

The international conference “INFORMATION ENVIRONMENT OF ACADEMIC LIBRARY”
at the Scientific Library of Lviv Polytechnic National University

EBSCO information technology solution for academic libraries

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EBSCO Information Services

Lviv, May 18-19 2017

EBSCO

Overview

who we are and what we do

EBSCO

stands for Elton B. Stephens company



Tim Collins

- EBSCO was founded by the late Elton Bryson Stephens in 1944
- Tim Collins is only the fourth President in EBSCO's 72-year history
- EBSCO Industries is among *Forbes* Top 200 Privately Held Companies
- J.T. Stephens is the Chairman of the Board of EBSCO Industries, Inc.

EBSCO Corporate Background

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- **6,000 employees**
- **1,100+ employees outside** the U.S
- **EBSCO Information Services** (known in the industry as “EBSCO”) is the largest division.
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- **186 million searches per day** on EBSCO’s online research service, one of the busiest library resource websites in the world
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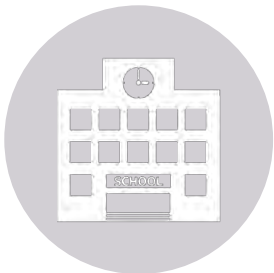
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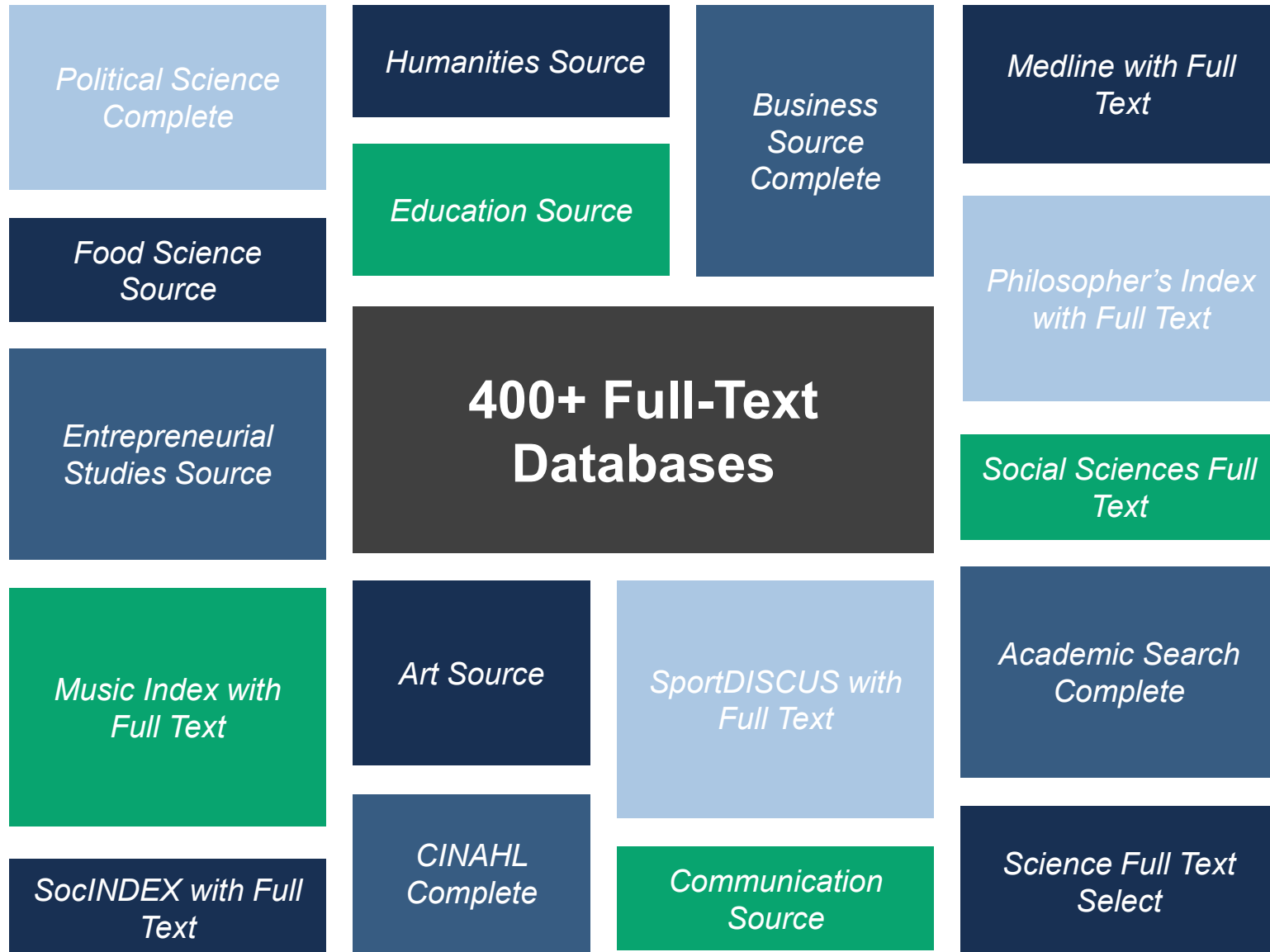


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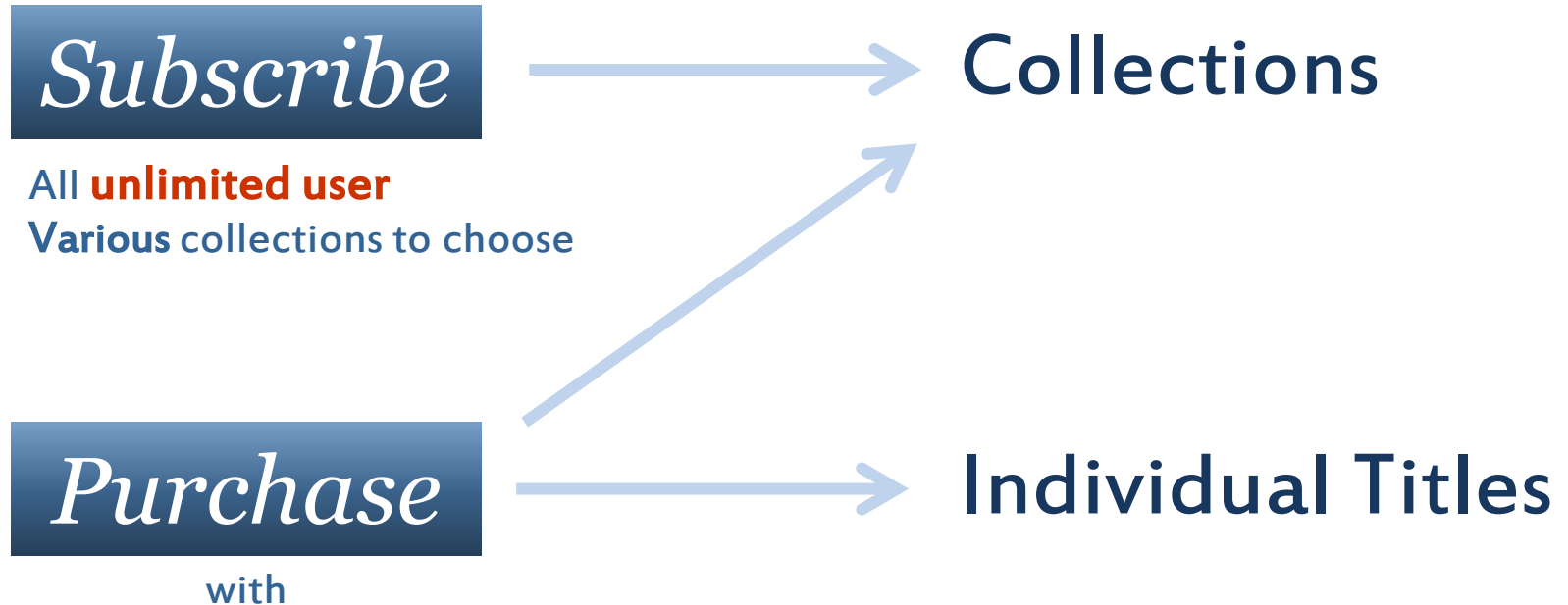
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Total	150,400	\$14,043,400

Interviewing Users : How to Uncover Compelling Insights

Author: Portugal, Steve
Date: 2013
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CHAPTER 1

The Importance of Interviewing in Design

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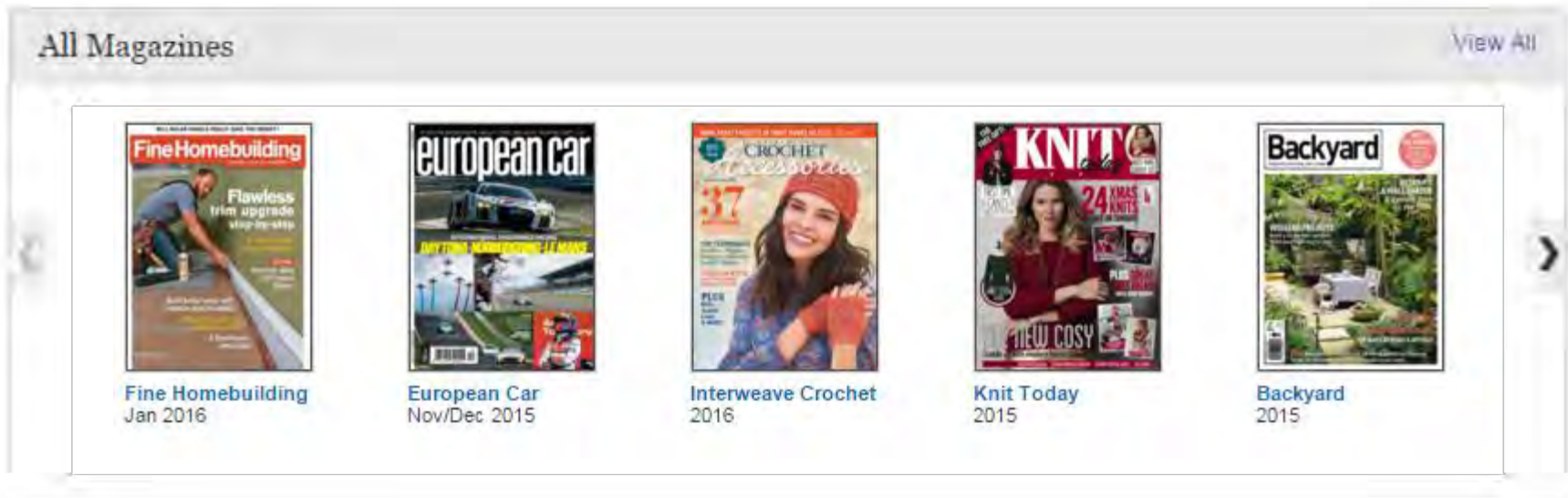
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BUSINESSPERSON
OF THE YEAR

It's

...sneak into this arena disguised Mark Parker," says Phil Knight. "It's like, where have you been? It's been a one-year mission."

As he sits in an interview with the legendary co-founder of Nike, the 77-year-old former accountant who commissioned the ubiquitous "swoosh" logo for Nike and then built a global sneaker empire around it, Knight is still chairman of Nike, but he doesn't talk much anymore as the news unfolds. For that matter, he doesn't do much of anything out of his choosing these days. Heck, he didn't even bother to show up for Nike's biannual meeting with investors, a ritual in a nod of recognition of his company's accomplishments. At the gathering Knight's presence, the (mostly) uninvited Parker, made an audacious claim, particularly for such a low-key CEO: He guaranteed to meet Nike's revenue by \$100 million—in \$100 million—by 2015.

When it comes to discussing Parker, though, Knight is more than willing to talk. Some talking over to 2015 from the summit? Knight has created for the job, Parker has steered a more than doubling of Nike's sales to outside apparel. Knight and Parker are a study in contrasts. Knight is an MBA and still an icon like someone around Nike's Beaverton, Ore., corporate campus. Parker is a self-proclaimed shoe designer, known for a thoughtful if demanding management style.

In the two are more alike than not. "Nike is both sort of 'innovative,'" says Knight, who is given to terse responses, as never the question. Asked to explain the recent CEO's collaboration, he observes that Parker was one of Nike's earliest recruits—he joined a design outpost in Nike's headquarters in 1979—and has succeeded at every task assigned to him since. "He was one of the few guys we recruited out of college," says Knight. "So he's kind of had our eye on him for almost 40 years." Knight certainly said he'll relinquish

the chairman's post to Parker in 2015.

Knight, who still controls 50% of Nike, is in no time with Parker that sometimes they go weeks without talking. "I usually know what he's thinking and vice versa," he says. Knight acknowledges he's been hearing bad a tough time being an icon but his former protégé has not.

By all accounts, Parker's success has been more than satisfactory. Indeed, the 57-year-old former college runner has also earned the founder's favor. Of course, the company Parker inherited was no longer the scrappy underdog he'd joined Nike like Adidas. Parker has found the trickier task of finding growth in a widely successful mature company.

So far so good. Parker has recently signed the competition. Nike takes in the world leader across multiple athletic-shoe categories, notably running, basketball, and soccer. In that of the U.S. athletic



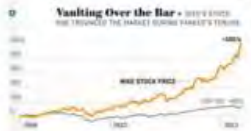
shoe market is 80%, according to reports earlier this year. So, it shouldn't be surprising. Behind the scenes, Nike is an aggressive marketer known for crisp branding, measurement and shared dialogue with retailers. The company is famed for its ability to sell, but increasingly Nike is standing out in its commitment to technology, whether in design, its manufacturing, its marketing, and so on.

Nike also grows astonishingly fast for a company its size. It has been generating steady annual sales growth of 3.5%, and its \$10 billion revenue target implies it can find that up to 10%, all while leading off Under Armour and Lululemon, which have assumed Nike's former shoe-leader mantle. Nike prints, profits, profits.

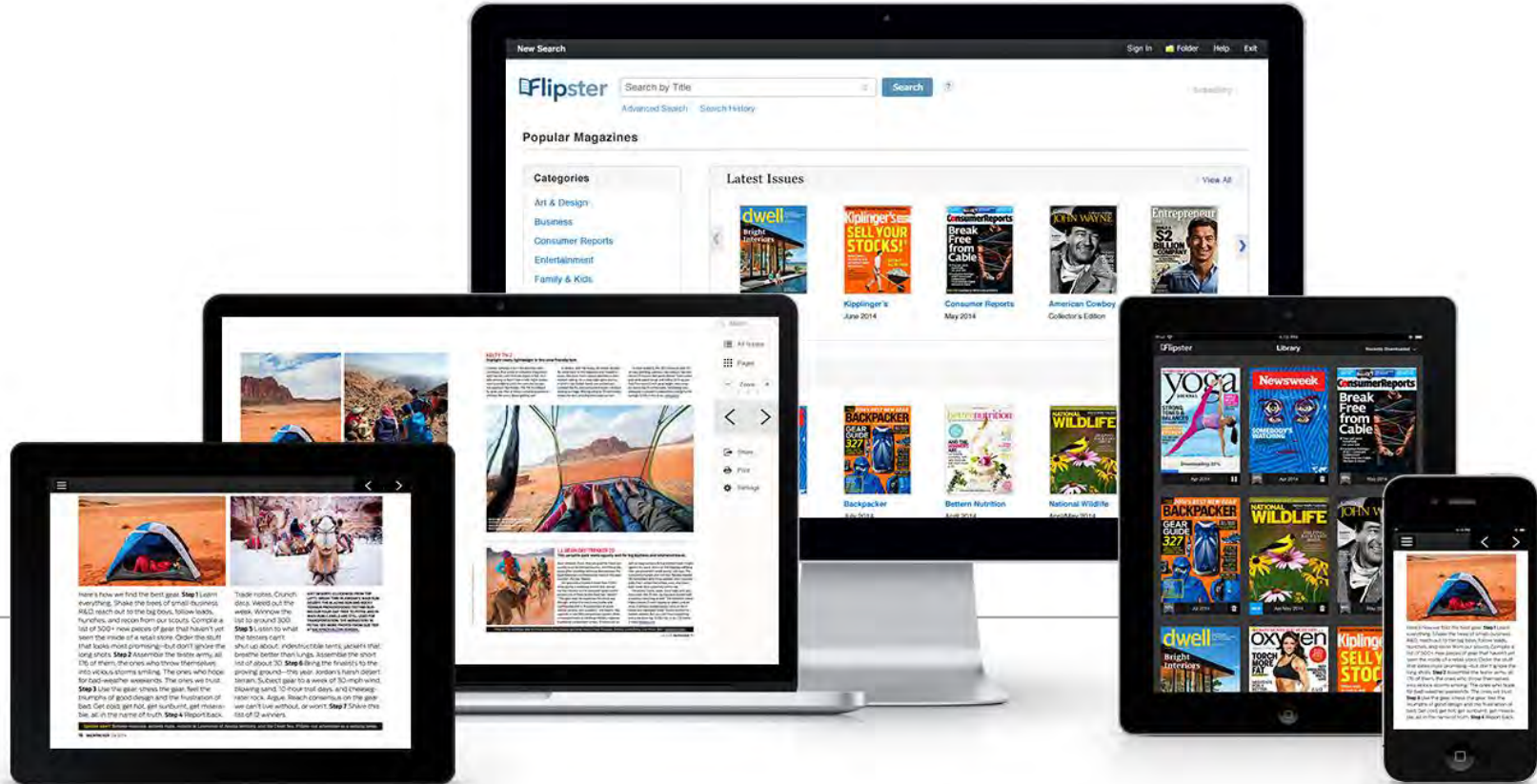
...more than \$1 billion in fiscal 2012, nearly 10% of sales. Parker is a sort of an unlikely fit in a world of big-egg, familiar-looking CEOs. Networks, after all, aren't the same in the executive suite. But people like Parker and Apple's Tim Cook are showing that network types can do it. Parker's meticulous approach to product development, known as "design thinking," is all the more

hands to the success of Apple's products under the famed designer Jony Ive. Parker remains connected to his original craft. He still meets on two basketball courts with famed Nike designer Tinker Hatfield, one of them with Nike spokes-man Michael Jordan and the other with Aquatics co-founder Howard Fingern.

Nike's performance, like a seasoned champion that continues to steamroll the competition, has prompted Fortune to name Parker its Businessperson of the Year for 2013. Chances that students of management are always looking for the next, it's also a good reason to investigate what makes Parker tick. After all, he is the rare successor of a celebrated founder who has taken his company to new heights. It is, then, as Phil Knight kindly observed, to discover how Mark Parker does it.



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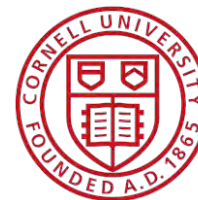
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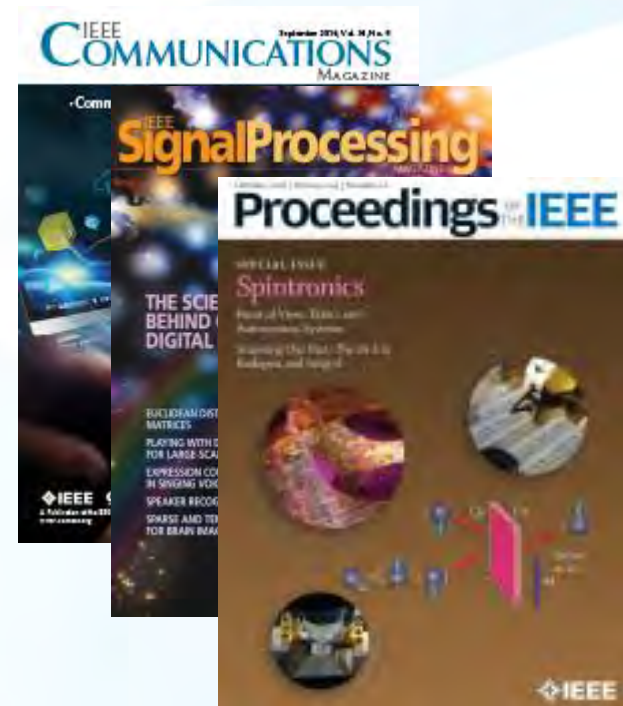
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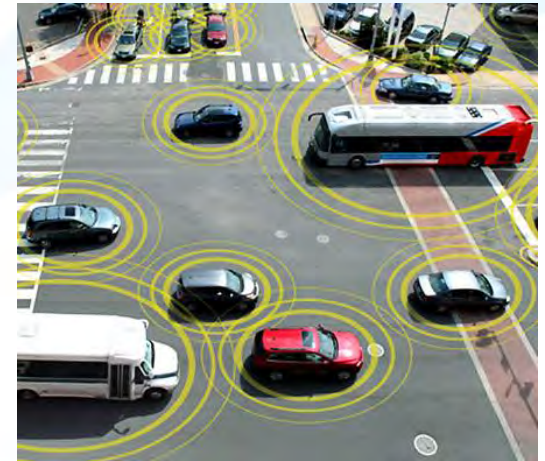
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- Electrical Systems for Aircraft, Railway, Ship Propulsion and Road Vehicles & International Transportation Electrification Conference (ESARS-ITEC), 2016 International Conference on
- Intelligent Systems Engineering (ICISE), 2016 International Conference on
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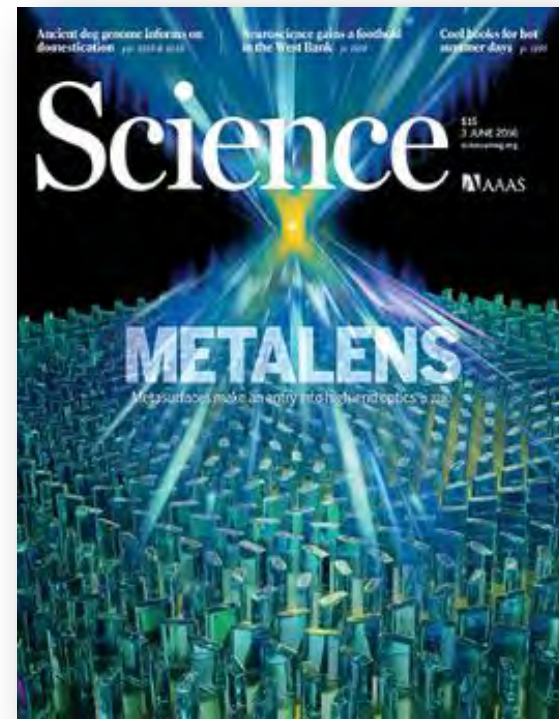
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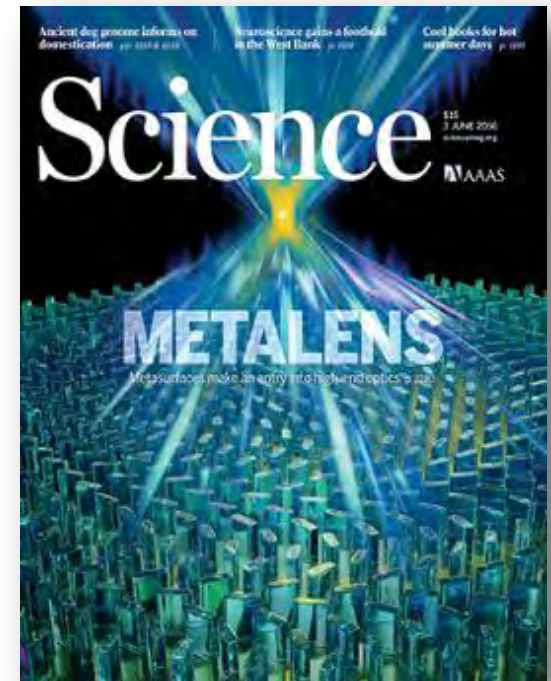
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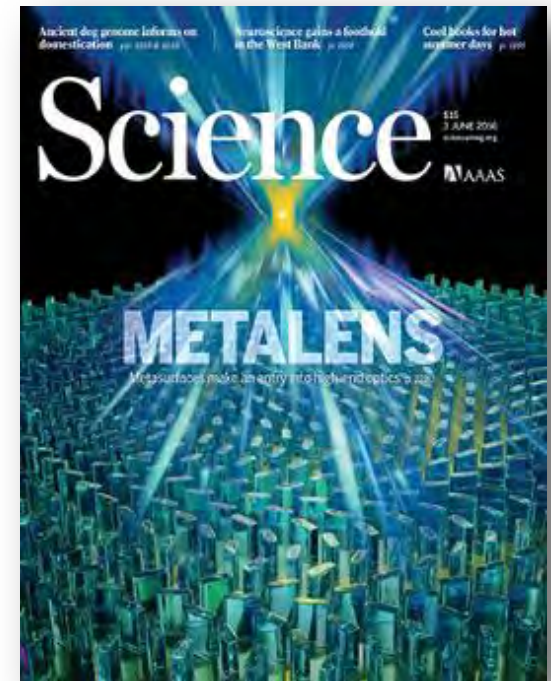
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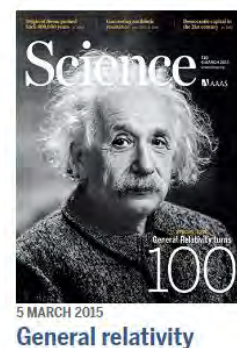
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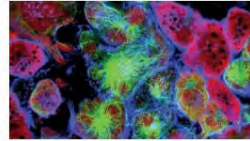


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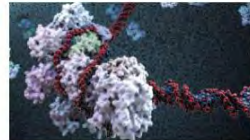
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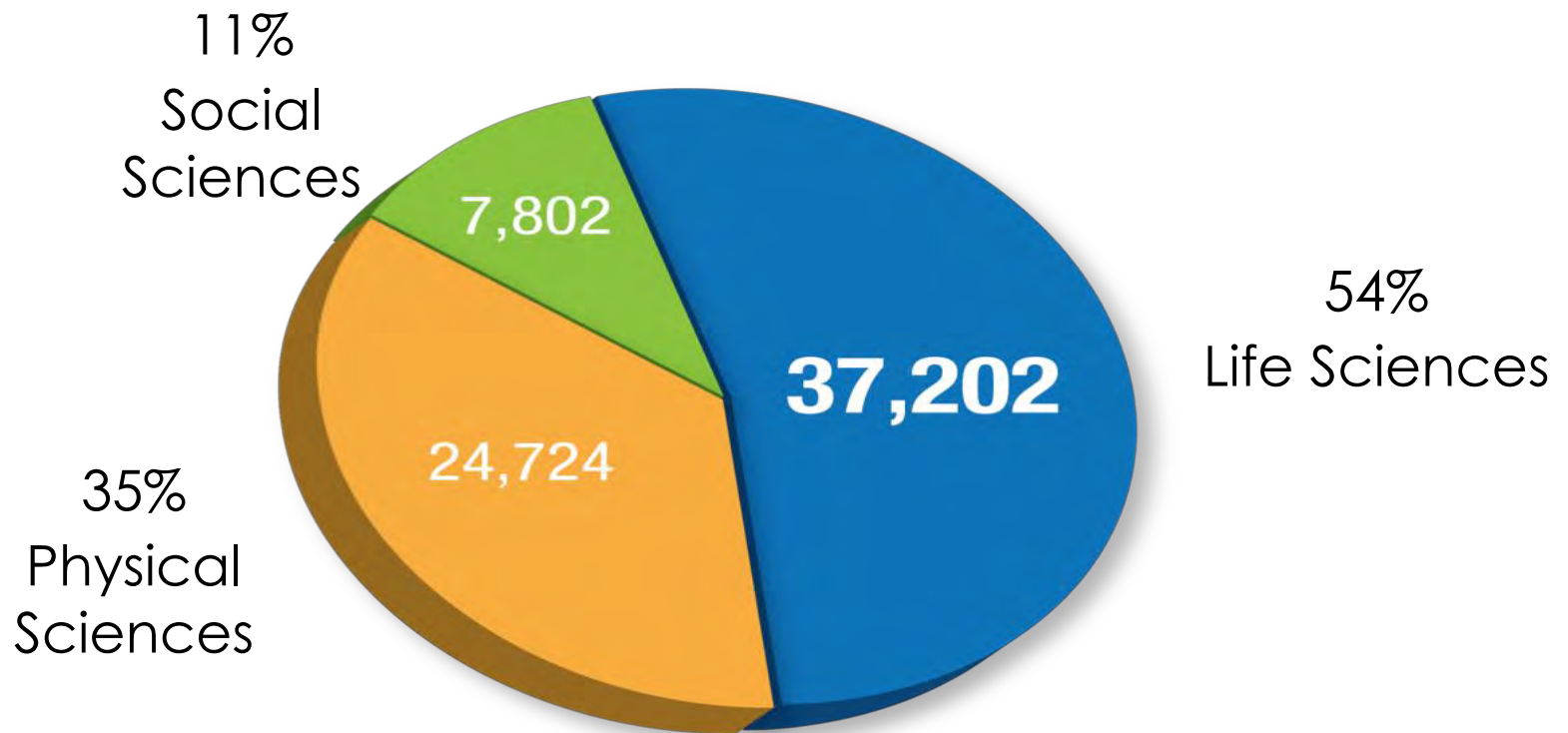
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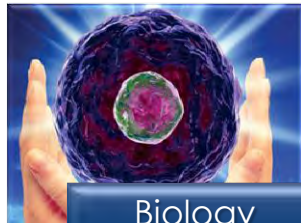
Zika Virus

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Life Sciences



Biology



Evolution



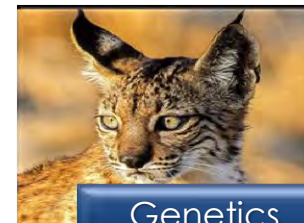
Anthropology



Biochemistry



Virology



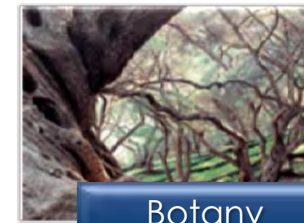
Genetics



Ecology

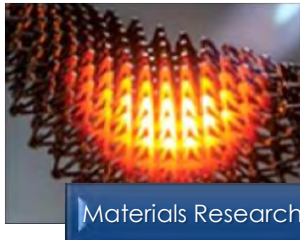
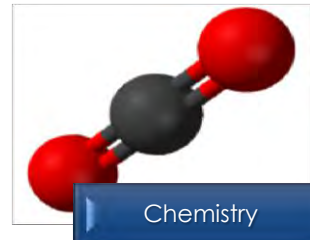
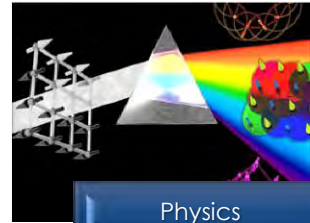


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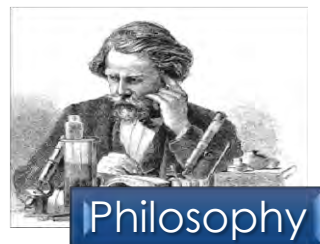


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