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## ROLE OF DIGITAL INFORMATION SERVICES IN CORPORATE LIBRARIES

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### Abstract

*Present paper explains the role of digital information services in corporate libraries. The introduction to digital information has added a new dimension to information technology, which gave birth to new concept of digital information services. Corporate libraries have different users with different requirements. The methodology used for this paper is a literature survey and observation. It discusses how the effective and efficient use of new technologies helps us to improve the library's image. Digital information services provide a wide array of services to assist members of the library with organising material or making them more widely available. Today the trend is quickly shifting towards computerisation. Library whether big or small tries in to provide better or more accurate services to its end users at minimum cost and time.*

**Keywords :** Digital Information Services, Corporate Library, Digital Information, Electronic Resources, Internet

### 1. Introduction

Contemporary society has experienced an extraordinary explosion in information which has resulted in a corresponding increase in the publication of books and other materials which acts as information carriers. The effective and efficient use of new technology helps us to improve the library's image. One of the basic functions of library is to make its resources readily available to its users. In this information age, ICT is playing a very vital role for disseminating information to the users in the networked environment. Internet, WWW, digital library, electronic journals, and online databases are all such developments, which are changing the way libraries function today. Today's changing and extremely advancing technological environment requires everything to be advanced. To cope with this type of environment every field is suppose to accept the change and implement new emerging technology in it, so is the case of libraries.

### 2. Digital Information Services

Libraries are providing information to its user. Earlier it was in the form of reference service which is more concern with provision of information on demand, but information services lays emphasis on providing information in anticipation. In information services emphasis is to provide information rather than providing only document. It is an attempt to provide exact information not just directing to the material. Ultimately, the librarian is not waiting for the user, but goes ahead with the job.

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With the advent of ICT, libraries implement it in providing information services too, which introduces the concept of 'Digital Information Services'.

Digital Information Services in the libraries includes all electronic information resources organised for services, as well as computerized and networked online resources accessed through libraries.

- Electronic Information Resources – e-books, e-journals, CDs, DVDs and databases, etc.
- Computerised and networked online resources – several reputed and authentic sources are available on the Internet. The convenience of accessing remote information through WWW has resulted in popularity for WWW. Hence, most of organizations, publishers, open archive initiatives have come forward to put their information content on web.

The convergence of computer, telecommunication, information and multimedia has helped in the development of digital information services. Digital information services provides a wide array of services to assist members of the library with organizing collection of material or making them more widely available.

Following are some of the Digital Information Services

- Electronic Table of content service
- Full text access to electronic journals
- Current awareness services
- Electronic document delivery
- Externally purchased database
- CD-ROM Databases
- Library catalogues
- Remote Information services
- Internally published newsletters, reports, journals
- Bulletin Board Services
- Discussion groups & forums
- Newspaper clippings

In corporate libraries following services are more popular and common among the above all -

- **Library E-mail Distribution Service**

News about the client's technologies, organization, etc. Library prepares bulletins which are specific to the clients or technologies, etc. Basically, they cover the subject area of the company or organization for which they are working. These internal newsletters having frequency like daily, weekly, fortnightly, etc. the dissemination is done through e-mail.

- **Table of Contents**

This includes circulation of TOC of popular management and technical journals.

- **Selective Dissemination of Information**

On demand information dissemination service on topics chosen by clients. Users may easily select topics of interest and construct a profile

- **Newspaper Clippings**

Scanned and downloaded articles of company domain are posted on library portal.

- **Online Access to Databases**

Many corporate libraries are providing online access to various purchased databases to its users.

### **3. Role of Digital Information Services in Today's Libraries**

A large number of services are offered to users by library and information centers today. While the format of information resources may change, the way of accessing information too may vary and the style of serving the user may be different but still the vision and mission of library will be same. For some users, a major advantage in using a digital information services is the ability to 'personalise' the information that appears on their desktop or laptop, computer. Library's role is also enhanced where they will have to adapt to the changing environment.

Commercial search engines like Google, yahoo, information gateways have assisted the librarians in meeting the information needs of their clientele.

Libraries are no longer bound with their own information resources to provide services as they can easily get access to remote information sources "just-in-time". Libraries are increasingly designing "portals" to facilitate the users access to the available resources. A portal can be defined as an information hub or an entry point to digital information sources and services available through the Internet and Intranets.

To fulfill the mission of the library, it has to provide the traditional reference services, retrieval and dissemination of information and at the same time, It has to stretch its services to information

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search services, to organize the information resources for easy access, to filter qualitative information from the vast ocean of World Wide Web,

### **3.1. Advantages of Digital Information Services**

Ability to make an information source simultaneously available to multiple users through networks removed the: one source - one user" limitation of the print world.

- It makes the library collection for global use.
- It saves the time of the users.
- It facilitate the effective functioning of the library.
- It provides the latest and accurate information.

Digital Information Services will have no boundaries of time, space, geographical area, and racial discrimination between people for accessing the information. One can access the information from a remote area or from some other country also and at a very cheaper rate.

### **4. Role of Digital Information Services in Corporate Libraries**

The Main aim of all libraries is to provide right information to right user at right time, whether it is academic library, public library or a special library. Only the difference is in targeted audience. Their information needs are different with different library. Here main focus is on corporate libraries.

Corporate libraries are the body of corporate sector. It is an independent investment research firm. Corporate company's mainly includes real estate, banking, IT firms, telecom industry, etc. These deals with many projects at one time. They require all information and happening about their clients along with their own company. They require information without spending much time. Thus, digital information services are must in corporate libraries, as the associates cannot spend much time in searching information instead they approach to library for their information requirements.

In corporate world, one organization deals with many clients for their projects, thus their information needs varies with the number of projects. Thus corporate librarians must have to take care of each project group requirements.

By going for Digital Information Services the corporate library provide speedy access to qualitative information resources.

- It makes optimum utilization of available resources
- It saves time of users
- One can access digital information from anywhere without restriction
- It available at only one click, away.

In the digital age, the information and knowledge flow become even faster, and the popular value of knowledge necessities as well as the need of corporate library or any associate or member will require more quantity and higher quality. Use of digital information resources is now habitual and they would like to see more provision of information in digital form. They appreciate very many efforts that libraries have made in this area. They recognize that utilizing the content of journals is now much easier than it used to be. Indeed users of corporate libraries want more. Users would like to find everything they need in digital form. Users demand seamless access to a multitude of digital information services without leaving their desktop computers. They prefer using systems that recognize them when they log on. Corporate libraries devote about 30% of their material acquisition budgets to electronic information sources. Traditionally library services were mainly centralised but with the use of IT and networks makes delivery of information services more distributed. Digital information services is must in corporate as they require all information at their ease. By going for digital library services, the corporate library can provide speedy access to qualitative information resources. Users of corporate library are very happy with digital information services which provided by corporate libraries. Because in today's information world, librarians digging the information as per their request, their interest etc. Therefore, they don't go while searching the information and they save their valuable time.

## **5. Conclusion**

Today, the trend is quickly shifting towards computerization. Library whether big or small is trying to provide better or more accurate services to its end users at minimum cost and time. Delivering digital services is about skills, confidence and a strong service ethics. This is something corporate libraries and corporate librarians have. These services bring fresh challenges. Staff need to learn new skills. It is commonly said nowadays, with reference to scholar's information seeking and use behavior that, unless something is available in digital form it is invisible. There is a continuing evolution of the roles and functions of libraries and librarians, which appears to parallel the growth of acceptance and use of the digital information by library professionals. Digital Information Services has become a part of library environment today. Thus, Digital Information Services in the library are gaining popularity.

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