



100. REENGINEERING OF ACADEMIC LIBRARY SERVICES: A NEED OF DIGITAL ERA

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Abstract

We are in the digital era which requires borderless service that allows sharing information at any corner of the world. It's an impact of the globalisation on Information Communication Technology (ICT). The academic libraries are going through the transaction phase from physical to virtual library. Reengineering is very popular and new techniques in business world. The application of reengineering is for dramatic change in the present business organisation to improve the quality, speed and reduce the cost which need in today's digital era. The present paper deals with the process of reengineering and its application to the academic library services.

Keywords: Reengineering, library services, academic library services, innovative library services etc.

Introduction: The digital age has changed the nature of academic library services because of the development in ICT. The role and responsibilities of librarian also changed with the present challenges of digital era. Changing needs of the user, libraries need to adopt new technologies to satisfy users their information needs. In the last decades, most of the publishers have started e-publishing. Now mostly journals publish in e-format only. Bjoernshauge, Lars (1999) mentioned in his article that "Commercial publishers and scholarly societies are implementing new technologies in their productions processes and services. During the past few years all the major publishers have, on a large scale, produced electronic editions of their scientific journals. A number of new journals are only available in electronic format". If the publishers and their publication is over the internet then why should not be libraries over the internet? In the user study, we could know the user needs and required the changes in the library services. Reengineering is the process of fundamental rethinking and redesigning the process for facing the present and future challenges. Basically this is the concept form management field but it has applied in the several fields. In the library and information centres, many thinkers have tried to apply the concept to reshaping the library system.

Meaning of reengineering and its background: The term re-engineering was first introduced by Michael Hammer in 1990 at a Harvard Business Review article, "Re-engineering Work: Don't Automate obliterate. Hammer & Champy (1993) says "Re-engineering is the fundamental rethinking & radical redesign of business processes to achieve dramatic improvements incritical contemporary measures of performance such as cost, quality, service & speed." While as per opinion of Davenport (1993) - "Re-engineering is only the part of what is necessary inthe radical change of processes, it refers explicitly to the design of new process. The term processinnovation encompasses the envisioning of new work strategies, the actual process design activity &theimplementation of the change in



all its complex technological, human & organizational dimensions. The above definitions indicate the rethinking & radical redesign of processes & also replacing new way thinking & operating.

Need of reengineering in library services: Still, most of the academic libraries has not modernised their services due to the present situation. Libraries are always facing the funding problems. Thousands of publications are published every day related to curriculum and it's not possible to acquire all the publications for the institution. So, in some extent e-resources are the solution for collection and its one of the affordable way for the library. 'Each and every thing has an option'. In the digital age, open source library automation softwares and digital library softwares and information resources are available over the internet. Library may change their nature of services and modernise the library as users need. According to Hirabhai, Taviyad (2015) Now days, users expectations from the library are: "Faster Service, 24/7 service availability, full text article for download, easy access, virtual reference service, a librarian who knows all subjects and databases, everything should be in new format, alternatives for resources, ability to conduct all library transactions online, a website that works etc." So, the concept of reengineering is applied to the library for boundary less access and fulfils user's expectations from the library.

Process of reengineering: Process of reengineering is under the planning process. Based on the seven principles of the reengineering given by Michel Hammer and Champy, the simple steps applicable to library services as follow:

- **Understand the concept:** While you are going through the reengineering process, you have to understand the concept of reengineering and its benefit.
- **Setup objectives of reengineering:** Study about user's expectations and decide what types of changes are required. If you have decided to reengineer the library services, setup its objectives that you have to achieve by reengineering the library services.
- **Training and instruction to staff:** Involve the staff and make a team for reengineer the library services. Training should be provided to the staffs to handle new tools and techniques which have to apply in the process to reengineering. Share the objectives of reengineering and strategy to achieve.
- **Effective change management:** After reengineering the library services, new ways and tools may be applied. It will be drastic change in the earlier and new services. So, management of change is also challenge in front of the staff.
- **Pilot study:** Before the final implementation of the new mode of library and information services, just take on small trial as a pilot study. In the pilot study you will able to know the effectiveness of reengineering before fully implementation.
- **Involvement of all stakeholders:** Libraries stakeholders are the user of your library. So, make them aware about innovative services and its use by conduction library orientation programme. After introduction they will know and able to avail new facilities and services.



• **Implementation:** At the final stage of the reengineering process, implement the new methods and check the objectives are proved or not, which was set up before the starting the reengineering process. In this way reengineering may be done in the academic library.

Reengineering library services: Reengineering the earlier library services for providing following library services:

1. **Digital library services:** for the digital era, academic libraries should be changed their nature of library services. According to Arms (2000) "a digital library is a managed collection of information, with associated services, where the information is stored in digital formats and accessible over a network" the digital library can be created by using commercial or open source softwares.
2. **Selective Dissemination of Information (SDI):** Academic libraries providing this service to the researcher but now days, with the help of ICT academic library can provide SDI service to everyone according to the their interest. Through this service, library professionals could inculcate the reading habit among the student.
3. **Current Awareness Service (CAS):** This service is about the sharing or display current information for the awareness about current news. Earlier it was providing by display on display board. Mostly all the users are using social media. Librarians may use social media, Message alerts and display on website to share the current news services among the student.
4. **Ask librarian:** The reference services can be provided through online. Library website should have module for reference service or ask librarian. Here librarian could solve the queries regarding information. User has to visit to the library web page instead of physical library.
5. **Web OPAC:** Web based online public access catalogue facilitate to user to find out required information material in the library. It can be replaced the card catalogue system.
6. **E-journals:** E-journals will be beneficial instead of subscribe print journals to the college for keeping and sharing. It saves the maintenance cost and saves the place and easy to make indexing of the articles.
7. **E-books:** Using the cloud computing concept, library professional can be providing e-books over the internet. For e-books, library may subscribe e-database and it will be accessed by library user from library website.
8. **Online circulation services:** Now traditional mode of library circulation can be replaced by using online circulation method. Using books circulation module at the library webpage, user can request for particular book. It may printed or e-book.
9. **New arrival alert:** New arrival alert services can be provide via text message, Facebook, WhatsApp etc.
10. **Career notification:** Library professionals may create separate blogs for career related notifications and guidance. The link can be given at the library webpage.



11. Indexing: Keyword index can be made of the library resources the linkages can be made to each keyword. User will find their required document and its access very easily.
12. Translation services: Earlier usually academic libraries were not providing this services but it's possible through the softwares. Sometimes post graduate college student need this service for the research purpose.
13. User education: Overall information about library resources and the services can be recorded in video and it can be linked at library website. Therefore, user will able to know the library resources and services.
14. Inter library loan: Sharing of the library resources can be done through linkages of other institute's libraries at your library website.
15. Technical help service: While user handling the library resources or other tools of ICT, some user needs technical help regarding accessing the information. So, librarian could solve their problems with the skills which librarians have.
16. Download facility: Library can provide the resources i.e. free textbooks, various forms, orientation videos, books images, thoughts, educational films etc.
17. Internat/Wi-Fi service: In the physical library, user can use the library resources over intranet using the Wi-Fi of the library.
18. Information query consultation: Librarian can consult all the queries regarding information, therefore user will prefer the library first.

These are the services are expected form the library in this digital era. Therefore the traditional library services should be reengineered by replacing above services. The above services could be provided through library, library website, blogs, e-mail, social networking etc. Optional mode should be there for academic library i.e. physical as well as virtual library.

Conclusion: Due to the advancement of ICT, utilisation of library resources and services are decreasing day by day. Internet is one of the major challenge in front of the librarian that user prefers internet instead of library resources. So, academic library should be developed as per the today's trend. With the help of ICT tools, library professionals can reshape the academic library services. It's one time investment for the hardware and software. After one time investment it will be reduced the cost. While you completing the process of reengineering of library, it will be available to anyone at any corner of the world. Then the academic libraries will be recognised as 'library without boundary'.

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