

# **Library Services at MBA College Libraries in Jaipur: A Study with Student's Prospective**

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## **ABSTRACT**

*The study is carried out to know the basic requirements of information for MBA students. Students are the prime users of any academic library. Students mostly use academic libraries so librarians can improve or select services to fulfill their needs. What is the purpose of the students to come to libraries? Are library services useful for users? Students' perspective about these library services, gives us a guideline to improve them. Students do not equally prefer all library services. So we must know about students' information needs and their views on different library services. Any service must be user-oriented. So the study was carried out to know students' perspective about the library services in MBA college libraries.*

*The aim of the paper is to understand the expectations of MBA students from library services. The questionnaire or interview method is used to collect data from the students. The percentage method is used for data analysis. The result shows that students do not equally use all kinds of library services. They preferred only basic library services offered by circulation counters and online search services.*

**KEYWORDS:** Information need, Library Services, E-resources, Information Services, demand, student-users etc.

## **INTRODUCTION**

A college library is expected to support the objectives of the college. Therefore the basic function of the college library is to serve the requirements of the students, teachers and researchers towards reading, study and research. The information requirements of users depend on social, economic, political, scientific, technological and psychological changes appearing in the society from time to time. Therefore the information professionals are required to develop skills in organizing and arranging the information and provide the same to the needy users. <sup>[1]</sup> The main objective of the college library is to become an instrument of instruction. In order to determine, how far it

has succeeded in achieving the objective, one should determine the extent to which the user uses the library resource for their assignment as an integral part of the curriculum. <sup>[2]</sup>

## **REVIEW OF LITERATURE**

The academic libraries have been described as the “heart” of the learning community; they should provide support services for formal educational programs as well as provide facilities for research and for the generation of new knowledge. It is important for any information professional working in an academic or any other library to know the real needs of the user community. <sup>[3]</sup> Mayrena, L. B. (2009) elaborated that through the library, the variety of information sources both print and non-print can be fully utilized for intellectual, cultural and technical development of the whole academic community. The library is one of the most important intellectual sources for man's quest for excellence and therefore, it should be properly and adequately equipped to meet the needs of the curriculum and the user. <sup>[4]</sup>

Badival (1996) explained that a good library speaks, therefore, for excellence in the following manner:

- The quality of library services.
- Use of the library by the students and faculty.
- Periodicals, manuscripts, documents, the library collection that it has.
- The support of the administration in planning, promoting, organizing and developing its library services. <sup>[5]</sup>

According to Francoise (1994) when the library and customers' measure of quality are not congruent, the library may be meeting its internal standards of performance but may not be performing well in the eyes of its customers. It is therefore essential that library administrators consider emphasis on predicting customer satisfaction in relation to service quality as very critical. <sup>[6]</sup>

Stamatoplos and Mackoy (1999) explained that consideration of satisfaction should be an important part of the evaluation of library services. Satisfaction depends, to some extent, on patron expectations of services. Satisfaction appeared to be related to student perceptions of information accessibility, staff competence and helpfulness, computer usefulness and ease of use, and skill level for using libraries. <sup>[7]</sup>

The availability of free computers and internet access now rivals book lending and reference expertise as a vital service of libraries. In a national survey of Americans ages 16 and older:

- 80% of Americans say borrowing books is a “very important” service libraries provide.
- 80% say reference librarians are “very important” service of libraries.
- 77% say free access to computers and the internet is a “very important” service of libraries. <sup>[8]</sup>

### **Information needs of MBA students**

The management colleges are working to educate business and management professionals. The student needs a good understanding of data, analyzing processes, micro and macro finance, research methods, etc. to establish a business and manage their administrative jobs. So the information needs of these students are both historical for policies and

basic knowledge and current trends from markets and industries. Both print and e-resources are used by them for information searching.

### **Impact of ICT on Library Services**

The users are well-known about ICT and e-resources and feel easy to use them for the studies. Libraries are working with ICT tools and technologies for handling their daily affairs. Library automation software is used for managing issue-return, record keeping and preservation of documents.

Most MBA libraries are members of DELNET. They use all its resources and services of it. Other e-journals and books are also part of the library collections in these libraries. Students prefer online resources for searching their information needs more than printed resources because:

- E-resources are offering online Search facilities.
- They are offering highlighting facilities.
- They are easy to save and send on mails.
- Access to e-resources is possible on mobiles and personal computers.
- There is no chance of missing information.

### **LIBRARY SERVICES**

Academic libraries are considered educational and service institutions. Thus the librarians not only organize the collection but also provide assistance to the library users in various ways, to support learning, interest and other vocation-related activities. These library services promote the use of library material, connect the users with the library resources and meet the information needs of the users.

The library services can also categorised as:

Basic Library Services                      Information Services <sup>[9]</sup>

#### **The Library Services / Facilities**

The facilities a Circulation service, Online reservation of books, Recommendations of library material, OPAC etc are common services for users in MBA libraries.

Reference Service, Current Awareness Service, Inter Library Loan Service, Photocopying / Printing Service, Selective Dissemination of Information, Audio Visual Service and Multimedia Section and Orientation and Information Sessions. <sup>[10]</sup>

### **OBJECTIVE OF THE STUDY**

- ✓ To know the current status of the library services in MBA libraries.
- ✓ The library services preferred by students.
- ✓ The library services which are not sought by students.
- ✓ To study the expectation of students from the library

## SCOPE OF STUDY

The MBA colleges in Jaipur, Rajasthan are selected for the study. There are about 30 MBA institutes in Jaipur. For convenience, the 10 MBA institutes are selected for this study. All selected libraries are enriching in print and e-resources. Libraries have the facility of E-library with DELNET membership.

## METHODOLOGY

MBA institutes libraries which are selected for this study are 10. 30 student-users were randomly selected for questionnaires from each college library. A total of 300 questionnaires were distributed for data collection and all filled correctly with the personal help of library faculty than the questionnaires received back. The percentage method is used to analyze the data.

**Table – 01** list of MBA institutes selected for the study.

| S. No. | Name of Institute   | Abbreviation |
|--------|---|--------------|
| 1      | Apex Institute of Management & Science                                  | AIMS         |
| 2      | Global Institute of Technology  | GIT          |
| 3      | Tirupati College of Technical Education                                 | TCTE         |
| 4      | Maharishi Arvind Institute of Science and Management                    | MAI          |
| 5      | Poddar Management & Technical Campus                                    | PMTC         |
| 6      | Poornima School of Management   | PSM          |
| 7      | Shankara Institute of Management  | SIM          |
| 8      | Swami Vivekanand Institute of Management & Technology                   | SVI          |
| 9      | Swami Keshwanand Institute of Technology Management & Gramothan         | SKIT         |
| 10     | Kautilya Institute of Technology & Engineering and School of Management | KIT          |

The table shows the names of MBA institutes and their abbreviation used for the study. All these institutes have a well organised library with all ICT tools as computers, printers, library software, barcode facilities and good internet connectivity.

These libraries have internet facilities for their users and they are members of DELNET. All kind of information services offered by DELNET is available for the users in these MBA libraries.

## Library Services in MBA Libraries

The libraries of MBA institutions are serving their users with library sources and services. The basic concept of demand and supply is also applied to these library services. A service can be provided by the library when it is demanded by the users. So the services are based on the demands of the users.

**Table – 02** The Library Services preferred by students in MBA libraries

| S. No. | Library Services         | AIM | GIT | KIT | MAI | PMT | PSM | SIM | SKI | SVI | TCT |
|--------|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1      | Circulation Service      | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  |
| 2      | Reservation of Documents | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  |
| 3      | Email alerts             | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  |
| 4      | Reference                | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  |
| 5      | Referral Service         | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  |
| 6      | OPAC                     | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  |
| 7      | Database Searches        | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  |
| 8      | Library Networks         | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  |
| 9      | Library website          | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  |
| 10     | Reprographic Service     | 18  | 24  | 10  | 16  | 24  | 25  | 28  | 24  | 26  | 25  |
| 11     | Current Awareness        | 02  | 00  | 05  | 01  | 00  | 00  | 04  | 02  | 02  | 02  |
| 12     | Indexing/ Abstract       | 00  | 00  | 00  | 00  | 00  | 00  | 00  | 00  | 00  | 00  |
| 13     | Document delivery        | 00  | 05  | 02  | 00  | 00  | 00  | 01  | 00  | 00  | 00  |
| 14     | Bibliographic Search     | 00  | 00  | 00  | 00  | 00  | 00  | 00  | 00  | 00  | 00  |
| 15     | Inter Library Loan       | 00  | 00  | 00  | 00  | 00  | 00  | 00  | 00  | 00  | 00  |

The table shows all library services provided to users from the MBA libraries. According to the table, some of them are preferred by students as Circulation Service, Reservation of documents, Reference and Referral service, Database Search and OPAC, etc. The library services that are not sought by students as Bibliographic search, Indexing and Abstract service and Inter-Library Loan etc.

**Table – 03** Library services which are not preferred by students-users

| S. No. | Library Services              | Total Students | Service Preferred | Percentage |
|--------|-------------------------------|----------------|-------------------|------------|
|        | <b>Basic Library Services</b> |                |                   |            |
| 1      | Lending/Circulation Service   | 300            | 300               | 100%       |
| 2      | Reservation of Documents      | 300            | 300               | 100%       |
| 3      | Reprographic Service          | 300            | 220               | 73.33%     |
| 4      | Reference                     | 300            | 300               | 100%       |
| 5      | Referral Service              | 300            | 300               | 100%       |
|        | <b>Information Services</b>   |                |                   |            |
| 6      | OPAC                          | 300            | 300               | 100%       |
| 7      | Library website               | 300            | 300               | 100%       |
| 8      | Email alerts                  | 300            | 300               | 100%       |
| 9      | Library Networks              | 300            | 300               | 100%       |
| 10     | Database Searches             | 300            | 300               | 100%       |

## ***Library Services at MBA College Libraries in Jaipur: A Study with Student's Prospective***

According to the table, different library services are available to the students in MBA college libraries. Some of them are used by each student in each college library. They are preferred by all library users.

Basic library services and Information services are both preferred by all library users equally. However, some of them are not preferred by the users.

### **Basic Library Services**

According to the table above Lending/Circulation, Reservation of documents, Reference service, Referral service and Reprographic service 73.33% are mostly preferred by the students-users. So these library services are indeed basic library services to all kinds of users. There is not a single library without these services.

According to the table OPAC, Database search, Library Networks, Library website and Email alert services are the most popular information services among the students. All the student users prefer these library information services.

**Table – 04-A** Library services which are not preferred by students-users

| S. No. | Library Services            | Total Students | Service not Preferred | Percentage |
|--------|-----------------------------|----------------|-----------------------|------------|
|        | <b>Information Services</b> |                |                       |            |
| 1      | Current Awareness Service   | 300            | 018                   | 6.00%      |
| 2      | Document delivery Service   | 300            | 008                   | 2.67%      |
| 3      | Indexing Service            | 300            | 000                   | 0%         |
| 4      | Abstract Service            | 300            | 000                   | 0%         |
| 5      | Bibliographic Search        | 300            | 000                   | 0%         |
| 6      | Inter Library Loan          | 300            | 000                   | 0%         |

According to the table above Current Awareness service is 6% and Document delivery service 2.67% is also in demand. However, some Information services are not preferred by student-users as: Indexing, Abstract and Bibliographic Search services and Inter-Library loan are not asked for by the students.

Mostly students in these MBA libraries are not aware of these information services and their uses because they do not need them in their studies and projects and other activities. So they do not prefer Indexing service, Abstract service, Bibliographic Search services and Inter Library loan service.

### **FINDINGS**

Library services are used by students normally according to the demand for syllabus in MBA libraries.

- Students preferred some library services and used them frequently because these belong to textbooks and some reference materials.
- Library networks are giving them freedom to search and access information online which is most preferred by students.
- Students are used to independent searching for information because of e-resources and having confidence for information search.
- E-resources are used for information searching and print resources are used for detailed studies by students.
- Most library services are online available by library networks and library professionals have no need to serve personally.

### **Why students are not using all library services**

- The information services which provide deep knowledge and current information on the subjects are not needed by MBA students.
- Mostly current information about the issues is not sought by the students in the Post graduate level.
- Students need basics and fundamental information along with different concepts and theories for a better understanding of subjects.
- Students preferred case studies and project reports for their information needs and they are available as text materials.
- MBA students have training sessions with companies so they read articles on industries and economic issues which are available on the internet.

### **CONCLUSION**

According to the study, students preferred library services but were not interested in all kinds of information services. They are using only basic reference services and internet facilities of libraries. Lending/Circulation service, Reservation of documents service, Reference service, Referral Service, OPAC, Database search services and library Networks are highly used by students. Document delivery service, Inter-Library loan service, Current Awareness service, Indexing services, Abstract services and Bibliographic Search services are not used by the students. So academic libraries need to know about which services give satisfaction to the students in serving them. They can try other services too but priority will be decided by the student-users, not by the librarians.

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