

Секція 7. Бібліотечна, архівна та музейна діяльність в умовах розвитку інформаційного суспільства

Business Libraries in the 21st century: aspects of professional information acquisition

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Abstract – The aim of the paper is to analyse problems of information provision for business education, the special focus on building electronic library fund. For tendency setting the analysis of professional information products market is provided.

Keywords – business education, professional information market, business information, electronic collection building

Libraries in the 21st century have obtained unique opportunity of both print and electronic collection building. The fact that millions of volumes can be condensed on one digital platform destroyed space limits of library fund. Any library provided sufficient budget can form a remarkable collection suitable for excellent information provision. But soon after “electronic fever” emerged librarians have realized that the amount of information available for purchasing and disseminated by various actors of information market doesn’t solve entirely the overall problem of qualitative information provision. Building library fund in the era of information is a huge challenge, and it doesn’t tend to decrease with time as new products, new platforms, new searching and aggregation engines emerge annually. There is no unified static model proposed for collection building neither for public, nor for academic libraries. Though there are some flexible tools that can contribute in solving the problems of library collection building. One of those is monitoring of supply and demand tendencies of information market. In each market segment there can be seen specific trends, the current paper focuses on business information and collection building problems of academic business-libraries.

An effective way to build a balanced collection of electronic resources for business education is to rely on the experience of highly developed academic libraries serving information needs of leading business schools. The information needed for e-subscription analysis can be easily found on the web, as most of business libraries offer online open-access directories of databases they license. For the purposes of research was used the selection of top-15 business schools according to Financial Times Masters in management 2011 ranking [1]. The e-subscription of leading business school libraries was analyzed in terms of content type. The results of the analysis can be seen on Table I (first column). For sure academic libraries can’t be seen as leading consumer segment in information market, but knowledge of correlation between electronic

subscription data type structure (demand) and supply of digital information products may help to discover subscription misbalances or probable market lacunas. The described comparison can be done using the data from Gale Directory of Databases (2010 edition), it contains information on more than 20,000 of databases and other information products. For comparing with “demand” of business libraries was chosen the “supply” of databases from “business” subject category. The results of market analysis in “business” subject category are shown in Table I (second column).

TABLE I

“DEMAND” AND “SUPPLY” BALANCE IN THE FIELD OF
BUSINESS LIBRARIES’ ACQUISITIONS

	Databases by content type in business school libraries’ e-subscription (% of the whole amount of licensed databases)	Information resources on the market (% of the whole amount of databases in “business” subject category)
Bibliographic databases	11	4
Numeric Databases	25	19
Reference works	7	1
Full text databases	46	50
Statistics	11	9
Others	-	17

The strong correlation between actual e-subscription model (demand) and supply of information products can be observed. In key areas like full text databases, numeric databases and statistics the supply and demand for resources are very close in absolute figures. The linkage between information market development and e-subscription structure proves that the structural model of electronic collection building developed in leading academic business libraries fits contemporary market and can be used as a scheme for developing e-subscriptions of lesser institutions.

Conclusion

The current structure of electronic subscription, developed in leading business libraries is proved to be balanced and adequate to market situation. That is why it can be relied on by lesser institutions or institutions from emerging countries which start the process of electronic collection building.

References

1. "Masters in management 2011: Financial Times ranking". URL: <http://rankings.ft.com/businessschoolrankings/masters-in-management-2011>.
2. “Gale Directory of Databases 2010”. URL: <http://www.gale.cengage.com/DirectoryLibrary/available.htm>