

Use of Online Resources by the Students of Indus Business Academy, Bangalore and Greater NOIDA, India: A Study

Akhtar Hussain

Mohd Asif Khan

Nishat Fatima

Abstract

This study examines the use of online resources by the students of Indus Business Academy, Bangalore and Greater NOIDA, India. A well-structured 95 questionnaires were distributed among the 167 PGDM students of management to find out the use of online resources of the information centers. The present study demonstrates and elaborates the various aspects of uses of online resources and services provided by the institute library, user's awareness about ICT/Digital Information, frequency and purposes of visit, Linking patterns, type of e-information, uses of search engine, problems, user satisfaction within information services, and utility of online resources. Findings and suggestions of the survey are given at the end of the article.

Keywords: Online Resources, IBA, Bangalore, Greater Noida, India

1. Introduction

In the olden times the books were kept under lock and key because these were considered to be the pride of Emperors. The simple reason behind it was that the knowledge should not flow to masses and to avoid awakening among them so that the autocratic set-up should continue to function smoothly. Only few reputed persons in the court of the ruler had the privilege to access these books. As the time changed, the concept of library also changed accordingly. With the advent of democracy, more stress was given to the use of books. In India, the whole credit goes to Dr. S. R. Ranganathan, the Father of Indian Librarianship. The library professionals are making all efforts to save the time of the users. Even with manual facilities, a lot of time was wasted to find out required reading materials. Journal subscriptions were received not in time or very late due to e-mail delivery or through agency which they take their own time for delivery. The desired documents which were not available in the library, could be had from other library, and took a long time to reach the destination. Thus, the library's users suffered a lot and had to wait for long time to get the required information. Their research/teaching works also suffered a lot due to slow pace of flow of information.

According to Information Literacy Glossary define "Online resources-sources such as databases and WWW sites those are available through a network or through the Internet. The Library purchases subscriptions to various on-line resources that allow library users to look up information in databases". Online services in library are now challenging for modern library professionals. We have to remain well acquainted with the latest technology and its use by competitors. The call centers and their work environment is totally different form Library. All time availability and money-based service are two main factors for them on which they are giving more attention. To compete with them and to exist in the environment we should be more professional. . The quality of Information depends on two things; one is relevance and the other is timeliness. I think online services are efficient to

achieve those two things because if electronic information is there we can see its relevance the post it within fraction of second. So if we want to achieve quality services then we should think about online services. We can say by experience that all teachers and students of academic library always demanding readily electronic information.

2. Indus Business Academy

Indus Business Academy (IBA) formerly known as Indian Business Academy. The institute approved by AICTE, Ministry of HRD, Government of India. It was established in the year 2001 at Bangalore & subsequently at Greater NOIDA in the year 2006 with the aim of providing world class management education focusing on skill building and employability of the youth. The promoters of the institute strongly feel that there is urgent need to provide industry relevant management education to address the severe skill deficit & to effectively address the challenge of Employability. The world is facing severe skills deficit. There is no dearth of talent. The challenge is of getting talent that meets the need of corporate world. In other words, the challenge is that of employability. U.S.A. the world's largest economy is to-day considering proposals to overhaul education system due to rising skills gap. India, a relatively smaller economy with much bigger workforce faces a deeper crisis, perhaps far deeper than any other Nation in the world. Its demographic trends (300 million new workers by 2025), its archaic educational system (barely 9-10% of graduates are employable), its economic structure-agriculture contributes 18% to GDP & employs 56% work force) makes the crisis painful & difficult. We have a deskilling economy without a re-skilling work force. A degree-driven Indian Society treats education as a proxy for skill levels. India is on a super growth strategy. 9 to 10% growth is not enough. We have to grow at double digit rates. The inflation negates the growth. To meet this challenge, skills will become a constraint without proper higher education. In backdrop of this, over 1.3 lacs people go abroad every year in search of opportunities. Also, there is an urgent need for up gradation of skills of rural educated youth. For all this, educational system is to be strengthened. The Promoters of IBA having IIT, IIM & similar professional backgrounds visualized this & to address the need, IBA was established with the primary objective of providing World class management education in tune with the contemporary requirements.

3. Objectives of the Study

The objectives of the present study are:

- ◆ To know the awareness of the online resources and services of the students of IBA.
- ◆ To know the usefulness of online information resources of the library;
- ◆ To identify the purpose of online information sources, nature and type of information required by users.
- ◆ To identify the different popular websites for which the online resources and services are being used by the students.
- ◆ To study the various online resources and services used by the students for various activities such as teaching, learning and research etc.

- ◆ To identify the problems are being faced by the students while using the online resources and services.
- ◆ To find out the user satisfaction with the online resources and services facilities provided by the Institute.
- ◆ To suggest measure for popularization of optimum use of online resources and services.

4. Methodology

The present study, questionnaire method was used for data collection that seeks to explore the use of online resources by the students of Indus Business Academy, Bangalore and Greater NOIDA. The data collected are the situation of information about the views of PGDM students of both IBA campuses. There were 120 approved intakes available for postgraduate management program of both institutes. The questionnaire comprises 15 questions with an option to express any comments regarding use of online resources. 95 questionnaires were distributed among the 167 students, 80 questionnaires were received back from the respondents. The breakdown of the students' population is as illustrated in below.

Table 1: Size of the Sample

S.No.	Users	Populations	%
1	IBA,BLR	55	68.75
2	IBA,GN	25	31.25
	Total	80	100

BLR=Bangalore, GN=Greater NOIDA

Due to the small number of respondents involved the entire population was used as the sample for the study.

5 Data Analysis

The findings of the study are summarized and presented here with are tables provided.

Table 2: User awareness about ICT/Digital Information

S.No.	Awareness	Respondents	%
1	Yes	72	90
2	No	8	10
	Total	80	100

The above table shows that 90% respondents were aware about ICT/Digital Information whereas 10% respondents were unaware of said information.

Table 3: Kinds of ICT Knowledge

S.No.	ICT	Respondents	%
1	Internet	72	90.00
2	MS Office/DTP tools	58	72.50
3	Multimedia	8	10.00
4	Programming languages	12	15.00

(Multiple choices permitted)

The analysis reveals that majority 90% of users were using internet, followed by 72.50% of users were using MS Office / DTP Tools as a kind of ICT knowledge. Further followed by 30% of users know programming language and 20% users were known as a multimedia.

Table 4: Use of Online Services

S.No.	Services	Yes	%	Nb	%
1	E-mail	76	95	4	5
2	WWW	60	75	20	25
3	Search Engine	34	42.5	46	57.5
4	Remote Login(Telnet)	2	25	78	75
5	FTP	0	0	80	100
6	Archives	2		78	
7	List Serve/Discussion Groups	2	25	78	75
8	BSS(Bulletin Board Service)	0	0	80	100
9	FAQ	8	10	72	90
10	Chatting	40	50	40	50

(Multiple choices permitted)

The above table analysis shows that E-mail and www search engines are used by virtually all respondents, while search engines and Bulletin Board Service (BSS) are also used by a large majority.

Table 5: Experience of use of online resources

S.No.	Experiences	Respondents	%
1	Less than 1 year	36	45
2	1-2 years	20	25
3	2-4 years	12	15
4	More than 4 years	12	15
	Total	80	100

In order to assess the experience of using online resources, the time gap has been classified into 4 different categories from the table 5, the academic community has 45% users who use online resources less than a year, followed by 25% who use 1-2 years and 15% users who use 2-4 years and more than 4 years., it is most of the library users who use online resources.

Table 6: Frequency of using online resources

S.No.	Frequency	Respondents	%
1	Daily	54	67.5
2	2-3 Times in a week	16	20
3	Weekly	8	10
4	Occasionally	2	2.5
5	None	0	0
	Total	80	100

The above table shows that 67.50% of the users visit the library 'almost daily', while 20% visit it two to three times in a week. Only a small percentage of users i.e. 10% are visiting in weekly for the uses of online resources.

Thus, it clearly shows that 65.70% of the users are regular visitors of the Library, while the remaining 34.30% are not regular visitors of the library.

Table 7: Places for Access of online resources

S.No.	Places	Respondents	%
1	Department	34	42.5
2	Computer/Data Centre	6	7.5
3	Central Library	4	5
4	Hostels	10	12.5
5	Other Places	21	26.25

(Multiple choices permitted)

The above table depicts that 42.50% majority of the users access the online resources in the concerned departments whereas 26.25% users access resources in other places like personal computer, cyber cafe etc. 12.50% users access online resources in residential hostels while 7.50% users access in computer centre. Only a small percentage of users i.e. 5% access online resources in central library.

Table 8: Linking patterns of online resources

S.No.	Online patterns	Respondents	%
1	Library through websites Linking	10	12.5
2	Linking through publisher websites	2	2.5
3	Linking through search engines	50	62.5
4	Linking through online resources	18	22.5
	Total	80	100

(Multiple choices permitted)

The above table reveals that 62.50% users have been linking patterns of online resources through search engines, whereas 22.50% users have been linking patterns of online resources. Followed by 12.50% users are linking online resources through library websites, whereas only 2.50% users link through publisher websites.

Table 9: Purpose of access online information

S.No.	Purpose	Respondents	%
1	To update research work	20	25
2	To prepare course for teaching	8	10
3	To write paper for publication	4	5
4	To attended conference, seminar workshop etc.	6	7.5
5	To carry out project work	56	70

(Multiple choices permitted)

The above table reveals that 70% of user's purpose of visiting the library is to carry out project work, while 25% users visiting the library to update research work. Followed by 10% users visit the library for searching online information to prepare course for teaching, whereas 7.50% users visit to attend conference, seminar, workshop etc. Only 5% users visit for searching online information to write paper for publication.

Table 10: Online Information Resources

S.No.	Types of e-information	Respondents	%
1	E-Journals	50	62.5
2	E-Articles	41	51.25
3	E-Project	4	5
4	E-Databases	4	5
5	E-Book	40	50
6	E-Archives	4	5
7	Web Resources	8	10
8	Subject Gateways	4	5

(Multiple choices permitted)

The above table focuses that the e-journals, e-articles and e-books are used by a large majority of respondents, followed by other information resources.

Table 11: Methods of reading online resources & services

S.No.	Methods	Respondents	%
1	Display on monitor	35	43.75
2	Print out on the paper	34	42.5
3	Downloading in floppy, CD/DVD, Flash Drive, etc.	66	82.5
4	Other Methods	8	10

(Multiple choices permitted)

The above table depicts that more than half of the respondents learned through downloading in CD, DVD, Flash Drive, floppy and other storage devices, while a nearly equal number had read through display on computer screen, print out and other methods.

Table 12: Reasons for using online resources & services

S.No.	Reasons	Respondents	%
1	Available before print version	8	10
2	Access to full contents	16	20
3	Easy to use	28	35
4	User friendly Interface	40	50
5	Reliable access	30	37.5
6	Access to different locations	10	12.5

(Multiple choices permitted)

The above table shows that 37.50% users were using online sources those who available before print version, while 50% users were using user friendly interface for using online resources. Followed by 35% users were using online resources for easy to use, further followed by 20% for access to full contents. Only 12.50% and 10% were using online resources available before print version.

Table 13: Use of Search Engines

S.No.	Search Engine	Respondents	%
1	Google.com	74	92.5
2	Yahoo.com	74	92.5
3	Virtuallibrary.com	4	5
4	msn.com	8	10
5	Answer.com	6	7.5
6	Sify.com	12	15
7	Scirus.com	16	20
8	Khoj.com	0	0
9	Altavista.com	0	0
10	Others	8	10

(Multiple choices permitted)

It is clear from the data that Google, Yahoo, scirus, sify, msn and others like Hotbot, lycos, rediff etc. are the most used search engines among the respondents.

Table 14: Use of advanced search features

S.No.	Search Facility	Respondents	%
1	Boolean operators	20	25
2	Truncation	5	6.25
3	URLs: Creative guessing	10	12.5
4	Portals	17	21.25
5	Directories	7	8.75
6	Search engines	12	15
7	Phrase searching	12	15

Advanced searching features are used by only about 25 percent or less of respondents.

Table 15: Problems

S.No.	Problems	Respondents	%
1	Important sites in the subjects areas are not known	38	47.5
2	Difficulty finding relevant information	27	33.75
3	The allotted time slot is insufficient	15	18.75
4	No problem	16	20
5	Electricity failure	3	3.75

(Multiple choices permitted)

The above table indicates that more than three quarters of respondents find that important sites in the subject areas are not known, and more than half indicated that they faced the problem of finding relevant information.

Table 16: Satisfaction with Online Resources

S.No.	Category	Respondents	%
1	Most helpful	20	25
2	Helpful	33	41.25
3	Not helpful	12	15
4	No response	15	18.75
	Total	80	100

The above table reveals that nearly three quarters of respondents find the online resources useful for their research.

6. Findings

The following important findings can be noted:

Majority of the respondents have awareness about information technology knowledge.

1. E-mail and WWW were the most used Internet services in the institutes.
2. Most of the users prefer Google's search engine to search for information.
3. Most users face some problems, such as lack of knowledge of important websites in subject areas.

4. Advanced searching techniques are only used by a small portion of respondents.
5. A majority of users are using online resources for reliable access and user friendly interface.
6. It was found that the e-journals, e-articles and e-books are used by a large majority of respondents.
7. It was noticed that more than half of respondents learned through downloading in CD, DVD, Flash Drive, floppy and other storage devices.
8. Nearly three quarters of respondents find the online sources useful for their research.
9. A large majority of users were satisfied with the use of online resources and the information available there.

6. Suggestions

The following important suggestion can be focuses:

- ◆ The time slot of online resources should be increased; if possible there should be no time limitation for using computer.
- ◆ The online facility provided in the information centers should be extended to the users. Centers should provide online facilities like WebOPACs, CAS, SDI, etc. in addition to these facilities, some e-journal and electronic databases should also be subscribed in the library.
- ◆ Online resources and services should be extended to the hostels and rooms of the members of faculties and students so that they could make maximum use of online resources and services.
- ◆ Websites are providing only entertainment, should be locked, so that users should not be unnecessarily sit on computers.
- ◆ At regular intervals the institute should organized orientation training programmes for maximum numbers of users can learn for access online resources.
- ◆ Information regarding popular and latest websites with their address should be displayed on the Notice Board in the electronic era.
- ◆ To avoid difficulty in accessing information at peak hours the timing of the online resources and services should be extended round the clock.

Conclusion

It is generally assumed that the students of management in variably tends to possess favorable towards online resources and makes an attempt to keep abreast of the latest information. The present study does not fully substantiate that.

References

1. ASHOK BABU, T. & RAGHAVAIAH, A. (1998). Internet services for library and Information Centres in the electronic information era. In Sardana, JL, Ed. Libraries & Information Services in Electronic Information Era. ILA Seminar Papers.
2. BADU, Edwin Ellis (2005). Internet Awareness and Use in the University of Ghana. Information Development, 21(4), 260-268
3. CEDENO, Nay (1996). The Internet tool kit. New Delhi: BPB Publications.
4. DIANE, Nester Kresh (2001). Libraries Meet the World Wide Web: The Collaborative Digital Reference Service, ARL, no. 219 (December 2001). 12(3), 1-3.
5. FURNER-HINES, J & WILLETT, P. (1995). The use of the World Wide Web in U.K. academic libraries. Aslib Proceedings. 47 (1), 23 – 32.
6. SINGH, D. (1998). The use of Internet among Malaysian librarians. Malaysian Journal of Library and Information Sciences, 3(2), 1-10.
7. IBA available: <http://www.indusbusinessacademy.org/>
8. <http://www.tamug.edu/library/services/infolit/ilgloss.htm#o>

About Authors

Mr. Akhtar Hussain, Web Librarian, King Saud University, Riyadh, Kingdom of Saudi Arabia.

Mr. Asif Khan, Librarian, IBA, Greater NOIDA.

Dr. (Mrs.) Nishat Fatima, Sr. Assistant Professor, Department of Library and Information Science, Aligarh Muslim University, Aligarh, Uttar Pradesh, India.