government too came up with the New Industrial Policy outlining the main objectives and strategies to achieve the stated objectives. Movement towards these objectives are planned in consultation with industry wherever required by further strengthening of infrastructure, public sector and labour reforms, fiscal reforms, procedure rationalisation and simplification. The major reforms at the state level include policy level changes, consolidating organisational intervention mechanism and more importantly effecting an attitudinal change. The government has also identified the following thrust areas for promoting the State economy:

- Core and infrastructure sector
- Strategic Industries
• Knowledge / Technology
• Private sector industries and participation in infrastructure projects

The IT sector spurted the boom in Tamilnadu with huge investments, great employment opportunities, higher pay scales and giant IT Parks. The other industries soon followed suit. In the last few years, the real estate space in Chennai has become dotted with countless IT firms. The Automobile industry has enjoyed a long and substantial presence with two large automobile manufacturing units of Hyundai and Ford. Ashok Leyland, a leading manufacturer of trucks, Hindustan Motors, the heavy vehicle manufacturer and MRF, leading tyre manufacturer, all have a firm footing in Tamilnadu. The TVS group, a part of the city’s commercial existence, has in its fold several companies that produce components for automobile manufacturers.

The Tables 1.2 and 1.3 clearly indicate the pride position of Tamilnadu among other Indian States (3).
Table 1.2  Tamilnadu’s Position in terms of Industry, Employment, Foreign Direct Investment etc. among Indian States

<table>
<thead>
<tr>
<th>Rank of Tamilnadu (among Indian States)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Output</td>
<td>Third</td>
</tr>
<tr>
<td>Value addition</td>
<td>Second</td>
</tr>
<tr>
<td>Number of factories</td>
<td>Second</td>
</tr>
<tr>
<td>Total workers employed in factories</td>
<td>Second</td>
</tr>
<tr>
<td>Foreign Direct Investment</td>
<td>Third</td>
</tr>
</tbody>
</table>

Table 1.3  Tamilnadu’s share of Industrial Output among Indian States

<table>
<thead>
<tr>
<th>Tamilnadu’s share in India’s output (%)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cars</td>
<td>23</td>
</tr>
<tr>
<td>Heavy commercial vehicles</td>
<td>33</td>
</tr>
<tr>
<td>Auto components</td>
<td>35</td>
</tr>
<tr>
<td>Railway coaches</td>
<td>49</td>
</tr>
<tr>
<td>Cotton Yarn</td>
<td>32</td>
</tr>
<tr>
<td>Power Driven Pumps</td>
<td>50</td>
</tr>
<tr>
<td>Leather Products</td>
<td>70</td>
</tr>
<tr>
<td>Software</td>
<td>18</td>
</tr>
</tbody>
</table>
1.3 IMPORTANCE OF INFORMATION TO INDUSTRY

Information is as vital to industry as breath is to the human body. At every point of decision making, information is a vital need. The greater the availability of reliable information the more are the chances of a sound decision, and sound decision constitutes the success of an enterprise (4).

1.3.1 Corporate Libraries

Library and Information Centres attached to Corporates play an important role in providing such a valuable information service.

There are different nomenclatures for Corporate Libraries viz., Industrial Library, Company Library, Business Library, Technical Library, Engineering Library, Technical Documentation Centre, Technical Information Centre etc. The term Corporate Library has been used here to cover all types of libraries attached to the Organisations of Corporate Sector.

Corporate Libraries are Special libraries different from that of Academic Libraries and Public libraries. Corporate library serves a defined clientele limited to its organisation. Within these limitations the clientele may range from the employees of a single department to employees throughout the organisation and may or may not extend to the organisation’s employees in other geographic locations.

The primary objective of the Corporate Library is to meet the information needs of employees of the Organisation to which it is attached.
Jackson and Jackson said that an ideal industrial information system "is a system comprising information elements required by any and every employee to accomplish his or her function and that required by every customer to effectively and properly use the company's product. Thus industrial libraries are not only concerned with the needs of users working within the company but also customer of company's products" (5).

The kind of information that needs to be provided by a corporate library may range from Scientific to Technical, Economic, Management, Legal, Political etc.

1.3.2 Corporate Libraries – Status

The literature is replete with prevalence of Libraries attached to Corporates across the globe in industrialised countries like USA, UK etc.

In India, emergence of industrial libraries can be traced to beginning of post independence period. Sasikala traced the Libraries attached to Tata Chemicals, Raptakos Brett, Sarabhai Chemicals, TELCO, ICI (India) Ltd, Metal Box, Hindustan Aeronautics Ltd., Indian Telephone Industries. Hindustan Antibiotics Ltd, Bharat Electronics Ltd, etc in her study of Industrial Information systems. According to her, while public libraries in USA and UK had business information wings for industries, trade and business information sector in India had a long way to go and depended on government sources/autonomous institutes. Realising the needs Government of India attempted to develop good infrastructure of library and information services in the country. As a result national level information systems were
developed viz., Indian National Scientific Documentation Centre (INSDOC), Small Enterprises National Documentation Centre (SENDOC), National Information System for Science and Technology (NISSAT), Defence Scientific Information and Documentation Centre (DESIDOC) etc., that complemented the Industrial libraries (6).

1.4 INFORMATION TECHNOLOGY

Klempner, Irving states that “Quietly, a revolution is transforming the field of information processing and organisation. The revolution has been quiet since it is proceeding by subtle means, in discrete steps, and at graduated intervals. But every segment of library and information services is being affected.

“The recent pace of advances in information technology – its computer and telecommunications components, software developments, combinatory searching techniques, switching mechanisms, the merging, linking and interactive modes of access to information systems and their databases – are transforming many of the traditional library procedures, practices, and functions. The transformation impacts on each of us – personally, professionally, and collectively" (7).

Rajashekar declares that “Advances in Information Technologies (ITs) – Computers, Communications and Information Access Technologies, together with Global Inter-Connectivity of Computers and Computer Networks with Internet as the backbone, are enabling desktop, single window access to a wide variety of free (public domain) and commercial information
sources and databases distributed on computers (servers) around the world. These are being updated and added to frequently. The information sources include Bibliographies and Full text Databases, Table of Contents of Periodicals, Electronic Serials, Discussion Forum, Preprints, Technical Reports, Directories, Teaching and Training Materials, Data Archives (Software, Numeric Data, Documents, Images), Library Catalogues, Campus Wide Information Systems etc. New tools for accessing these information sources are being developed and becoming available at a rapid pace. In the context of these emerging ITs, the way we seek and access information is changing in quite significant and revolutionary ways” (8).

1.4.1 Key Components of Information Technology

Modern technology is now offering new forms of information storage and retrieval. There are three key components of the new technology:

i) New ways to store information compactly and cheaply – Photographic microforms of various kinds, magnetic storage on tapes and discs, optical storage and video discs, holographic memories.

ii) New mechanisms to manipulate, scan and store records – the large-scale computer, the mini-computer, the microprocessor and related devices
iii) New facilities for cheap and rapid transmission of information over long distances – telecommunication systems and networks (9).

1.4.2 Libraries and Application of IT

Application of Information Technology has given rise to IT based information resources and IT based library services. Some of them are detailed below.

**IT based Information Resources**

<table>
<thead>
<tr>
<th>Resource</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Books</td>
<td>Books that are published in digital form and media, on CDs and/or available at websites that are downloadable</td>
</tr>
<tr>
<td>CD Databases</td>
<td>Searchable and retrievable databases that are published in digital form on Compact Disc – Read Only Memory</td>
</tr>
<tr>
<td>E-Journals</td>
<td>Journals that are published in digital/electronic form and available online on Internet or through a dedicated network as consortium</td>
</tr>
</tbody>
</table>

**IT based Information Services**

- Computer Catalogues (OPAC) OPAC is the major area of Information Technology application in any library and
information services situation that caters to search and retrieve information on the collection that is available in particular location. World wide access is getting popularized by hosting Web-OPAC.

Online Information Services

Online information services are commercial services that offer several databases for information search and retrieval. Some examples are DIALOG, BLAISE, SciFinder Scholar, J-Gate, Science Direct, Emerald, Project Mouse, CAS, BIOSIS, COMPENDEX, INSPEC etc.

Internet

Internet, the network of networks, that is the single largest digital/electronic information resource available to the world community today for information search and retrieval.

Document Delivery Services

The ready access to the millions of literature references necessitates the need for access to original documents. Such demand has led the commercial online-information service providers to extend such supply of documents retrieved. DIALORDER from Dialog and BLAISE’s BLLD are such
services that facilitate order full text of documents required. In India, UGC-INFLIBNET provides country wide Document Delivery Service.

Application of Information technology in Libraries provides numerous benefits and advantages. Some of such perceived benefits are:

- Speedy and easy access to information
- Remote access to users
- Round-the-clock access to users
- Access to unlimited information from varied sources
- Access to up-to-date information

1.4.3 Corporate Libraries and Application of IT: International scenario

The literature is replete with evidences of Corporate Libraries in the western countries viz., USA, UK etc. applying IT in their information provision activities to take advantage of their perceived benefits, starting from word processing application in library services to full-scale online digitised information services.

Neufeld, Irving H (1977) gives an account of adoption and development of data processing applications and evaluation of the operations in terms of cost effectiveness, as a tool for library management at United Aircraft Research Laboratories Library System (10).
Schulkes (1977) gives an account of introduction and use of online retrieval at *Philips Research Laboratories* (11).

Warden, Carolyn (1981) provides an insight into the user feedback on Online Search services connecting seven online systems since 1974 at the Corporate Research and Development Library at *General Electric Company* (12).

Muir, Scott (1991) shares the experience of automating the library’s catalogue on *Honeywell* mainframe computer of *Georgia Power Company* (13).

Furness, Karen and Graham, Margaret (1996) reported from their survey on the use of information technology in special libraries, which comprised industrial and commercial libraries, in the UK, that 95% of the respondents had used computers for some aspect of library and information services. Three out of the remaining eight were reported to be considering some form of library automation or electronic database provision as an option for the future. Library Catalogue proved to be the most popular area for automation with 80% of the respondents stating that an online public access catalogue (OPAC) was in place. 71% of the organisations surveyed subscribed to commercial online services and 62% purchased databases in CD-ROM format. *Catalogue / OPAC*, *CD-ROM*, Imaging, Multimedia, Personal Reference, Internal Records databases showed a high incidence of availability of local end-user access, ranging from 57% for multimedia databases through to CD-ROM at 92% and Commercial online databases at
21%. The availability of remote access to all databases was quite high, ranging from 43 to 73% with exception of CD-ROM at only 10%. 58% state that plans for future computerisation of some aspect of their services were being considered. 53% of them were considering automation of one aspect of their service and 47% were considering two are more. Most popular single areas for automation were circulation and serials control.

An important aspect of the survey was the awareness of current issues and products concerned with both automated library systems and electronic databases, even in those cases where library did not use IT to any great extent (14).

Commings, Karen (1997) gives a brief account of innovative computerised service projects at two corporate libraries viz., hosting the Library Catalogue on Cheveron Petroleum Technology Corporation’s Intranet home page and bringing the library through Library home pages, external databases, websites etc. at Amgen, a biotechnology pharmaceutical company (15).

Kennedy (1997) provides the experience of WebLibrary project at Digital Eqipment Corporation to provide consistent, reliable, authoritative content and content expertise for effective decision making anywhere, anytime on the Intranet (16).

Konishi, Gilbert (1997) shares the view of corporate librarians who are faced with unprecedented challenge and propositions by CD-ROM, Internet, WAN and the Intranet (17).
Myles, Sally (1999) describes the development of Telcom New Zealand’s Library Information Resources Internet service (18).

Primich and Varnum (1999) provides an account of Ford Motor Company’s Research Library and Information Services that transformed the regular programme of publishing the Ford Research Laboratory’s technical reports from a paper to electronic, World Wide Web based process and describes the establishment of guidelines for electronic documents, design of metadata compatible with detailed cataloguing and instructions for authors for producing web ready documents (19).

Little, Anne and Millington, Kathleen (2001) describes supporting all reference and literature searches and Federal Drug Administration/Regulatory activites, publication of newsletters etc. on a website that would allow end users to shop for information needed on a day to day basis (20).

1.4.4 Corporate Libraries and Application of IT : Indian Scenario

In India also there are several studies that report Information Technology applications in the corporate library and information centres.

Haravu et al. (1985) reported the computer applications of library and information work at BHEL Corporate R&D Division, that included computer based book acquisition system and an integrated system for database creation and maintenance; batch processed SDI searching; interactive searching of database and production of hard copy for Current Awareness Abstracts Service (21).
Sathyanarayana (1987) reported the compilation of union catalogue of periodical holdings of same BHEL R&D Division (22).

Ramananda and Chandran, Ranjitha (1987) reported the provision of computerised SDI services in another Public sector company (23).

Patwardhan (1987) critically examined the merits and demerits of using on-line systems for information retrieval in Kirloskar Electric Company and pointed out that on-line search is more suitable cost-wise (24).

Seetharaman (1987) presented a cost-analysis of installing an online service based on the analysis of results of an experimental system at National Aeronautical Laboratory (25).

Much has happened since then and it is well known today that Information Technology is extensively applied and used in Library and Information Centres, especially Corporate Libraries.

1.5 INFORMATION SEEKING BEHAVIOUR

Critical determinant of the success of organisation depends on the individual information seeking. Understanding of users' information seeking behaviour is a main concern and central to serve users better and to design proper information systems and services. Today the information world has a changed environment as Application of Information Technology has been revolutionising the way information is sought and reached.
1.6 DEFINITION AND MEANING OF THE TERMS

Information Technology

Feather, John and Sturges, Paul (1997) defined Information Technology as “Electronic technologies for collecting, storing, processing and communicating information. There are two main categories: those which process information, such as computer systems; and those which disseminate information, such as telecommunications systems. The term can generally be understood to describe systems that combine both” (26).

Zuboff, Shoshana (1988) defined that “Information Technology is a label that reflects the convergence of several streams of technical developments, including microelectronics, computer science, telecommunications, software engineering, and system analysis. It is a technology that dramatically increases the ability to record, store, analyze and transmit information in ways that permit flexibility, accuracy, immediacy, geographic independence, volume and complexity” (27).

Marshall, Garry (1984) stated that “Information Technology can be seen as a coming together of computing and telecommunications for the purposes of handling information... At root, the merger is possible because modern communication systems and computers represent information in the same way, so that whether information is being communicated by telecommunication system or manipulated by a computer its representation is the same” (28).
In this study, the term Information Technology is used to denote the following:

IT Hardware Infrastructure viz., Computers, Local Area Network, Wide Area Network, Computer Peripherals etc.

IT Software viz., Operating Systems and other related software that make the IT Infrastructure work, Application Software used for information storage, retrieval and dissemination etc.

IT based information Resource viz., E-Books, Digital Information Collection, CD-ROM Database etc.

IT based information services viz., OPAC, Web OPAC, Computerised Circulation, CD-ROM Search, Online Search, E-Journal access, Internet Connectivity, Information Search and Download from Internet etc.

**Information Seeking Behaviour**

Johnson, J David states "Information seeking can be defined simply as the purposive acquisition of information from selected information carriers" (29).

Marchionini, Gary states that "Information seeking is process in which humans engage to purposefully change their state of knowledge. The process is inherently interactive as information seekers direct attention, accept and adapt to stimuli, reflect on progress, and evaluate the efficacy of continuing. Information seeking is thus a cybernetic process in which knowledge state is
changed through inputs, purposive outputs, and feedback. Information seeking is, however, a strictly human process that requires adaptive and reflective control over the afferent and efferent actions of the information seeker” (30).

Mahapatra and Panda conclude that “With the growth of information deluge, each one needs information of increasing variety and diversity of level, frequency, volume and use. This complex situation appears to be ambiguous and heterogeneous in character as information needs of a particular group of users and information flow from a specific situation/organisation are difficult to determine. Again, the use of information is also so complex that there cannot be a simple system to cope up with the task of effective retrieval without assessing their specific needs. This situation has given rise to the growing concept of information searching and the manner of determining the pattern of searching is said to be considered Information Seeking Behaviour (ISB)” (31).

Krikelas, James defines Information seeking behaviour as “any activity of an individual that is undertaken to identify a message that satisfies a perceived need” (32).

Feather, John and Sturges, Paul define Information Seeking Behaviour as “The complex patterns of actions and interactions which people engage in when seeking information of whatever kind and for whatever purpose....
The Expression is used in a wide-ranging way to refer to any context where information is sought and it encompasses all forms of information seeking” (26).

De Smet calls information behaviour as a “set of activities and attitudes towards (technical) information” (33).

In this study, the term ‘Information Seeking Behaviour’ is used to denote to include everything that relates individuals and their information awareness, information needs, information use, information searching, information gathering, information receiving, information sharing, information communicating in general.

Corporate Library

For the purpose of this study, the term ‘Corporate Library’ is used in this study to denote the In-House Library facility that is available at any Business/Industrial house that is engaged in any commercial activity with the purpose of earning profit.

Corporate Library Users

For the purpose of this study, the term ‘Corporate Library User’ is used to denote the group of staff / employees who are entitled to use the In-House Library facility that is available at any Business/Industrial house that is engaged in any commercial activity with the purpose of earning profit.
1.7 NEED FOR THE STUDY

1.7.1 The Value of Information and Success of an organisation

Garry, Marshal stated that "Information can be valuable to a company when it is acquired to help make a decision about a necessary purchase or to aid in planning future courses of action" (28).

Johnson, J David said, "Increasingly, individual information seeking has become a critical determinant of the success of organisational members and of the organisation as a whole. Individual information seeking, becomes a pivotal force in explaining the handling of communication related to technical problems in organisations..." (29).

There is a lot of expert comments available on the importance of Information as an input for the development of any organization.

1.7.2 The New IT Oriented Library Environment

There is a departure from the traditional means of Information Storage, handling and delivery with the advent and application of Information Technology in a library and information services environment. This leads to the study of Information Awareness, Information Seeking and Information Use Behaviour of the Users of any Corporate Library in the light of Information Technology that will help planning its future course of action and to be in tune with changing times.
Hence there is a need for the present study, which is focused on the Impact of IT on the Information Seeking Behaviour of Corporate Library Users.

1.8 STATEMENT OF THE PROBLEM

While much has been written about Information Technology, the benefits accrued of application and use of Information Technology, there is little to suggest if and how Information Technology has influenced the information seeking behaviour of library users in general and Corporate Library Users in particular. Does IT impact the Information Seeking Behaviour of Corporate Library Users? If so, how? Do Corporate Library Users find application of IT useful and beneficial while information seeking? or otherwise? The current research is an attempt to find some answers for the above questions.

1.9 OBJECTIVES OF THE STUDY

➢ To investigate the Information Needs, Information Awareness / Channels Information Gathering Frequency of Corporate Library users.

➢ To investigate the level of Corporate Library Infrastructure Availability, Corporate Libraries’ IT Infrastructure.

➢ To investigate the availability of IT based Information Resources / Services in Corporate Libraries and usage of IT
based Information Resources / Services by Corporate Library users.

➢ To investigate how far Internet is perceived and used as an important source of information by Corporate Library Users.

➢ To investigate if and how the application of IT has influenced the information seeking behaviour of Corporate Library Users.

➢ To know the Overall Rating of use of IT for Information Seeking, Information Collection, Information Storage and Usage of Corporate Library Users.

➢ To investigate if there is any difference in the information seeking behaviour of Corporate Library users with respect to their Qualification, Age, Nature of Work, Experience Level, Level of Staff Structure.

1.10 HYPOTHESES

The following Hypotheses have been formulated for the purpose of study / investigation.

➢ There is no significant relationship between the Corporate Library Users’ Level of Staff Structure and their Information Needs, Information Collection Frequency.

➢ There is no significant difference between Mean Rank assigned towards Corporate Library Users’ Internal and External Sources
of Information, Corporate Library Collections, Use of IT based Library Services.

➢ There is no significant relationship between Corporate Library Users’ Corporate Category, Department of Work and their requirement of New / Innovative Computerised Library Services and effective use of Internet.

➢ There is no equality between the Corporate Library Users’ opinion of shift from Printed resources to E-Resources for Information Needs.

➢ There is no significant relationship between the Corporate Library Users’ Corporate Category, Department of work and their shift from Printed resources to E-Resources for Information Needs.

➢ There is no significant difference between Corporate Library Users’ Total Impact of IT, Overall Rating of Application of IT and Computer availability at their Home, Corporate Library IT infrastructure availability, their Requirement of New / Innovative Computerised Library Services, Use of Internet etc., respectively.

➢ There is no significant difference between Corporate Library Users’ Corporate Category, Qualification, Department Work, Level of staff structure, Age Group, Experience Group and their
Overall Score on Use of Computerised Library Services from Corporate Library, Total impact of IT, Overall Rating of Application of IT etc., respectively.

1.11 METHODOLOGY

1.11.1 Questionnaire Survey

Questionnaire method was chosen for the Survey of the study. A questionnaire was designed and tested prior to the survey with some potential respondents for corrections, rephrasing of questions etc.

The questionnaire has five parts A to E with total of 46 questions. Part A has 5 questions on Corporate Profile, Part B has 11 questions on Respondent's Profile, Part C has 3 questions on Information Needs and Channels of Respondents, Part D has 6 questions on Corporate Library Infrastructure and IT Infrastructure and Part E has 21 questions relating to Impact of IT. The final Questionnaire is attached at the end as Appendix A

1.11.2 Selection of Companies

Corporates included for the study were identified from the Kothari's Year Book on Business & Industry 1997. This book is a unique compilation of general and financial performance of Indian corporate sector and had been an authentic source of information for many years until recently when it ceased publication in 1997. It provides Business, Performance, Financial information on Indian Companies, categorised under twenty one different industrial sectors.
The selected companies were checked against *The Confederation of Indian Industry Directory 2002 – CD-ROM* for authenticity.

Some companies were included for survey based on reference from corporate library professionals in Chennai.

The minimum conditions for inclusion in the study were that the company should be a Public Limited Company or a Public Sector Undertaking, having a base in Chennai where its core activities are carried out and should have Library facility at least in a minimal way.

Thus, 30 companies were identified for the study. These companies were personally approached by the researcher for the study. Formal “Permission Request” to conduct the Questionnaire survey was presented to the Personnel Department of most of the companies who preferred so, for their records. However, some companies allowed conducting the survey on oral permission request to a Senior Executive, who was either connected to the library in someway or the person to whom the Library Staff were reporting. The survey could not be done at some companies where permission was denied by the authorities.

Of the 30 companies approached by the researcher, 27 companies granted permission for the survey. Once the permission was granted the survey was carried out with the help of the Librarian or the person In-Charge of the Library / Library collection of the corporates.
1.11.3 Sample Population

The respondent population for the study is the Executive / Management Cadre staff who belong to Junior, Middle and Senior Management levels in the Staff Structure. Among these staff the actual users who are entitled to use the library and actual users were identified with the help of the librarian or the person in-charge of the library. *Random Sampling* Technique was adopted to collect data. A minimum of ten questionnaires were issued in each Corporate Library. A total of 270 questionnaire were issued and 174 filled-in responses were received. The response rate was 64%.

1.11.4 Limitations

The study is limited geographically and covers only business/industrial houses situated in Chennai (Tamilnadu), since the research has been conducted without any financial support from any agency, also geographical limitation of distribution of Corporate Organisations.

1.12 ORGANISATION OF THESIS

The thesis is organised into five chapters. The first chapter gives an introduction to the study including Research Methodology adopted. The second chapter provides a review of literature concerning the Information Technology and Information Seeking Behaviour. The third chapter provides analysis and interpretation of collected data. Chapter four presents the major findings and observations of the study. Chapter Five provides Suggestions and Conclusion based on the study.
1.3 REFERENCES


