COLLECTION DEVELOPMENT AND CONTENT MANAGEMENT OF ELECTRONIC RESOURCES IN KNOWLEDGE EXCHANGE & INFORMATION CENTER (KEIC) AT MICA

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Abstract

Digital resource has emerged as complementary and substitute to printresource. But electronic has become vital source of information. MICA KEIChas experience in handling various electronic resources; it requiresinitiatives and interest to know new things. Subscription management requires continuous tracking to know that along with print subscription library will get free access to electronic journals, with little premium or to pay full subscription. This helps for retrospective searches. Association membership gives the benefits of free subscription and access to electronic resources. Commercial database has got high subscription cost but access to resources from retrospective dates. Electronic resources are cheaper because of aggregator but challenges lies with the librarian for an optimum use of resources subscribed by library. The use study, users study, actual demand and potential demand will help the librarian to take the right decision.

Keywords : Content Creations, Knowledge Management, Collection Development, Electronic Resources.

1. INTRODUCTION

Mudra Institute of Communications, Ahmedabad (MICA) is a premier institute in the filed of communications management. Its spirit lies in its contemporariness, addressing the needs of a changing environment. The MICA assures the delivery of current, reliable and cost-effective communications management skills. It offers various programmes ranging from six months to two years. Learning is taking place in the class room and self learning is taking place in the library. In MICA, library is known as Knowledge Exchange & Information Centre (KEIC). This name is based on Knowledge Generation, Exchange and Utilisation (KGEU) model. Authors and publishers are engaged in generating the knowledge. Library is a place where the knowledge is preserved and available for use and exchange. Users use the knowledge, it's their privilege to accept it or reject it. MICA KEIC is an exclusive centre for advertising, media, marketing and related information. The role of the KEIC is to provide the support to faculty members, visiting faculty members, students of various programmes, marketers, ad agencies, media houses, management institutes and researchers. KEIC is a small but functional place which works 24/7. Digitization remains always the top priority of the KEIC. This is the low cost library in terms of information technology investment. The UNESCO's software namely CDS/ISIS, WINISIS, and GENISIS is being used simultaneously on DOS version, WINDOW version and Web based on intranet and internet. KEIC has its own IBM server of 210 GB Hard Disk and 1 GB RAM. KEIC resources are accessible through intranet and Wi-Fi called "libraryonline" on the campus connecting 300 computers. The same "libraryonline" is accessible to the faculty members of MICA from their residence through the website http://www.mica-India.net.

S. R. Rangnathan had said rightly that "Library is a growing organism". Information technology has impacted the whole world and library & information science is no more exception to it. Television box is considered to be an idiot box but PC/laptop/notepad is considered to be intellectual interactive box (I I Box). This means a friendship with information technology is must in digital environment.

2. COLLECTION DEVELOPMENT

It is not only the Collection development but its strategic development of collection using various product mix (print and electronic resources) to develop the collection keeping in mind objectives of the organization, short term requirements, long term requirements, actual and potential requirements of the users. Knowledge Exchange & Information Centre deals mainly with communications management driven business industry. Primarily deals with communication, management, sociology and humanities therefore strategically subscribed all electronic resources to cover all aspects of communications. The electronic resources available to the libraries are as follows:

1. Publication by students, faculty members and institute;

2. Publishers brings out CD/DVD along with a book, periodical and Publication the form of CD;

3. E books from publishers;

4. E journals

5. Consortia aggregator;

6. Institute membership of various associations and federations.

3. ELECTRONIC PUBLICATIONS WITHIN THE INSTITUTE

The collection development is the crucial task for the librarian because it's not the number books/periodicals either in print or electronic forms but most relevant information procured based on actual and potential use at least cost. Today's IT World students, faculty members, researchers and publication department are using the computers/notepads/laptops for their class rooms, research papers, teaching, presentations, final submission (dissertation), and publications of the institute. Benefits of the computer are that one can take print as well as the soft copy of word/PDF file may be easily preserved in the hard disk/CD/DVD. KEIC has facility of CD writer to burn new one. In the niche area the premier institute publications are vital source of information because in-depth research related to country is not easily available.

Electronics resources produced within the institute by the students, publication department and faculty members are available on "Libraryonline" as under.

a. MICA News: This is in-house newsletter of the institute. It comes out quarterly and covering the news and information of the events taking place on the campus during the last three months.

b. MICA Research Review Series: This consists of research publications and conference/seminar presentations of MICA faculty and academic staff.

c. MICA Communications Review: MICA Communications Review is referred international journal of Mudra Institute of Communications, Ahmedabad. The review promotes inquiry into contemporary communications issues within the wider social, economic and technological contexts and provides a forum for discussion of theoretical and practical insights emerging from it. Here communications means: marketing communications, communication management, mass and new media, development communication, cultural studies, and organizational communications.

d. Dissertation : The institute has following courses and as a part of academic requirements students have to undertake the research in the form of dissertation.

   Post Graduate Programme in Communications Management (PGDCM) (Two Year)

   Career Development Programmes (One Year)

   Public Relations and Event Management

Broadcasting Management

Design Communications Management

Retail Communications Management

e. TV Commercial and Print Ad of Crafting Creative Communications Students (Six Month): This is another course in which as a part of academic requirements students have to prepare the portfolio contains the print advertisement and television advertisement.

f. MICA in Media: News appearing related to MICA since 1990 in the media like newspaper, periodical and website are covered in this database. It has 542 records related to MICA. This is being maintained on WINISIS data base with full-text.

g. Seminar: Institute publishes all papers of seminars/conference in the soft form i.e. CD-ROM.

h. Course Curriculum: KEIC has taken an initiative and compiled last ten years i.e. 1994-2004 information on curriculum in the digital form. The information is available on "libraryonline" at the time when the curriculum committee works for the course revision. It has more than 1300 PDF pages. The information can be searched by the course and year so one can see who taught which course.

i. MICA Reckoner: KEIC has compiled the media related fact and data covering information on basic information on India, advertising, media, radio, press, television, cinema, outdoor, retailing, marketing research, public relations, entertainment, film, music, radio, TV, live entertainment, health and insurance.

This is also available on "Libraryonline" for the perusal of the users.

4. PUBLISHERS PUBLISH A BOOK WITH ELECTRONIC PUBLICATION

All publishers would like to keep pace with changing circumstances in their business. Print media has dominated the education market for decades but after 1960 the electronic media has shown the presence as complementary and substitute of print media. Libraries are started getting books along with a Floppy Disk followed by CD and DVD. This kind of CD contains partial or additional information in it. Many times the publishers have started selling the CD and DVD e.g. The Economic Times publications. KEIC has 1400 CDs, including TV commercial and institute's own collection. KEIC has received more than hundred CDs along with books from various publishers form India, USA, UK, Singapore, Switzerland etc.

Publishers from India: Postal Mahan, Prentice Hall of India, Tec media, BPB Publication, Academic Foundation, Industrial Analytics, Tate McGraw-Hill, The Economic Times, Allied Publishers, R. K. Swami BBDO, Tate Services Ltd. etc.

Publishers from USA: Focal Press, Charles River Media, Merriam Webster Inc., Times Business, Lexington Books, Communication Arts, John Wiley & Sons, Prentice-Hall, Brooks, Graphic Inc., The Art Director's Club Inc., McGraw-Hill, Rockport Publishers Inc.

Publishers from UK: British Design and Art Advertising, Rot vision, NTC, Cogan Page Ltd., Pearson Ltd., Capstone Publications Ltd.

Publishers from Other Countries: Addison Wesley Educational Pub., South Western College Publication, Thomson Asia, Wordsworth.

Some of the examples for books with CD are listed below.

Publisher	Title along with CD
Academic Foundation, Delhi	Economic Development in India
Tate Services Ltd. Mumbai	Statistical Outline of India
Merriam-Webster Inc. Springfield, USA	Merriam Webster Colligate Dictionary and Thesaurus: Deluxe Electronic Edition
Lexington Book New York	Effective Radio Advertising
Prentice-Hall of India Pvt. Ltd.	Principles of Marketing
Rot vision, Switzerland	One Show Interactive:Judged to be Advertising's Best Interactive and New Media
Communication Art, California	Communication Arts
Rockport Publishers, Gloucester	WWW Design: Web Pages Around the world
John Wiley & Sons. New York	Essentials of Marketing Research
Charles River Media Inc. Massachusetts	The Digital Film Making Handbook

5.   E-BOOKS FROM PUBLISHERS

E-publishing is information provided in electronic or digital form. This may take the form of an e-book publication on floppy disk, CD-ROM, or portable document format (.PDF, adobe acrobat file.) These formats make it easy for your target audience to receive, purchase, download, and print the information you have provided. There is usually a delay of several months or years after an article or book is written before it is published in a paper journal or mass market book store and does not make for an ideal format for getting your information out to your intended market. This makes e-Publishing the perfect vehicle for getting articles and books available to your audience quickly and easily.

KEIC subscribed to Questia.com which covers over 60,000 books on sociology and humanities. This is an alphabetical list of books in Questia. It does not necessarily include plays, poems, short stories, and other works that appear in anthologies. If users are not sure of a book's title or are looking for a play, poem or essay should use <u>search</u> instead of the list. To locate a specific book title, click on the first letter of the title. Ignore A, An and The if it is the first word of the title. Ignore all spaces and punctuation in the title.

6.   E JOURNALS

Every research library needs scholarly research journals to meet the research requirements. Publishers offer

to libraries the print subscription along with electronic access. If it is not free then library has to pay additional amount to have access to electronic copy. The biggest advantage is that the user and library will have access to archives in electronic form when subscribers pay for the current subscription. Some publishers give the access to their journals freely on their websites to their subscribers. Following periodicals subscribed by KEIC have got the access to electronics resource. Subscribers need user name and pass word or subscription number to access the online edition.

Periodicals: Advertising Age International, Advertising Express, Brand Reporter, Asian wall Street Journal, Business to Business, Business Today, Business World, Campaign, Case Folio, Data Quest, EPW, The Economist, Far Eastern Economic Review, Femina, Filmfare, Frontline, Hard News, India Today, Journal

Entrepreneurship, Journal of Health Management, Marketing Master Mind, Newsweek International, Outlook, PC Quest, Reader Digest, Reserve Bank of India Bulletin, Seminar, Social Marketing Quarterly, and The Week.

7.   AGGREGATOR CONSORTIA

Consortia are taking place between the libraries having common features like same subjects, same parent organization and common funding agency. The good examples are IIM, IIT, DST, CSIR, UGC, etc. Aggregator is a compiler who negotiates with various publishers and creates the database. This is the most important area for the librarian because this consumes maximum budget of the library. In case KEIC it consumes 50% of the budget. One has to be very careful about selection and utility of electronic resources. It is not possible for any librarian to utilize 100 % the electronic resources offered by the aggregator.

Some times consistency is a problem with aggregator for e.g. VANS Electronic Library on CD-ROM was full text collection of leading Indian publications published under license from various groups. It had stopped publishing the VANS Electronic Library from 2002 onwards without any notice and subscribers had lost their money. It is necessary to know the credibility of the aggregator before subscribing the database. Questia online library is world largest online library on sociology and humanities. It covers more than 500 journals, magazines, newspapers, and encyclopedias and also claims that more than 10 lacks articles are accessible. Subscription rate per annum is Rs. 5000/- which is quite cheap one. Another aggregator namely ISI Emerging Market covers comprehensive coverage of significant local and in international information is updated on a daily basis under the various categories like business newspapers & newswire daily, Magazines, company information, industry information, financial markets, macro-economic information, other macroeconomic reports. EBSCO is the world's largest full text business database, Business Source Premier provides full text for nearly 8,350 scholarly business journals and other sources, including full text for more than 1,100 scholarly business publications. Coverage includes virtually all subject areas related to business. This database provides full text (PDF) for more than 350 of the top scholarly journals dating as far back as 1922. This database is updated on a daily basis via EBSCOhost. Communication & Mass Media Complete (CMMC) database on communication from EBSCO provides the most robust, quality research solution in areas related to communication and mass media. CMMC incorporates CommSearch (formerly produced by the National Communication Association) and Mass Media Articles Index (formerly produced by Penn State) along with numerous other journals to create a research and reference resource of unprecedented scope and depth in the communication and mass media fields. This database provides comprehensive full text coverage for regional business publications. Regional Business News incorporates coverage of 75 business journals, newspapers and newswires from all metropolitan and rural areas within the United States. This database is updated on a daily basis.

8.   MEMBERSHIP

Academic and professional associations are publishing newsletters, journals, proceedings etc. They offer journals to their members free or at discounted subscription rate. Now day's associations are maintaining their websites and they put their publication in electric form from retrospective dates. It is also economically viable to take membership because if library subscribes to the association journals directly from publisher/vendor then their subscription rate is higher than the membership subscription. KEIC has many national and international membership to keep professionally update/par with latest knowledge and development.

9.   AIMS INTERNATIONAL

Publications: (1) AIMS International Journal of Management (2) International Journal of Operations and Quantitative management

- All India Management Association (AIMA)
  Publication: (1) Indian Management

- American Academy of Advertising (AAA)
  Publication: (1) Journal of Advertising (2) AAA Proceedings

- Asian Media Information and Communication Centre of India (AMIC)
  Publication: (1) Asian Journal of Communication (2) Media Asia

- Association for Education in Journalism and Mass Communication (AEJMC)
  Publication: (1) Journal of Mass Media Ethics (2) Communication Low and Policy Journal (3) Journal of Communication Inquiry (4) Journalism and Mass Communication Quarterly (ONLINE) (5) Journalism and Communication Monographs (6) Journalism and Communication Educator (7) Journalism and Mass Communication Directory (8) Journal of Public Relations Research (9) Newspaper Research Journal (10) Mass Communication and Society (11) Journal of Advertising Education (12) Journal of Magazine and New Media Research (ONLINE)

- Audit Bureau of Circulation
  Publication: (1) Audit Bureau of Circulation
  The members have been given the access to the archives of Audit Bureau of Circulations on their website.

- Broadcast Education Association (BEA)
  Publication: (1) Feedback (ONLINE) (2) Journal of Radio Studies (3) Journal of Broadcasting and Electronic Media

- Consumer Education and Research Society
  Publication: (1) Insight Magazine

- Design Management Institute (DMI)
  Publication: (1) Design Management Review Journal
  Access of DMI database that contains case studies and Design Management Review journal (archives), DMI Academic Review etc.

- International Communication Association (ICA)
  Publication: (1) Journal of Computer-mediated Communication (ONLINE) (2) Human Communication Research (3) Communication Theory (4) Journal of Communication

  Members have access to all the full text articles published over the past 30 years (including Journal of Communication, Communication Theory, Human Communication Research, and Journal of Computer-Mediated Communication). Access of 18 divisions and interest groups is also possible.

- The Advertising Club Bombay, ACB
  Access of 35 years archives of SOLUS
  Publication: SOLUS

- KEIC "onlinelibrary"

The information powerhouse is now sporting a new look web page with hoards of information and a host of new features. The information available through this page is bifurcated in to several sections as per the type/source of the information. These sections are as follows,

About Us: This section covers information about the rules & regulations of the KEIC, its working hours, the list of holidays for KEIC as well as information on contacting the KEIC Staff.

MICA in Media: As of now this section will cover all the print media/internet articles that are associated with MICA/MICAns.

Services: This section deals with the services extended by KEIC to Ad Agencies, Academic Institutes and The Marketers apart from it's usual users -The faculty and Staff of MICA.

MICA Publications: This section gives online access to the various in-house publications of MICA. These are MICA Communications Review, Mica Research Review, MICA News (Newsletter), CHRYSALIS and MICA Reckoner 2004.

KEIC Databases: This section gives access to all the databases created and maintained by KEIC. These include Newspaper Database, Periodical Database, TV Commercial Database, Books Database, Issue Database etc.

Subscribed Databases: The section has links to all the commercial databases available to the users of KEIC. These are EBSCO, MAGIndia, Indiastat, CMIE, ISI Emerging Markets, ABC, Indiastat.com, Questia and many more.

Student's Output: This section gives an insight to creativity of the MICA students. It contains the works of the students of DCM and CCC courses as well as photography work of other students.

Creative Collection: Currently it is a storehouse of about 5,000 images.

Useful Websites: This section contains links to the websites of various Indian & International Organisations, Indian Newspaper & Magazines as well as links to websites of several Radio and Television channels.

Membership/MOU: This section gives links to the websites of International and National Organisations of which MICA is a member. It also contains links to the International Institutes with which MICA has an MOU.

The web page also contains a link to the Manual on citing references, TAM AdEx analysis on various products and services as well all links to some Dictionaries and Encyclopedias. Links to many web search engines is also available.

Apart from all these the Presentations of KEIC for various courses as well as a list of all periodicals subscribed by KEIC along with their last issue received is also available through this page.

Conclusion: Collection and content management requires deep understanding of objectives of the organization, subjects, and users requirement. A librarian has to think from all these three angles.

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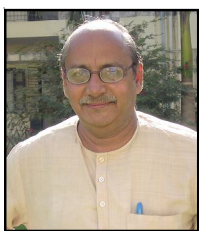
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