

PROCEEDINGS

# 10<sup>th</sup> Annual National Convention of MANLIBNET

On  
**Organizational Excellence in  
Business and Management Libraries:**  
*Current Trends and Future Directions*

January 22-24, 2009

Chief Sponsors...



making sense of global markets



Organized by  
**KIIT University**  
Bhubaneswar



®

# PROCEEDINGS OF

10<sup>th</sup> ANNUAL NATIONAL CONVENTION OF MANLIBNET

ON

ORGANISATIONAL EXCELLENCE IN  
BUSINESS AND MANAGEMENT LIBRARIES :  
*CURRENT TRENDS AND FUTURE DIRECTIONS*

FROM 22-24, JANUARY 2009

*Board of Editors*

**Dr. Bijayalaxmi Rautaray**

Sr. Librarian, KIIT University, Bhubaneswar

**Jitender Sharma**

Librarian, NIILM Centre for Management Studies, New Delhi

**Chandrakant Swain**

Librarian, Regional College of Management, Bhubaneswar

*Organised by*



**KIIT University**  
**Bhubaneswar-24**

## Contents

Sl. No.	Author(s)	Title	Page No.
1	S.NAGARAJU	Eigenfactor:Tool for finding impact of a JOURNAL ARTICLE	1
2	K.C.Das ,Sudhir Kumar Jena	Information Literacy and Communication: A Theoretical Approach to an Interdisciplinary Issue	7
3	P.V.Rajkumar	E-Learning: The Endless Road to Knowledge Rich Learning and Development	13
4	Sangita Behera	Indest-Aicte and UGC-Infonet Consortium: A Comparative Study of two Major Library Consortium of India	19
5	K.C Dash	Web 2.0 and its Implications for Libraries	25
6	Sunil Kumar Satpathy	Digital Materials in Academic Libraries: The Preservation Perspectives	29
7	Y.Ganesh, Sunil Kumar Satpathy	Public Library Netwok of Andaman & Nicober Islands: A Proposal	32
8	Dillip K Swain, M. Manikumar ,K. C. Panda	Use of Search Engines by the Users of Business School Libraries of Orissa: A Case Study	36
9	Bibhu Prasad Panda, Santosh Kumar Satpathy	Feasibility of Implementing Virtual Reference Services in the Libraries of Business Schools	43
10	Sandeepa Yadav	Digitization of Library Resources: with special reference to old question papers	46
11	Rajesh Kumar	Importance of Google as a resource: An overview	53
12	Shiva Kanaujia Sukula	Collection Management in Digital Scenario	56
13	Jagadeesh.B	Creating an eLibrary: A Bird's Eye View	61
14	Richa Khare ; MML Goyal	Blogs: A Concept in Indian Libraries	64
15	K.C. Dash, S.K Choudhury, M.Patra	Soft Skills and Competencies For Librarians	73
16	Pradip Kumar Nikhandia	Subject Gateways with Specific Reference to Science and Technology	78
17	Padma C , Sheba J	Librarians Go the Extra 'Creative' Mile!	86
18	Sujata Tipnis , Jui Athawale	Creativity Thinking in the Library	89
19	Deepa T. ; Sumitha S.	Implication of KM in Libraries	93

20	Anibha Padhi,	Roles, responsibilities and capacity Building for Library and Information science Professionals in Knowledge management	97
21	Jharana Das	Human Resource Development Innovatives	101
22	Prsanna Barik,D.B.Ramesh	Web based library network service through web portal-A proposal of a scholastic model for private technical and management Institutions of Orissa	104
23	Banalata Dash, Apala Choudhuri	Do we need to market Library Services?	109
24	Khaisar Muneebulla Khan, Ravichandra Naika	Marketing of Information Products and Services: Library Professional	112
25	Lokaraja V.S ,Nagendra,	Impact of Internet on Library Management –New Dimensions	116
26	Puspanjali Jena, Dipak Kumar Khuntia	Soft Skills development is an imperative in library and information services	122
27	Deepti Panda	Content Management : A Need of LIS	131
28	M. K. Singh	Role of Information and Communication Technologies on Knowledge Sharing Practices within Libraries and Information Centres	136
39	Khaisar Muneebulla Khan, Pradeep Hegde	Management Information System: Informational need of an organization	140
30	Prativa Acharya, Amitava Pani	Library Automation : Who and How	145
31	Krishnakumar S , Smitha P	Need for Capacity Buliding in Soft Skills for Library Professionals: An Analysis	150
32	Monawwer Eqbal, Masoom Raza, Shiv Shankar Srivastava	Content Management System: Its Utility and Basic Issues	154
33	Manjunatha K	Business Databases: A Survey of Databases Subscribed by Indian B-School	158
34	Brudaban Nahak,Kaushal Chauhan, R.K. Mahapatra	Use of Directory of Open Access Journals(DOAJ) as an Information Source in Business and Management	167
35	Sambhu Nath Halder	Internet Based Library and Information Services in India: A Study	174
36	Debraj Meher	Quality in Library Services	184
37	Ganeswar Nayak ; Rudra Prasad Behera	Collection Management in HKM State Library, Bhubaneswar	189
38	Nilaranjan Barik ; Narayan Sethy	New Trends of Collection Development by Libraries in It Era	195



39	Monalisa Bhanja ; Nilaranjan Barik	Library Automation : Problems and Prospect	199
40	Kamal Lochana Jena, Rabindra Kumar Mahapatra	Managing Digital Rights: Role of Library and Information Centers	202
41	Jyoti A Bhatt , Mr. Prem Chand	Open Source Library Management System: Myth and Reality	206
42	Sakhvir Sidhu	Softening the Approach: Neo Library Management	211
43	Nandeasha.M , Mohmed Hanif .N	Empowering Users to Organize Content : A folksonomy approach	213
44	Mamta Rajput , Raghbir Yahya , Kamalkant	Enriching Electronic Resources Through Library Consortia : A Proposed Future Model	218
45	K.P.Singh ,Kalpana	Information Retrieval and Metadata- Digital Library	225
46	Smaranika Mishra , Bulu Moharana	Evaluation of the Collection of Chemistry Journals at Central Library, IIT Khargpur (India): A Survey of their Usage and Citation Analysis	228
47	Shiva Kanaujia Sukula, Chandrakant Swain	Web 2.0 and Library 2.0	234
48	Meeta Rathod	Organizational Excellence in Business and Management Libraries : Current Trends and Future Directions	239
49	Akhtar Hussain	Marketing of Library and Information Services: Need & Design	245
50	Bibhuti Bhusan Pattanaik, Babita Pattanaik ,Biswa Bag	The Changing Face of Scholarly Authority in Context to Higher Education: An Overview	249
51	Bulu Maharana , Gatikrishna Nag , Malati Pradhan	Using Web2.0 Techniques to Become Librarian2.0	257
52	Nrushingh Kumar Dash, Jyotshna Sahoo	Libraries as Reflected in the Websites: A Study of the Homepages of Management Institutes	264
53	S. Shyam Sunder Rao , Uma Kanjilal	Measuring Library Service Quality: A Case Study of Siva Sivani Institute of Management Measuring Library Service Quality: A Case Study of Siva Sivani Institute of Management	270
54	Priya Ranjan Mahalik, Rabindra K. Mahapatra, Chandrakant Swain	Cost Benefit Analysis of Digital Information in Libraries	278
55	Monawwer Eqbal, Masoom Raza	Initiatives of Open Courseware System: A Study	281
56	Sribatsa Pradhan	Benchmarking in Academic Libraries	287