The Changing Role of Professional Librarians in the Emerging Literature on Libraries

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ABSTRACT

Finally, there are new developments in the field of libraries and information. Two decades of ICT impacts and digitization of library resources have changed the entire context of libraries, from information to knowledge management. Professional librarians face new challenges with the unprecedented explosion of information in different formats, all the availability created by globalization, individuality and democracy of human life, and the emergence of information and communication technologies and their applications. Made a change to treat the library as a normal warehouse entrance. Therefore, many digital spaces are now bringing changes not only to libraries and information services, but also to the roles and expectations of professionals in libraries in meeting the information needs of their users.

KEYWORDS: Professional, Library, literature on libraries, ICT strategies, Existing knowledge, Library professional.

1. INTRODUCTION

Information is an important resource and its practical use is essential to the success of many people and organizations. Free access to global information provides awareness of opportunities and best practices in the world of work, thereby increasing competitiveness and the demand to innovate and use more knowledge to survive and thrive. Professional and research libraries are the brains of an organization; it is a metaphor for people's skills and memories that can form the basis for transition and further expansion of the knowledge field. Greater innovation and improved performance are not possible without access to existing knowledge. However, with the development of the Internet, the development of web pages and the emergence of intranets, the way organizations receive, share and manage information is changing. With the emergence of the data ocean, instant access to information via the Internet, the emergence of ICT and the development of new information management tools, libraries and data professionals become skilled in the delivery of services and have better opportunities to deliver their professional results. With the continuous development of the electronic information environment, users can benefit from all printed information and digital information to provide better service. Due to the increased use of social computing,

users can directly connect with their communities and communicate instantly, sending messages faster and receiving positive feedback. Many collaboration tools have also emerged that not only encourage collaboration with experts, but also encourage collaboration with information users, developing knowledge and services in partnership.

2. USERS OF SPECIAL LIBRARY

Users of special libraries are professionals and have limited time. They access libraries not only to read for entertainment or personal insight, but also to use these resources to learn about continuous improvement in their work and to improve the work they can do well. They also like to find, analyze and download information files that interest them from desktop computers, iPads and smartphones. They are increasingly blogging, tweeting, and exchanging messages via chat lists. Because they believe learning should be like watching a movie, they are looking for more in-depth information that quickly teaches content and enhances learning, such as illustrated texts, music, and videos that support audio. Any delay in providing information can cause frustration and cause them to look for other options. The challenge for data users is to access reliable insights and information that can add value to their work. They also need to learn more efficient ways to work, including searching for information under intense competition and time constraints. Faced with the changing information environment, users always use methods to obtain information that save time and are easier in the information search process. Rather than reading publications, professionals search for specific information in real-time, and they need to have time to access the information they need. But after hours of searching for information, sometimes some are still confused and still can't find the important information they need for the task at hand. They may multitask and therefore need to retrieve information from more than one source at the same time. They face tough competition but operate in an information-rich environment. They enjoy knowledge and information services, but most want to know the skills and education that will give them the ability to access the knowledge and information of interest.

3. CHANGE AND ADOPTING OF THE LIBRARIES

Adapting to Change Special and research libraries need to not only adapt to the changing work of their parent institutions, but also to shift and change data science standards and values. They should develop the necessary strategies to promote the advantages of ICT and the use of continuous information in a way that promotes change. They need to rebuild their sites and operations to make it easier for the average customer, technology, quality analysis, service and personality to help people spend time and do their jobs better. Maintaining a centralized database, providing valuable information from all sources and packaging them in a convenient package, ensuring continuous operation and helping with management would be the eight services that users need. We must integrate libraries and information systems with research projects and collaborate with business projects to provide professional knowledge. Today, when everyone has equal access to knowledge and information, the challenge is to find ideas, attract them and use them to gain a better competitive advantage. Marketing of information products from libraries will not meet the requirements. A comprehensive analysis is needed to find information and find out which information best suits the needs, how to use the information, and additional strategies to attract information seekers that cannot be obtained from other sources. Additionally, all information provided is relevant to supporting and enhancing the value of job search information. This level of service will be possible if the library is integrated with the work and education of the parent organisation. Association research library. OCLC Research's publication

Evolving Scholarly Information offers librarians the opportunity to not only participate in the creation of scholarship, but also to preserve the records of the scholarly literature we must preserve (Judy Ruttenberg).

4. EMBEDDED LIBRARY MANAGEMENT AND USER COMMUNICATION

We will go to embedded library management; Librarians and professionals should have a good understanding of business process and research user data, along with some of their experience. They need to complete the work of the organization and keep track of when experts will ask for the information and data they need and what is best for the reliable information and latest information they like. With so many alternative sources of information now available to users, libraries and information centers need to shift their focus from pure information and to relevant information, quality, value and recognition. They should inform researchers about the latest research they are interested in and show what researchers need to remember and learn to pursue this disciplinary frontier. Differences between how researchers, librarians, and information professionals view academics and research librarians. Scholars view libraries as repositories and places for reading, discussing, and finding information. Librarians and information professionals view the library as an organization that produces products and provides information services based on the organization's primary collection and other information resources beyond online. The challenge therefore lies not only in marketing such products and services, but also in further incorporating them into corporate workflows and research projects.

5. CHANGING ROLES OF LIBRARIES AND INFORMATION PROFESSIONALS

The effectiveness and success of a library depend on the quality of talent, skill and talent of its human resources that must meet the needs of today's business, the vision of good service and the future. road map. Additionally, HR must be able to constantly learn, adapt to changes, and remain flexible with new responsibilities in a changing environment. There are subtle but noticeable changes in the workplaces of academic and research librarians and the roles and responsibilities of professional staff. Exponential growth.

5.1 Promoting personal communication:

New information technology requires more personal communication, and appropriate technologies are now available to support and strengthen interpersonal communication to benefit from each other's knowledge. The traditional library approach of talking less and reading more is changing towards learning more, talking more and sharing the ideas and knowledge gained. Some libraries have established user chat rooms. To enable effective video conferencing with remote colleagues, professionals and research repositories can set up video conferencing facilities and create pre-planned sessions for exchange and discussion on areas of common interest. The types of providing chat services or requesting library services may be vary by the type of employment contract, including the type of chat service, through information such as who can help solve specific problems and who other professionals are pursuing similar goals and working on medium-impact problems. They are other international experts with whom you can improve your work by exchanging personal knowledge. Libraries should collaborate within the school and facilitate personal communication through the school intranet to encourage greater information sharing. Greater collaboration digitizes collections of important scholarly and specialized writings, making it easier for these resources to be made available online to many users simultaneously and for users to access them whenever and wherever they want. Digitization also includes the use of poorly written manuscripts, old photographs, commonly

used books, books, etc. It is also important for protection. What should be digitized, what can be digitized? How will these tasks be completed as planned? What are the advantages of working with other similar organizations? Where does the money come from? What are property-related problems and how to solve them? Connecting valuable resources so that users can access them as and when they need them has become an important responsibility for professional librarians in the digital environment. Therefore, their role is not limited to providing access to a large amount of digital and printed information, but to analyzing, and filtering information for the regular functioning of the organization. Credit.

5.2 Provisioning authenticated Information:

Users of professional and research libraries are mostly academics and life scientists. While most are familiar with data from their work, they still need to become familiar with new information management tools, data collection, search engines, and various data services that are not required for their work. but we also support smart working. Teaching information literacy in a collaborative learning model and doing some collaborative work has become an important role of librarians working in such libraries. Some employees also monitor regular activities in the organization, provide expert assistance in searching for information by reviewing required information, and provide information services. As library management issues begin to receive more attention, maintaining communication with various departments of the university and providing needed information has begun to play an important role for library professionals.

5.3. Change content:

This is the most important part of the professional library today and information resources When librarians present content or provide consulting services, they can use the opportunity to help researchers learn about the information layer of information tools and resources that can impact job seekers. Data Analysis and Curriculum. Conducting bibliometric analysis to gain an unbiased understanding of the overall working of the institution and the diversity of its departments and the effectiveness of individuals are areas where professionals can contribute. Such evaluations have gained importance because they not only reflect the success level of the institution, but also lead to improvements to reach the desired level. Library and information professionals may also examine how organizational and employee productivity can be increased through better information sharing, better transfer of information, and improvement of existing information and services. The constant search for good open source and open source software that will help the organization will be another task to reduce the investment of the organization. Predicting school performance and problems arising from the use of in-depth data analysis and forecasting tools are another responsibility of theirs. Identifying, acquiring, and using digital and collaborative tools to improve the work environment will be another area where librarians and information professionals must engage. They need integrated, cognitive solutions to situations. Data models and data matrices can help identify problems and find solutions.

5.4. Data Excess and High Data:

The library can improve the production of products in the information process. However, it is very difficult to find and use the most appropriate information that will make a person successful. As the amount of information continues to increase, unnecessary information emerges to a large extent and prevents the acquisition of important

information. Finding useful information takes time, dedication, and energy and requires skill. Solving the problem of information dissemination requires the collaboration of library professionals who share the same interests and work together to create a better impact. Information, especially information, consumes users' time, drains their energy, and makes information stressful. Therefore, it is a high data problem problem based on excessive data difficulty. We have access to a wide range of unstructured and digital data of varying quality. Users sometimes go to the last hours but at the end of their efforts, they do not find anything useful and special that will make them successful in their work. Sometimes even problems occur. In this case, they should be easily located and have all the capabilities to find important information that will help solve the problem. Librarians must understand the needs of their institutions and work promptly to provide complete information and knowledge through their management. The next media service is not a competition to provide access to important information, but the attraction of providing complete information, quick access to accurate information and new ideas that are easy for users to understand. How can we continuously provide technology and support from the ocean of knowledge to differentiate our services? This will require using logic, telling facts, and assembling mixtures of information from information freely available in the public domain and accessible through public communications. With the increasing amount of information on the Internet and the rapid dissemination of new developments, it should come as no surprise that media professionals at some point are faced with information that is and is not urgently needed. If they can identify the poor quality of the service and move on to new responsibilities related to the information service and integrate their efforts into the company's management system, they will face some difficulties, but there are also great opportunities. If they can have an important position in the school thanks to their business records and service information, they can achieve the goals and objectives of the organization. The problem most media users face in professional and research libraries is that they access too much information and spend too little time. Therefore, this is the best time to present information in the form of infographics that can represent information quickly, clearly and comparatively. Most scientists need to understand nature, science and the research frontier in their work. Preparing and presenting presentations that describe educational events in the field through infographics is not only visually pleasing but also makes the process of information synthesis and knowledge acquisition more useful and interesting. Such a representation not only saves users time but also reduces data pressure and allows researchers to better learn and update their knowledge.

5.5. Information support for management:

Information professionals are required to provide relevant information, insight and advice to senior management at all times, new plans and investments that need to be made and various issues related to relevant organizations. about. In any organization, a lot of information is exchanged at an informal level and some ideas are even generated during discussion. However, if information professionals participate in informal discussions and exchange of information, they can not only incorporate ideas into existing knowledge but also generate written potential ideas for improvement and future work. It is to collect ideas from all countries, cultures and languages, as well as from old books, and adapt these ideas to the needs of the organization, meeting the business needs of information professionals in an ever-changing environment. schools. Presenting valuable ideas through social media and displaying them in the best light for the organization is another new job for media professionals. Providing a variety of information to management, selecting understanding information after analyzing important data, helping to grow after evaluating the development and goals of the organization. Fit is a professional knowledge that enables

information professionals to have a good relationship and management. This development role will also support data professionals as they will become part of the brains of the organization. thing. In a country like India, many people know many things, but this information remains in the minds of a few without being shared. It is very difficult to facilitate discussion and exchange of ideas. Libraries often create connections between people and between people and books (Davenport and Prusak). Professional librarians can play a truly innovative role in helping people connect and exchange ideas at all levels to create new knowledge. Therefore, there is an opportunity to expand the field of specialization and get more information management, there will be a single department in the library management. In this environment, their demand for information has increased. Many companies now employ professionals who can take on the role of information managers. Librarians and information professionals involved in information management will have to take on many responsibilities and adopt their work to the needs of the school. "Results of a survey of religious beliefs in Canada show that many information professionals involved in information management are beginning to play an important roles, such as the design of information architecture, development of taxonomies, or content management of an organization's intranet." (Ajifluke, 2003). Asset information, analysis of specific characteristics and the ability to improve the competitive position of the organization with information, service information to accelerate the service process, strengthening the position and image of the organization are, of course, the main role of information management. br>7.9 Other responsibilities. Writing contracts for access to electronic resources, collecting and organizing information resources when necessary, purchasing space from reliable cloud service providers, data collection tools for schools, building resource capacity, training user groups. and the introduction of new services are other new activities in professional and research libraries. - Therefore, media professionals of the future should be consultants, researchers, information analysts and organizations, learners and trainers, resource persons and managers, innovators and business services, team members and effective communication, webmaster and network coordinator (I.V. Malhan). It is difficult to find all the skills and abilities in a person because it requires the intelligence of a scientist, the ability of a doctor to diagnose disease, the ability of a teacher to convey messages, and the knowledge and skill of a leader. The most desired talent is also in the short term. If an organization can recruit information professionals with diverse skills and abilities, their role in the effective use of information and timely delivery of information in the organization will be recognized, which will surely lead to good functioning and success of the organization machine.

CONCLUSION

Specialty content and research librarians work in an information-rich and time-constrained environment. If library professionals can identify service gaps and quickly prepare for a new job, never in the history of libraries have there been as many opportunities to expand library services as there are today. The roles of LIS professionals have fragmented and some new roles are emerging. Libraries have a responsibility to prepare professionals with the necessary skills and resources to play an important role in managing information resources and providing information services to schools. An organization can't hire people with all the necessary skills and abilities. A group of professionals who need talent and expertise can contribute to the success of the school through the implementation of information and information services. Laughter The work of librarians expands in new situations, so they need to be remembered and relearned do things and learn new skills and abilities. Management issues are as important as advances in technology and business. Change management is the hardest part. New services that improve the results of the organization and provide significant support to the business process should be supported

by experts. The location and availability of information and the maintenance of information are important to the success and success of the parent organization and are an important responsibility of professional librarians.

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