

CHAPTER 25

LIBRARY AND INFORMATION SCIENCE

Doctoral Theses

01. GUPTA (Monika)
Web-Based Information Products and Services of Select National Libraries of the World: An Evaluative Study.
Supervisor: Prof. Paramjeet K. Walia
Th 23123

Abstract
(Not Verified)

The development of web and its extensive use changes the life style of each human being in the digital world. The nature of the web is very flexible which help in the achievement of several jobs on the click of mouse. It has wide use in every area of human life such as social, culture, political and economic. The present study examined forty-nine websites of national libraries of the World which were available in English language or having a comprehensive English version. The national libraries of specific subject were excluded from the study. The research methodology adopted for the present study is investigative in nature. It further included observation of the national libraries' websites from different points of view. For the purpose of evaluation of national libraries' websites, webometrics analysis was used. The study also designed two model checklists for the evaluation of the structure and web-based information products and services of the national libraries' websites. The evaluation of selected forty-nine websites of national libraries on the basis of web indicators, attributes of websites' structure and web-based information products and services indicates that few national libraries' websites which belong to the developed nations of the World are dominated in every area of the study. The study find out that though national libraries' websites of developing nations are lagging behind in comparison with the national libraries' websites of developed nations but some of the national libraries' websites of developing countries have quite well web presence as well as its websites also have significant number of usability features and also uploaded each sort of information about itself and its products on its' websites. These national libraries' websites also have provision of digital library services and information products.

Contents

1. Introduction. 2. Review of literature. 3. Research methodology. 4. National library: An overview. 5. Website evaluation and webometrics analysis. 6. Library profile of National Libraries. 7. Data Analyses and interpretation of data. 8. Findings, suggestions and conclusion. Appendices and bibliography.

02. MANISH KUMAR
Marketing of Library and Information Science Products and Services by Indian Institute of Technology Libraries in India: A Study.
Supervisor: Dr. K.P. Singh
Th 23124

Abstract
(Not verified)

The present day libraries in India are passing through the phase of transition where they are shifting from traditional to ICT environment and because of this lot many changes are taking place in managing the libraries effectively and efficiently. In addition to many of the new techniques and tools being used for the organization of library and information resources, marketing philosophy is one newly adopted

management technique which provides the solution to one of the major problems the present libraries are facing for a long time that is underutilization of information resources and scarced financial resources. Keeping in view the indispensable role that can be played by marketing management in effective information acquisition to delivery of information, the present study entitled “ Marketing of Library and Information Science Products and Services By Indian Institute of Technology Libraries in India: A Study” became imperative. The present study thus deals with the marketing of LIS products and services in the select IIT libraries wherein the focus has been on the application of the promotional tools as well as exploring the possibilities of pricing the affordable services and products. While studying much more emphasis was given to establish the scope of making use of social media in the promotion of LIS products and services and the data evaluated established the fact that social networking and social media can prove to be boon for the libraries facing the problems and challenges in terms of underutilization of information resources. However, the study being confined to IIT libraries environment could not explore much on the generating of revenue through its collection, products and services which according to the suggestions made in the study should be focused for the recommended areas of further study.

Contents

1. Introduction 2. Review of related literature 3. Marketing of library and information science products and services: need of the hour 4. Profile of Indian institutes of technology (IIT) libraries. (i) Indian Institute of technology delhi (IITD) library. (ii) Indian institute of technology roorkee (IITR) library. (iii) Indian institute of technology Bombay (IITB) library. (iv) Indian institute of technology madras (IITM) library 5. Data analysis and interpretation: Part A- librarian’s response 6. Data analysis and interpretation: part B- Users’ response 7. Findings, conclusion, suggestions and hypotheses testing. appendices

03. **NOWSHEEBA ASHRAF ASMI**
Impact of Social Networking Sites for the Exchange of Information Among Research Scholars of the Central Universities in North India: A Study
 Supervisor: Dr. M. Madhusudhan
Th 22975

Abstract (Verified)

Social media is booming trend today and evolving into important sources of information that complement traditional information sources. Among various social media tools, social networking sites (SNSs) have become enormously popular. They are being adapted and accessed by all sections of the society including academic and research community. Due to the free availability of online resources and wider connectivity, research scholars find social networking sites an easy platform to share and publicize their research, receive and give feedback. The popularity of SNSs has become increasingly popular over the past several years. One of the largest potential SNS populations can be found in India. Latest statistics shows that there are 134 million social media users in India. As the number of users of SNSs increased, students, particularly in academic institutions in India, gravitate toward many interesting social networking groups. Using social networking tools and platforms can offer many benefits for research scholars. SNSs help research scholars in research and learning, collation of resources, collaborative and peer-to-peer learning. Benefits that research scholars draw from SNSs include sharing research ideas and experience, easy communication and finding solutions to research problems. Most of academicians connect on SNSs for social interaction as a main route for information and discussion, thereby facilitating knowledge building among communities of same or related school of thought. Some SNSs have succeeded in convincing the vast majority of their users to trust both the data found on individuals’ profiles and the wisdom of publishing data about themselves. Keeping in view the above aspects, the present study has been taken up to know the current use, benefits, and problems associated with exchange of information using SNSs and its impact on the academic/research work among the research scholars of Central Universities in North India.

Contents

1. Introduction. 2. Review of literature. 3. Social networking sites. 4. academic social networking sites. 5. Data analysis and interpretation. 6. Findings. Conclusion and suggestions. List of works cited and appendix-I.

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02. DEY (Treveni)
Citation Analysis Indian Journal of Chemistry Section A and B: A Study.
Supervisor : Dr. K. P. Singh
03. KIMI
Study of Storage and Retrieval of Multimedia Resources at Select Libraries of Delhi.
Supervisor : Dr. Meera
04. JHAMB (Garvita)
Human Resource Management of Library and Information Science Professionals in Select Libraries of Delhi: A Study.
Supervisor : Dr. Meera
05. NISHANT
Citation Analysis of Journal Literature in the Field of Commerce.
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Supervisor : Dr. Paramjeet K. Walia
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