

# The Changing Nature of Collection Development in the Digital Era

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# Content in Academic Libraries in the Era of ICT



The emergence of ICT has repositioned academic libraries from the days of closed stacks, through self browsing and card catalogues, punch cards, and OPACs to the concept of modern and digital libraries which include open access, institutional repositories and much more. Academic libraries were the sole custodian of information, which was predominantly in print and the technology paved the way for paradigm shift from print to electronic resources.

- Academic Libraries are now as much about digital resources of all types as like print resources.
- Libraries do acquire a book or journal issue near the point of publication.
- Providing access to far more titles than they did few decades ago.
- The move to e-books as the preferred monographic format is beginning to change the way that libraries think about long term availability of books in their collection.
- A book not acquired when it is published can be purchased (often for cheaper price later).
- Libraries no longer have monopoly on the provision of access information; the value that they add to that content is now just as important as the content itself.
- It is now easier to acquire content (for free, as part of bulk purchases, or on demand) the ability to help users find that information will become increasingly important.
- Libraries will not buy a package when it is possible to lease an individual title; they will not acquire a journal when it is possible to acquire an article and they will not purchase a book when it is possible to rent a chapter.
- The libraries will be as efficient and information-rich as Amazon, iTunes, or Google.

- ✦ Manual card catalogue has brought a replacement of online electronic catalogue.
- ✦ First Online Catalogue using Dynix Software was developed in 1983 and used widely till 1990s.
- ✦ Linked Technologies
- ✦ The internet facilities enables to link to other libraries OPACs, access remote electronic databases , publish electronically on web servers, enhance and improve library collection development programmes, communicate using e-mail facilities and provide reference services.
- ✦ Hybrid Library
- ✦ Libraries in a Web 3.0 World
- ✦ Open Access/Open Data Achieves
- ✦ RFID Technology
- ✦ Smart Devices



- ✦ Unified resource management (Both Print & Electronic)
- ✦ Potentially displace multiple products (ILS, ERMS, Open URL Link Resolver and Digital Asset Management System)
- ✦ Reliance on global knowledge based databases than local

## Technology Adoption

- ✦ Service-Oriented Architecture (SOA) and web based interfaces for deployment through cloud technology (SaaS Model)
- ✦ API suite Application
- ✦ Interoperability / Extensibility

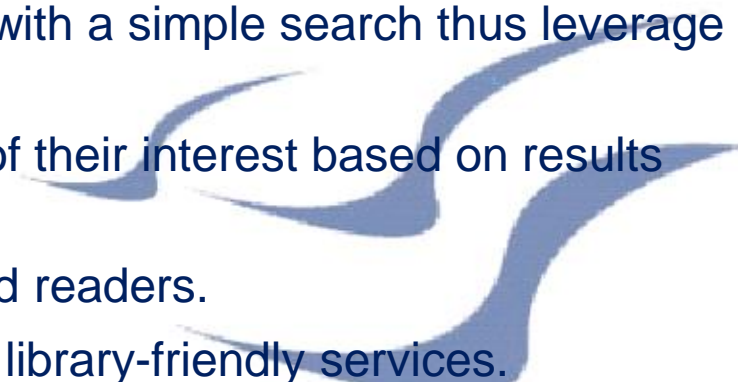
## New Genre Platform

- ✦ Worldshare Management Services (OCLC)
- ✦ Alma (Ex Libris) -2011
- ✦ Millennium ILS (Innovative Interfaces – Sierra)
- ✦ Intota (Serials Solution)



- ✦ Gaining momentum towards open source ILS – Koha & Evergreen (free software means unrestricted).
- ✦ Features comparable to proprietary products
- ✦ Support services are available for data migration, hosting and other customization.

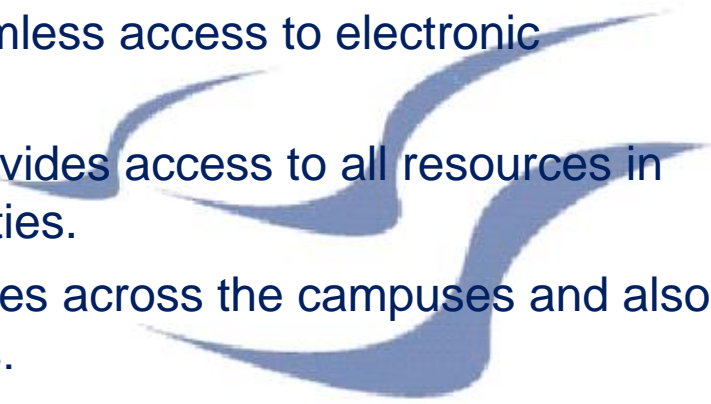
## Discovery Services

- ✦ New unified index enables libraries to provide easier access to their resources of licensed scholarly publications combined with locally held content (catalogue) through discovery service – EBSCO Discovery Service, Serials Solutions.
  - ✦ Enhance visibility and accessibility of resources with a simple search thus leverage investments on library resources.
  - ✦ Potentially help users to find new subject areas of their interest based on results displayed visually.
  - ✦ Mobile Access – To adapt content to personalized readers.
  - ✦ Opening the door for digital natives to encounter library-friendly services.
- 
- A decorative graphic consisting of several overlapping, flowing blue waves that sweep across the bottom right portion of the slide.

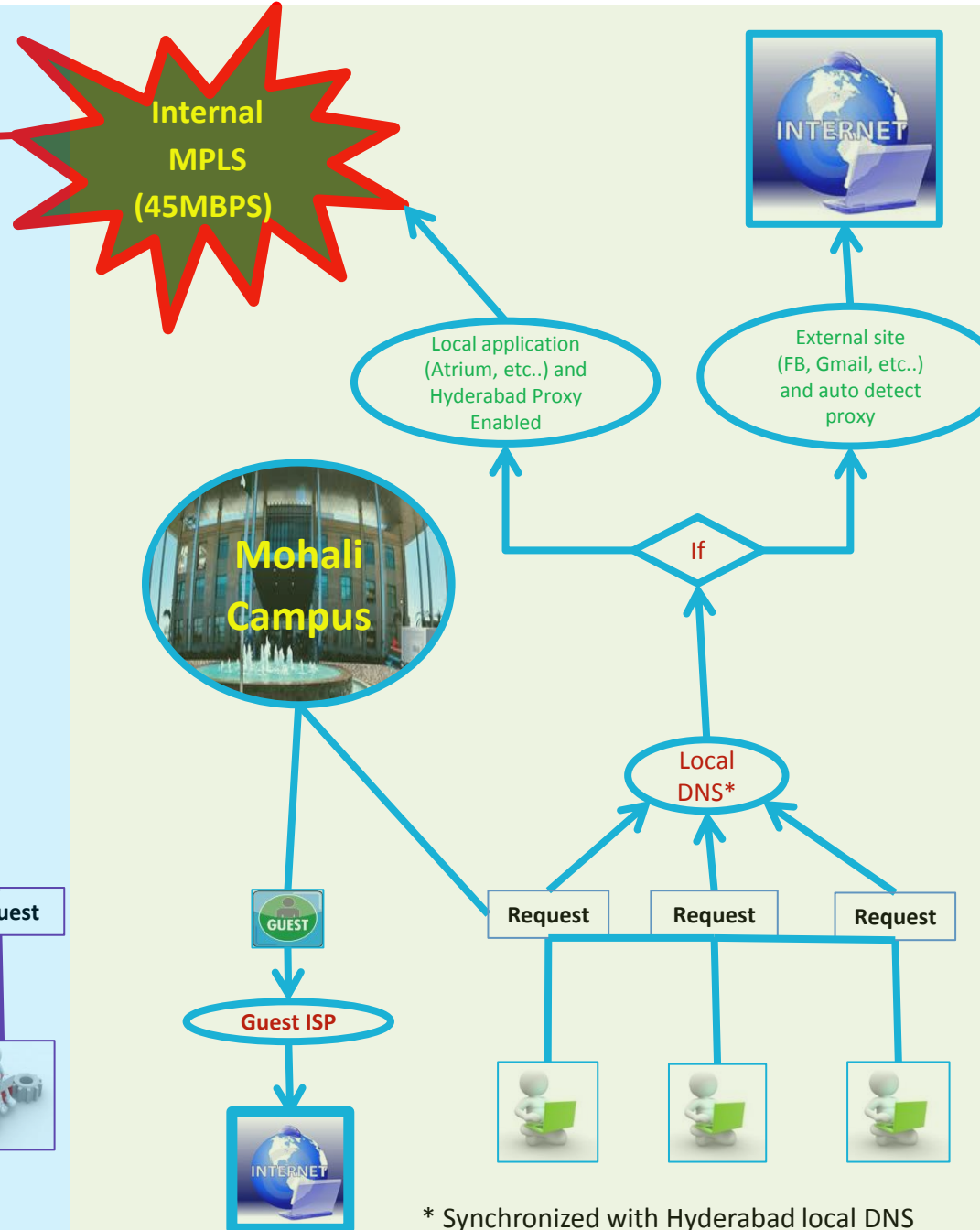
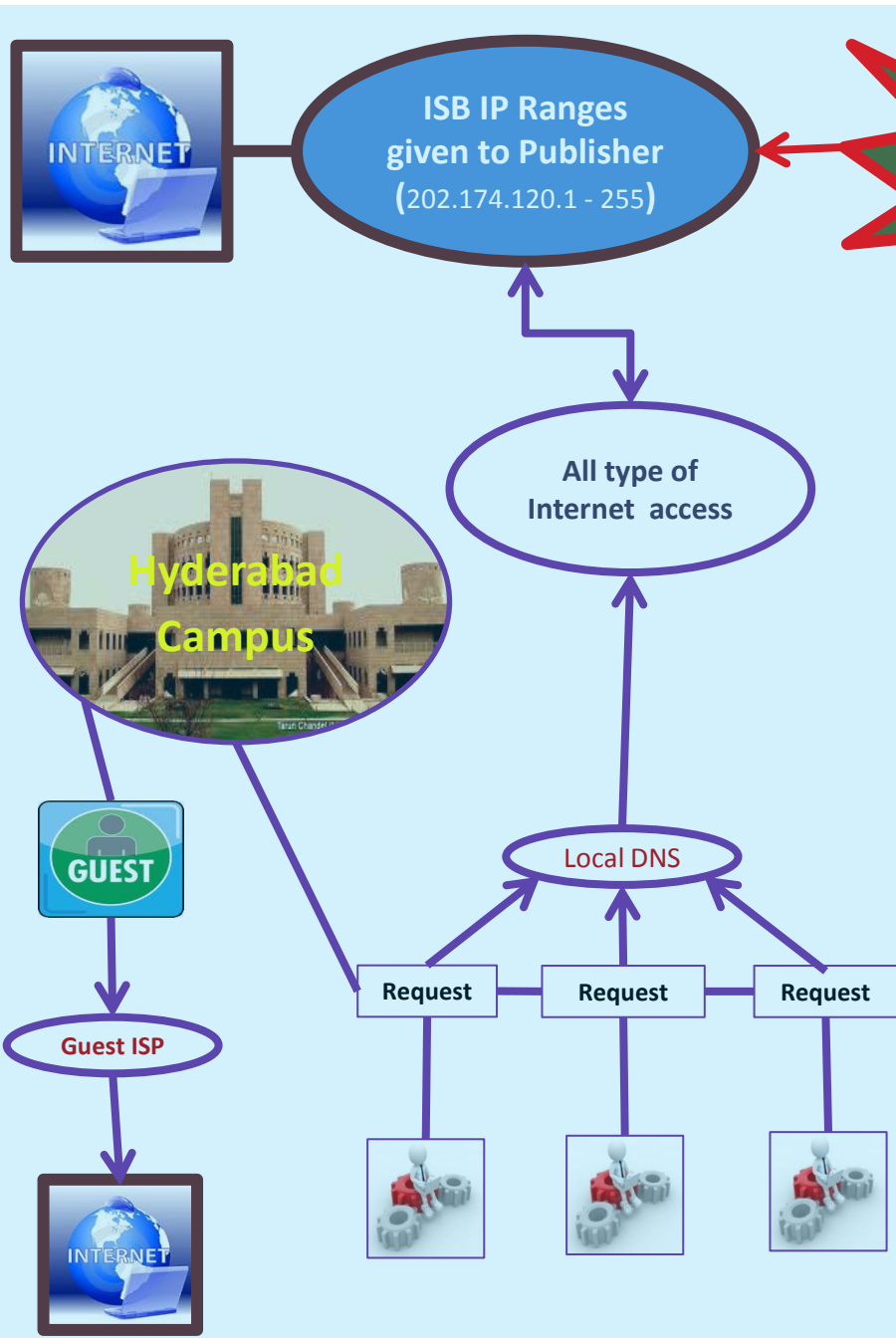


- ✦ **Get portable:** Make yourself and your services mobile
- ✦ **Get Social:** Use of Social Networking tools for managing and sharing information – Facebook, Twitter, Google Suite, etc.
- ✦ **Focus on the Individual:** Personalized information experience
- ✦ **Provide dynamic content:** Finding the tools that assist you in locating the information your user requires.
- ✦ **Widgets and mash-ups:** Identify the widget tools that would be the best to showcase on your website.
- ✦ **Organization:** Organization of Information through the development of ontologies and semantic web standards.
- ✦ **Contextualize your support:** How is location important? Are your users device driven? Subject driven?
- ✦ **Filtering:** Web 3.0 filters out the stuff that doesn't pertain to your context – a time honoured role of librarians. Semantic relationship helps us filter through the information to identify what we need.

The ISB has established a new campus at Mohali and it is fully functional since 2012. The LRC at both the locations are integrated in order to provide the students across the campuses a very similar experience in accessing the resources across the campuses.

- ✦ Campus Interconnectivity
  - ✦ A common proxy for both the locations for accessing LRC resources
  - ✦ Mutual access to OPAC
  - ✦ Based on the white-list the network traffic to the publisher's site is routed through the registered proxy at Hyderabad (Main) and also additional IP as fail-safe mechanism.
  - ✦ The users of both the campuses are authenticated by common active directory – LDAP for accessing the resources on site as well as off-site through Ez-Proxy.
  - ✦ Common gateway for LRC – Site to provide a seamless access to electronic resources.
  - ✦ Campus Intranet site is known as Atrium which provides access to all resources in the intranet site such as LMS, SAP and other facilities.
  - ✦ Video conferencing facility - for lectures, conferences across the campuses and also to conduct FPM classes from our partner's schools.
  - ✦ IP Telephony for inter campus intercom.
- 

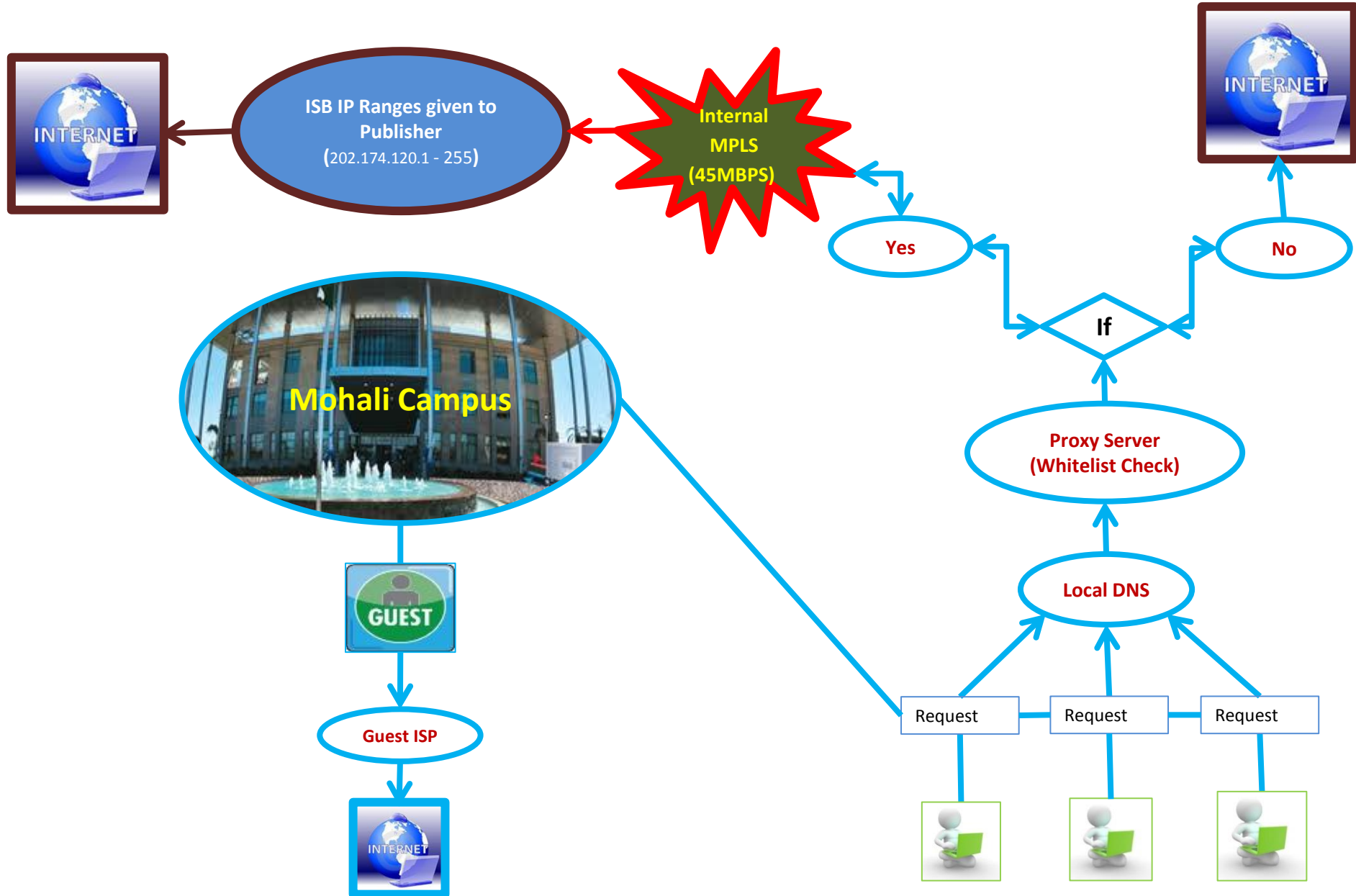
# Internet Access Mechanism of Both campuses using MPLS (Multiprotocol Label Switching)



\* Synchronized with Hyderabad local DNS



# Mohali Network Traffic Routed Through Hyderabad (Whitelist)





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ELSEVIER

## Surgery for Obesity and Related Diseases

Volume 8, Issue 4, July–August 2012, Pages 371–374



Original article

### Effect of bypassing the proximal gut on gut hormones involved with glycemic control and weight loss

Dimitri J. Pournaras, M.R.C.S.<sup>a, b</sup>, Erlend T. Aasheim, M.D., Ph.D.<sup>a</sup>, Marco Bueter, M.D.<sup>a</sup>, Ahmed R. Ahmed, F.R.C.S.<sup>a</sup>, Richard Welbourn, M.D., F.R.C.S.<sup>b</sup>, Torsten Olbers, M.D., Ph.D.<sup>a</sup>, Carel W. le Roux, M.R.C.P., Ph.D.<sup>a</sup>

<sup>a</sup> Imperial Weight Centre, Imperial College London, Charing Cross Hospital, London, United Kingdom

<sup>b</sup> Department of Bariatric Surgery, Musgrove Park Hospital, Taunton, United Kingdom

Open Access

Abstract

Background

The reported remission of type 2 diabetes in patients undergoing Roux-en-Y gastric bypass has brought the role of the gut in glucose metabolism into focus. Our objective was to explore the differential effects on glucose homeostasis after oral versus gastrostomy glucose loading in patients with Roux-en-Y gastric bypass at an academic health science center.

<http://dx.doi.org/10.1016/j.soard.2012.01.021>

Bibliographic information

Citing and recommended articles

Applications and tools

View author presentation

Effect of bypassing the proximal gut on gut hormones involved with glycemic control and weight loss

DJ Pournaras et al.  
Surgery for Obesity and Related Diseases  
5 slides, 04:24 min

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Workspace

- Shift from Content Management to Content Delivery for greater user experience.
- Libraries are about content and community.
- Universal Access to content rather than ownership.
- Seamless Access.
- Library Renewals is to combine research, partnership and grassroots involvement.
- Discovery Systems – Flexible and deeply integrated creating visibility and accessibility to resources.
- Digital Rights Management.



# Emerging Models of Content Delivery

**B2C**

**B2B**

Sony Music → Customer

Sony Store → iTunes → Customer

Universal Studios → Customer

Universal → Netflix → Customer

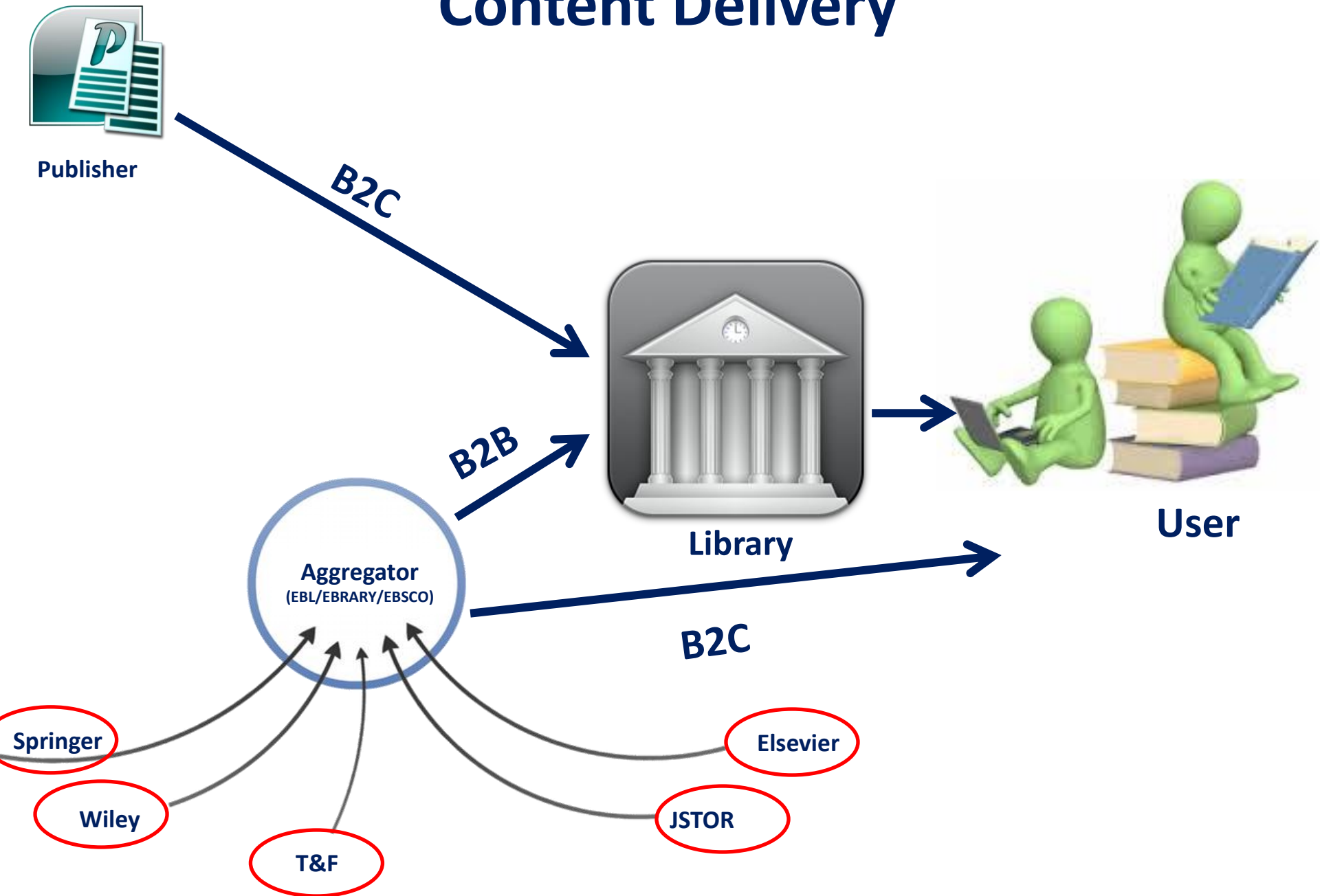
Springer → Library → User

Springer → EBL/EBRARY → Library → User

## **Journal Article**

Discovery Services → Full Content Delivery → Pay Per Use Model

# Content Delivery

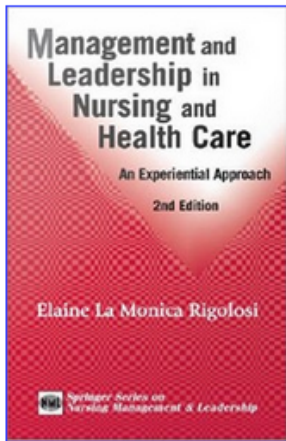
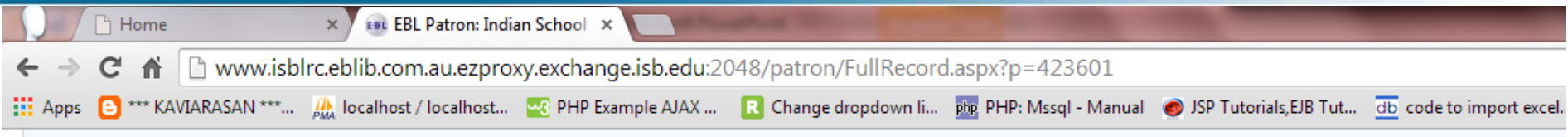




# B2C



# B2B



### E-book Options

You can browse for 5 minutes

**i** Your library does not yet own this ebook. You can request further access and your library will be charged if approved.

**Read Online (Browse)** >

**Request Loan** >

[Add to Collection](#) | [Email Link](#) | [Cite this book](#)

**Details** | Contents | Bookmarks

## Management and Leadership in Nursing and Health Care : An Experiential Approach

Rigolosi, Elaine La Monica

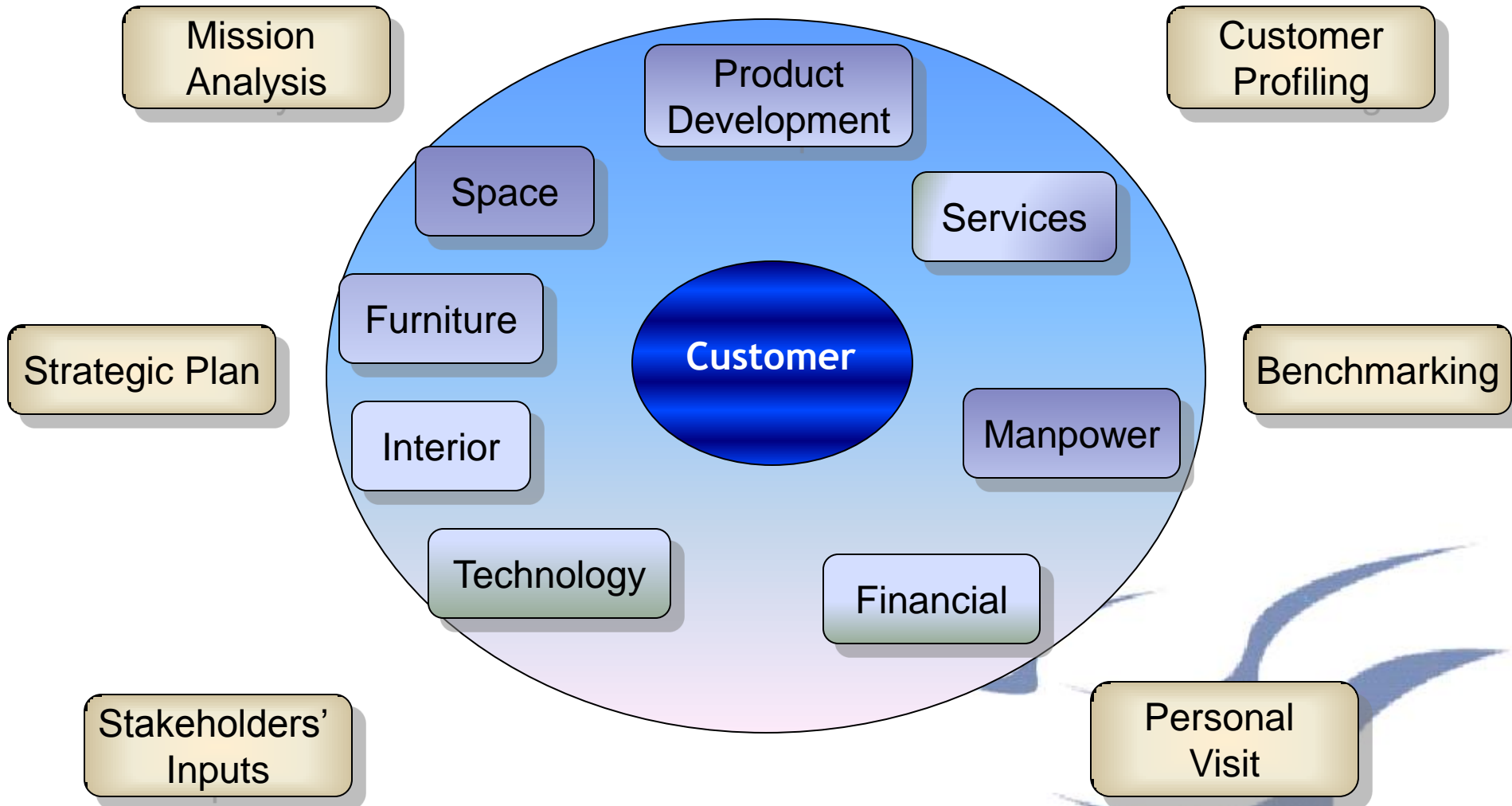
*Designated a Doody's Core Title!*

This book presents the basics of leadership and management for nurses -- what is essential in order to achieve the set goals of a group, team, or organization in health care. The basic components include: as effective communication, analyzing a problem, conflict resolution, and time management. It provides an opportunity to observe, experience, and carry out ... [Show more](#)

<b>Title:</b>	Management and Leadership in Nursing and Health Care : An Experiential Approach	<b>Print ISBN:</b>	9780826197542
<b>Author(s):</b>	Rigolosi, Elaine La Monica	<b>eISBN:</b>	9780826197542
<b>Publisher:</b>	Springer Publishing Company	<b>Dewey:</b>	362.173068
<b>Series:</b>	Springer Series on Nursing Management and Leadership	<b>Publication Date:</b>	03 May, 2005
<b>Pages:</b>	449	<b>Category:</b>	Nursing, Health, Social Science
<b>LCCN:</b>	RT89.L3 2005	<b>Language:</b>	English
<b>Edition:</b>	2	<b>LCSH:</b>	Administrative Personnel. Health services administration. Leadership. Nurse Administrators. Nursing Care Nursing services.
<b>Formats Available:</b>	PDF		



# Framework of Library Services



# Objectives of Collection Development



- Supporting the teaching, learning, creative and research functions of the School by acquiring and organizing a relevant and well balanced collection in a wide variety of formats.
- Responding to changes in teaching and research programmes
- Maintaining the physical condition of the collection at an appropriate level.
- Participating in resource sharing and networking at a regional, national and international level.
- Participating in efficient & cost effective storage programs to create long term access to research material.



- Importance/relevance to the curriculum
- Contribution to depth or breadth of collection
- Faculty recommendation
- Demand by user
- Adequacy of scope
- Physical quality
- Various formats



## ➤ Service Quality Gap

Gap between customer expectations and Perceive what they are getting.

## ➤ Understanding Gap

Gap between Customer expectations and our perceptions of customer expectations.

## ➤ Design Gap

Gap between our perceptions of customer expectations and the translations of these perceptions into service standards.

## ➤ Delivery Gap

Gap between Service standards intended by us and Service Standards actually delivered.

## ➤ Communication Gap

Gap between what is delivered and what is communicated to customer as being delivered.





## ➤ 3 Cs

- ✓ Content
- ✓ Connectivity
- ✓ Customer Care



# 3Cs - First C - Content



**Book collection** { 42,000 (Hyderabad Campus)  
13,000 (Mohali Campus)  
2,000 **e-books**



150 Print **Journals** & 2000+ **Online Journals**  
- Academic Journals displayed and Archived on AC 9 4<sup>th</sup> level.

Display of Latest **Magazines** at AC9 4<sup>th</sup> level



5000 **AV Resources** (Including 600 movie **DVDs**)  
- Issue and Returns will be done @ AC9 2<sup>nd</sup> level

More than 50 **Electronic databases**



# Kindle Reader



S. No.	Title	Author
1	Case in Point: Complete Case Interview Preparation - 8/e	Cosentino, Marc
2	Seven Myths about Education	Christodoulou, Daisy
3	Desire to fly... Volume 1	Srivastava, Puneet
4	Hybrid Reality: Thriving in the Emerging Human-Technology Civilization (TED Books)	Khanna, Parag, Ayesha Khanna
5	The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity)	Kapferer, Jean-Noel
6	Case Interview Secrets : A Former McKinsey Interviewer Reveals How to Get Multiple Job Offers in Consulting	Victor Cheng
7	Practical Time Series Forecasting : A Hands-On Guide	Galit Shmueli
8	I'm Feeling Lucky : The Confessions of Google Employee Number 59	Douglas Edwards
9	Reimagining India : How to Unlock the Potential of Asia's Next Superpower	Mc Kinsey & Company
10	The Last Mughal : The Fall of a Dynasty, Delhi, 1857	William Dalrymple
11	Building a Successful Family Business Board: A Guide for Leaders, Directors, and Families (A Family Business Publication)	Pendergast, Jennifer M., Ward, John L., Brun de Pontet, Stephanie
12	The Truth About Everything	Brianna Wiest

# Audio Books (58 Titles)

S. No.	Title
1	Adventures Of Sherlock Holmes : Part - 1
2	The Art Of War
3	Alice in Wonderland
4	The Adventures Of Sherlock Holmes (Part - 2)
5	The Adventures Of Sherlock Holmes (Part - 3)
6	The Art Of Closing The Sale
7	The Buck Stops Here
8	Be Your Own Best Life Coach
9	Buy In
10	Billion Dollar Lessons
11	Blue Ocean Strategy
12	Connect The Dots



- Anytime, Anywhere Access – taking resources to the desktop
- Higher Bandwidth – enhanced access experience
- Wider Access – breadth and width of resources

\* Connectivity is the backbone of entire infrastructure and access framework.

A large, stylized blue wave graphic that flows from the right side of the slide towards the center, positioned below the text.



- User Friendly
- Customer Driven
- Proactive rather than reactive

\* Role based access to required information results in enhanced productivity.



**Global InfoWatch products** – B-school, Industry trends, articles alert, ISB News, etc.

**Placement Guide:** A portal with up-to-date information on recruiters Jobs, etc

**CDWatch:** A portal to access the CDs

**Course Guides:** Term-wise Subject articles

**Case Study Data Bank**

**Off campus access through ezProxy**





### **Global Infowatch:**

Learning Resource Centre at the ISB, has launched a proactive information product - Global InfoWatch. This product features out a monthly bulletin, providing an access to various B-school coverages, industry sector reports, thought provoking articles, and a gateway to browse the ISB in News.

Global  
Infowatch

#### **Infowatch on Bschoools**

A proactive information product tracking all the published information and recent developments in various key success factors of B-schools across the world.

#### **Industry Watch**

A knowledge depository capturing the trends in various Industry sectors.

#### **Article Alert**

An Alerting service to disseminate leading articles on Business and Management.

#### **ISB in News**

The happenings at ISB--A window to the world.



A web product assisting for all the courses in a term. This InfoProduct would provide you with an access to the useful resources for the term courses

## Term Index(Hyderabad)

[Term 1 Course Guide](#)  
[Term 3 Course Guide](#)  
[Term 5 Course Guide](#)

Apr 28 - Jun 08, 2014  
Jul 21 - Aug 31, 2014  
Oct 13 - Nov 23, 2014

[Term 2 Course Guide](#)  
[Term 4 Course Guide](#)

June 9 - July 20, 2014  
Sep 01 - Oct 12, 2014

## Course: Entrepreneurial Decision Making

[Back to Term 5](#)

### Course Description

Summary Objectives: We will focus on tools and techniques that address (1) value creation for the customer, 2) value capture for the firm, and (3) sustained value growth for both, all in the (4) Indian context. This course targets those students who have specific start-up ideas and would like to explore the commercial feasibility of their ideas from a customer and demand standpoint

Readings	Shelf Location	Databases	Journals	Useful Links
	<b>Subject</b> Decision Making Entrepreneurship	<b>Location</b> 658.403 (III Level, Rack No: 25, 26) 658.421 (III Level, Rack No: 30, 31)		

- Receiving suggestions from faculty members, scholars and students
- Publishers catalogues
- Books reviews and announcements
- New addition list from selected business school, in the country and abroad
- Books received from vendors on an approval basis
- Book exhibitions





- Advantage of the **immediacy** of the **digital medium**.
- Enables libraries to make eBooks visible to patrons **without purchasing the titles outright**.
- Accessible either through **library OPAC** and/or within the **EBL platform**.
- Free browsing **5 to 10 minutes** with **unlimited page access** (un-owned materials).
- **Customized Access Permissions** – Mediated & Non-Mediated.
- Mediated – Beyond browse period, **request further access** to non-owned titles.
- Non-Mediated – **Triggering of STL** (rental) automatically by **Patron** which is price mediated.
- **Option to Choose – STL (Rental) or Purchase/Auto-Purchase** (up to 325 Uses/Year) triggered after the first access/ designated number of access – 3 times.



# PDA – Unique Features



- Selection from **wider collection** of titles available to patrons.
- Spending towards materials **what actually gets used** .
- **Eliminates time** required for selectors to search for titles and purchase.
- Patrons access most **up to date content**.
- New titles are **immediately available** when added to catalogue.
- **Alternative to ILL / Print on Demand ?**.
- Titles selected through PDA **circulate 3-5 times more** than those selected upfront.
- **Supplement upfront selection** and purchasing (rather than replace).
- **STL (Short-term Loan)** are a way of stretching budget to purchase based on true demand.
- **Central Administrative Interface** Control to Switch on/Switch off.
- **Organic process**.


- Selection can be made manually or through **automated profiling** tools.
- **Direct relation** between number of **titles available to patrons and expenditure**
- **Set-up specific profile(s)** to narrow down the content made available to end users
- Create a more **detailed profile to better filter** what gets made available to patrons
- **Manage duplication** by excluding designated titles or publishers from profile
- **Run periodic updates** to ensure new content is made available to users
- Expose content to users through **OPAC or Discovery Layer**
- **Limit the number of STLs** per day or per week for each.
- Force **browsing period** before a download can occur.
- **Turn off download** for non-owned books.
- **Price Mediation**



## ❖ Pros

- Counteracts the problem of **non-circulated materials**
- **Higher Average Circulation Rate**
- **Relevance and good fit** for the collection
- **Positive Feedback** from Patrons
- Selection by Students & Faculty – **Garner Greatest Circulation**
- Meet the needs of **Interdisciplinary Requirement**

## ❖ Cons

- Imbalance collection
  - Fail to anticipate/accommodate future/occasional requirements
  - E-Books – Change of rules as per the publishers policy
  - Rental Costs (STL) exhaust funds
- 
- A decorative graphic consisting of several overlapping, flowing blue waves that sweep across the bottom right portion of the slide.

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[Atrium Home](#) > [Departments](#) > [Learning Resource Centre](#)





### Welcome to LRC Home

The library is known as the Learning Resource Centre (LRC), located at AC9 (cylindrical building) in the middle of the Academic Centre at Hyderabad and in the Academic Quad (Level 2) at Mohali.

#### Ask A Librarian:

 **By Phone:** 040-2318 7999 / 7963 (Hyderabad); 0172-459 1781 (Mohali)

 **By E-mail:** [lrc\\_hyd@isb.edu](mailto:lrc_hyd@isb.edu) (Hyderabad); [lrc\\_moh@isb.edu](mailto:lrc_moh@isb.edu) (Mohali)

 **In Person:** Personally you can visit LRC for any kind of help

Live Chat:  
**FAQs**

LRC Hyderabad OFFLINE

LRC Mohali ONLINE

### Announcement

[Management Melange](#)

[Course Guide](#)

This product of LRC provides you with the information on text books, course related databases, e-journals, working papers and many more useful links related to Term courses.

**NEW!** [Global Infowatch for May 2013](#)

A proactive information product tracking all the published information and recent developments in various key success factors across the world.

[Book on My Desk](#)

LRC has launched a new service called Book on My Desk (BOD) especially for Faculty, Centres Head and Management Groups.

[Evaluation Studies](#)

This collection seeks to provide a one-point access to the substantial literature – academic as well as practitioner-oriented – on the subject.

[Placement Guide](#)

Students have access to all the relevant and most updated information about various companies coming to the campus for recruitment.

[EconBiz Open](#)

Open Source Database which broadly covers subjects -

### Quick Links to Resources



**Databases**



**e-Journals**



**E-Book Library**



**e-Books**



**Quick Links**



**Pearson E-Books-Trial Access** **NEW!**

**Oxford Handbooks Online** **NEW!**

**Union Budget 2013-2014**

**Dion Insight - Trial Database**





EZproxy is a middleware that authenticates library users against local authentication systems and provides remote access to licensed content based on the user's authorization.

### EzProxy - Off Campus Access

Enter your LDAP Login Name

Enter your LDAP password

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- [External Members](#)
- [Families](#)
  
- [Online Catalogue](#)
- [Databases](#)
- [Journals](#)
- [Information Products](#)

# EBL - Book Shelf



www.isblrc.ebllib.com.au.ezproxy.exchange.isb.edu:2048/patron/Default.aspx?echo=1&userid=OwNyAuBRstw%3d&tst:



Bookshelf

My Collections

Help/Feedback

Logout

Quick Search | Category | Full Text | Advanced

Search

Use our simple or advanced search to find what you are looking for. EBL offers full text search capability across the database. You can use the advanced search if you want to search for multiple publishers or across multiple categories.



Hover over a title for more information

Viewing 3 titles | View as List



My book shelf

Not sure where to start?

Browse by category...

Full Catalogue

Bookmarks

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In order to download books for offline viewing, you will need Adobe Digital Editions.





# EBL - Search a book



www.isblrc.eblib.com.au.ezproxy.exchange.isb.edu:2048/patron/SearchResults.aspx?q=Educational+Research+and+Inn



Bookshelf

My Collections

Help/Feedback

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Educational Research and Innovation: Connected Minds

Quick Search | Category | Full Text | Advanced

Search

## Refine Your Search

### Year Published

2014 (1)  
2013 (2889)  
2012 (7095)  
2011 (4643)  
2010 (4154)

Show more...

### Language

English (30965)  
German (1)

### Category

Social Science (9399)  
Business / Management (8621)  
Education (5348)  
Computer Science / IT (1929)  
Psychology (1901)

Show more...

Select Page

Results per page: 10

Limit search to titles owned by your library

Sort by: Relevance

Display: Basic

Search full text of books for **Educational Research and Innovation: Connected Minds**

Displaying **1 to 10** of **30966** titles for **Educational Research and Innovation: Connected Minds**

1 2 3 4 5 ... 3097 Next »



### Educational Research and Innovation: Connected Minds

OECD Publishing; Centre for Educational Research and Innovation, 2012 | Organisation for Economic Co-operation and Development

Series: Educational Research & Innovation

Request

In all OECD countries, digital media and connectedness are integral to the lives of today's learners. It is often claimed that these learners are "new millennium learners", or "digital natives", who have...

[Read this book](#) | [View details](#) | [Add to Collection](#)



### Educational Research : The Attraction of Psychology

Smeyers Paul; Depaepe Marc, 2012 | Springer

Series: Educational Research , V. 6

Request

The closely argued and provocative contributions to this volume challenge psychology's hegemony as an interpretive paradigm in a range of social contexts such as education and child development. They start...

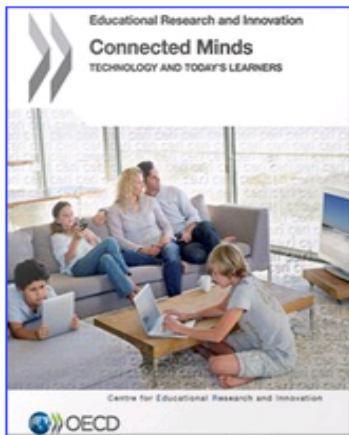
# EBL – Search Book Details



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Details Contents Bookmarks

## Educational Research and Innovation: Connected Minds

OECD Publishing; Centre for Educational Research and Innovation

In all OECD countries, digital media and connectedness are integral to the lives of today's learners. It is often claimed that these learners are "new millennium learners", or "digital natives", who have different expectations about education. This book contributes to the debate about the effects of technology attachment and connectedness on today's learners, and their expectations about teaching. The book sets out to answer the following questions: Can the claim that today's students are "new millenium learners" or "digital

... [Show more](#)

<b>Title:</b>	Educational Research and Innovation: Connected Minds	89264075221
<b>Author(s):</b>	OECD Publishing; Centre for Educational Research and Innovation	789264111011
<b>Publisher:</b>	Organisation for Economic Co-operation and Development	<b>Dewey:</b> 371.33
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<b>Edition:</b>	1st	Computer-assisted instruction. Education -- Effect of technological innovations on. Educational technology. Internet and youth.

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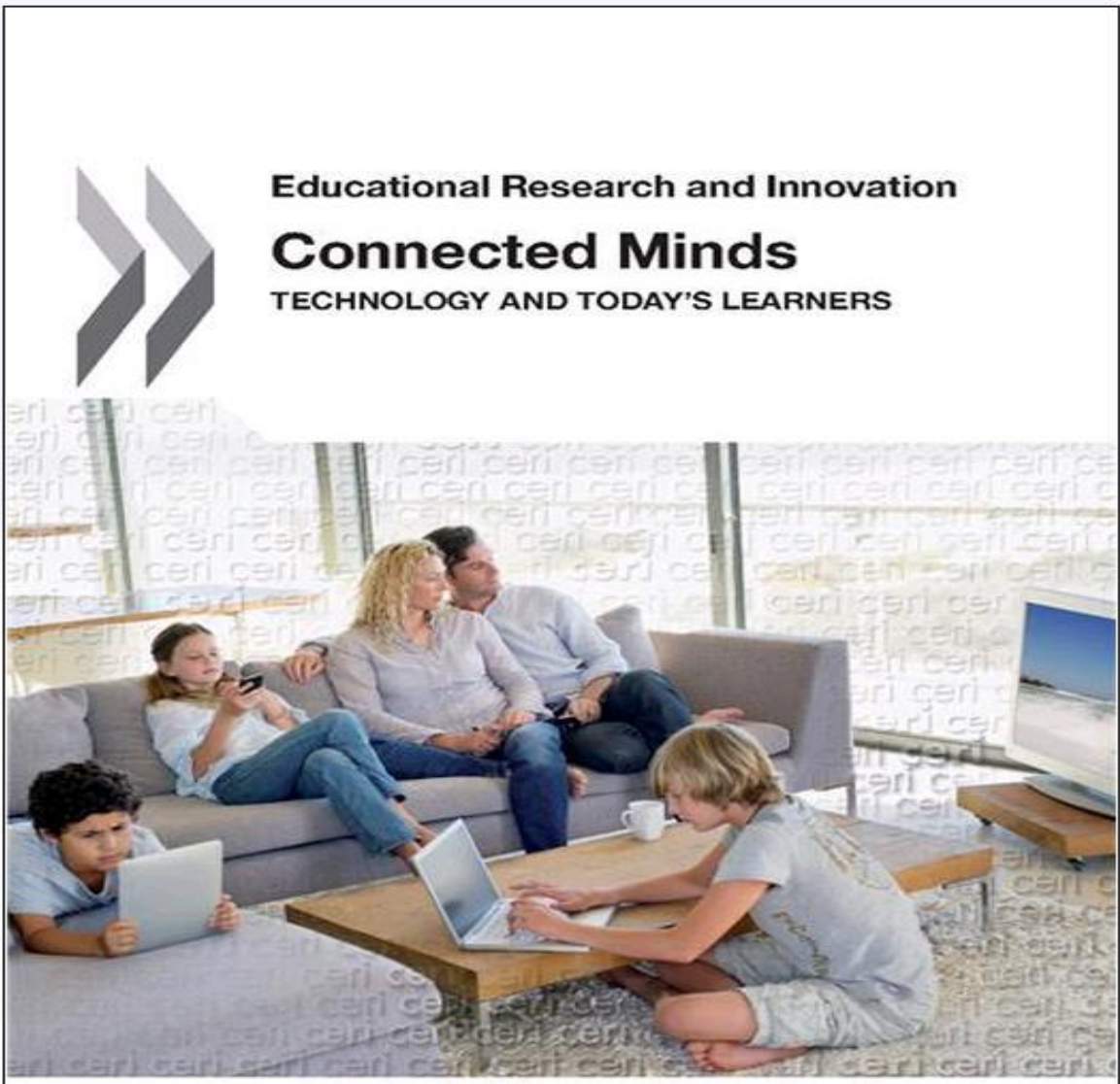
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is important because it helps to focus the policy discussion in education, as in other sectors, not on issues of access to particular types of technology, devices or gadgets, as was the case with the issue of computers in the classroom back in the nineties, but rather on the vast range of activities that can be carried out or services that can be accessed while being connected.

Being connected does not necessarily translate into immediate benefits. This is why a new concept is proposed here, that of connectedness. Connectedness can be defined as the capacity to benefit from connectivity for personal, social, work or economic purposes. To turn connectivity into connectedness and thus seize the opportunities raised by pervasive connectivity, individuals have to be capable of actively dealing with digital information and media. They also need to be able to communicate effectively with others using online digital applications or services.

Connectedness can also be described as a dual state: people, institutions, firms or governments are either connected (on) or not (off). Institutions, firms and governments should be permanently on in order to seize the opportunities of the knowledge economy and society. As the next chapter shows, there is clear evidence that an increasing percentage of citizens in OECD countries are almost permanently on, either for work or social purposes, or for both.

The marriage between digital media and connectivity is having an important effect on contemporary life. To begin with, this combination is fuelling economic growth. New business opportunities are emerging thanks to technology and, increasingly, to connectivity. For private firms, institutions and public organisations to turn connectivity into connectedness demands not only important organisational changes but also changes in the nature of work and the skills required. Secondly, the way in which people access services or goods, both public and private, is increasingly permeated by connectivity. Last but not least, social relationships are affected by it. In sum, connectivity is resulting in important societal and economic changes but granting access only does not translate opportunities into actual benefits, does not transform connectivity into connectedness.

### Reasons for increased policy relevance

The progressive universalisation of connectivity has dramatically changed the way people can access information, publish their own and share it, as well as the way they can communicate with other people, anytime and anywhere, and create and nurture communities. This has enormous implications for all spheres of adult life, from work to leisure, from private business to public services – including education.

These implications require a policy response. This response should have a

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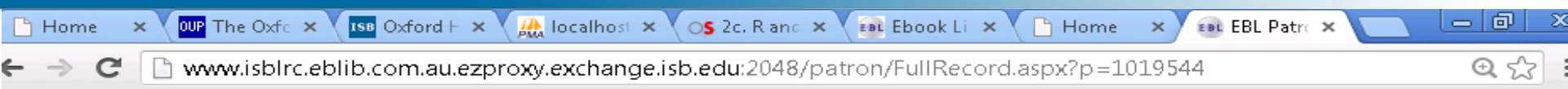
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- ▶ COVER
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- ▶ DATA ANALYSIS
- ▶ TESTING OF HYPOTHESES
- ▶ INTERPRETATION, REPORT WRITING

unique function of modern marketing. Though we cannot  
ills, it can be regarded as the 'radar' to the navigator the  
activity, marketing research has a colourful history of seventy  
by the amount spent on it by a known economic power  
business community spends on an average three hundre  
increasing at an annual rate of twenty per cent.


'Research' is not searching which is already searched. I  
enquiry undertaken to provide information for making so  
impartial open study conducted by the person or group  
methods. In very simple words, it can be said that research

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Cc:  
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Ebook Details  
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Author: OECD Publishing; Centre for Educational Research and Innovation  
ISBN: 9789264075221  
eISBN: 9789264111011  
Publisher: Organisation for Economic Co-operation and Development Book price:USD 4.95

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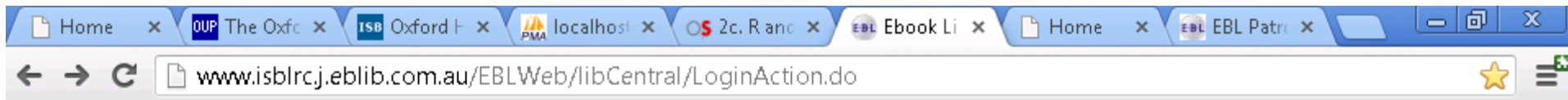
Patron Details  
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Name: venkadesan srinivasan  
Email: [Venkadesan\\_S@isb.edu](mailto:Venkadesan_S@isb.edu)  
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- 14th May 2013**  
EBL Joins ProQuest
- 9th May 2013**  
8,913 new titles added to EBL in April 2013
- 3rd May 2013**  
EBL UK office opening hours on 6th May 2013
- 18th April 2013**  
EBL partners with Ingram to expand global distribution

**Getting Started...**

EBL has many flexible features and settings. Our handy help guide will give you a comprehensive overview and explanation of the LibCentral features. You can access this guide online from the "HELP" link at the top of the site or you can download a copy here:



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# LibCentral – Request Approval



## Mediated Loans

**Request/Reject**

Status: Pending Go

2 results found | Now showing page 1 of 1 | 1 [Export CSV List](#)

Sort results by: Requested Date and then by: Go

Display 10 results

PatronName	Request Date	Title	LCC	ISBN	Days	Status	Approval Date	Approved By	Detail	Delete
W, Raja	07/01/2013 10:19	The Civilized Market : Corporations, Conviction and the Real Business of Capitalism	HB501 .A539 1997eb	1900961121	28	Pending			<a href="#">STL/Purchase/Reject</a>	<input type="checkbox"/>
Joda, Vijaya	08/01/2013 06:56	Accelerating Process Improvement Using Agile Techniques	QA76.758 .J33 2006eb	0849337968	1	Pending			<a href="#">STL/Purchase/Reject</a>	<input type="checkbox"/>

2 results found | Now showing page 1 of 1 | 1 [Delete Loans](#)

# LibCentral – Request Status



## Mediated Loans

Search: Status All Go

18 results found | Now showing page 1 of 2 | 1 2

Export CSV List

Sort results by: Requested Date and then by: Go

Display 10 results

PatronName	Request Date	Title	LCC	ISBN	Days	Status	Approval Date	Approved By	Detail	Delete
Raja	07/01/2013 10:19	The Civilized Market : Corporations, Conviction and the Real Business of Capitalism	HB501 .A539 1997eb	1900961121	28	Pending			STL/Purchase/Reject	<input type="checkbox"/>
oda, Vijaya	08/01/2013 06:56	Accelerating Process Improvement Using Agile Techniques	QA76.758 .J33 2006eb	0849337968	1	Pending			STL/Purchase/Reject	<input type="checkbox"/>
PA, alasubramanian	31/01/2013 07:09	Islamic Capital Markets : Theory and Practice	HG187.4 .K384 2012	1118247132	14	Rejected	31/01/2013			<input type="checkbox"/>
inha, Ruchi	31/01/2013 09:33	Looking Back, Moving Forwards : A Review of Group and Team-Based Research	LB2805	1781900302	28	Approved	31/01/2013	SPA Balasubramanian		<input type="checkbox"/>
Raja	31/01/2013 09:47	Management	HD31 .Sch3325 2009	047029437X	7	Deleted				<input type="checkbox"/>
Jayaprakash	01/02/2013 11:27	For the Win : How Game Thinking Can Revolutionize Your Business	QA76.76 .C672 .W384 2012	1613630239	1	Approved	01/02/2013			<input type="checkbox"/>
ishra, Anubhuti	05/02/2013 12:19	Looking Back, Moving Forwards : A Review of Group and Team-Based Research	LB2805	1781900302	28	Approved	06/02/2013			<input type="checkbox"/>
asu, Rajkamal	06/02/2013 11:52	The Stata Survival Manual	QA276.4 .P48 2009	0335223885	28	Approved	06/02/2013			<input type="checkbox"/>
hmueli, Galit	07/02/2013 05:02	Categorical Data Analysis	QA278 .A353 2002eb	0471360937	14	Approved	07/02/2013			<input type="checkbox"/>
aplan, Jonathan	10/02/2013 09:26	Diversity in the Workplace : Multi-disciplinary and International Perspectives	HF5549.5.M5 G76 2011	1409411966	7	Approved	12/02/2013			<input type="checkbox"/>

- In present days, there has been a definitive shift in the way library offers services to its users. With the addition of computers, DVDs, and now e-books and other digital media, the library is becoming a place that people come to for a variety of learning materials, not just traditional print books. Many libraries lend laptops.
- Learning Resource Centre at ISB also lends many non-traditional library materials to its patron's: Board games such as ISB Atrium, Monopoly, Scrabble, and Trivial Pursuits for relaxation in the midst of the hectic academic activities. The library also lends Kindle Readers, Head Phones, Umbrellas, besides Binoculars for nature lovers for bird watching.



**Head Phones**



**Umbrellas**



**LRC**

**Binoculars**



**Kindle**





➤ **Libraries are eager to enhance an ever expanding universe of items to support borrowing of non-traditional items. To cite examples of other libraries lending non library materials:**

- ❖ Yale University Library - Google Glass
- ❖ NCSU, Cornell Libraries - GPS Device, Video Games
- ❖ Ohio State Libraries - Devices such as iPad, Magnifier Task Light, Talking Phone, Compact Viewer, Board Maker for Windows, Video Games
- ❖ Toronto Tool Libraries - Has a collection of 2000 power and Hand Tools that are given to members for doing Household Projects.
- ❖ Toronto Public Library - Laptops, Pedometers, Digital Hubs where people can work on Digital Media and use 3D Printers.
- ❖ Princeton Public Library - Watt Meters

- ❖ Sparta Public Library - Flip Video Cameras
- ❖ Vermont Libraries - Garden Tools, Snowshoes, and Children's Games
- ❖ DOK Library, Holland - Art work
- ❖ Lopez Library, Washington - Musical Instruments
- ❖ Vanderbilt Libraries - Cameras, Voice Recorder, Headphones
- ❖ Stanford Libraries - Painting and Sculptures
- ❖ Cicero New York Library Farm - Half Acre of Land own by the library into a Community Garden where any can check a plot of land for free to work on.



# Open Library Experiment



LRC @ ISB carried out Open Library Experiment providing a seed collection of about 150 books to CHIREC School at Hyderabad few months back in order to cultivate reading habits among the students. This has been a resounding success and the growth of the collection is amazing over a period of time by active participation of the students.

**Initial Collection of the books  
(March 27, 2014)**

**148**

**Growth of the collection  
As on April 22, 2014**

**403**















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Get One  
**FREE**

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2. The Open Library is not based on the idea we have to give you your library. It is the CHSBC School's collection of about 100 books, shared by individual book-lovers.
3. Instead of building the library and these books are all for you and each one of you, are the property of the Library.
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# Thank You





# Virtual Visit to LRC





# LRC Overview





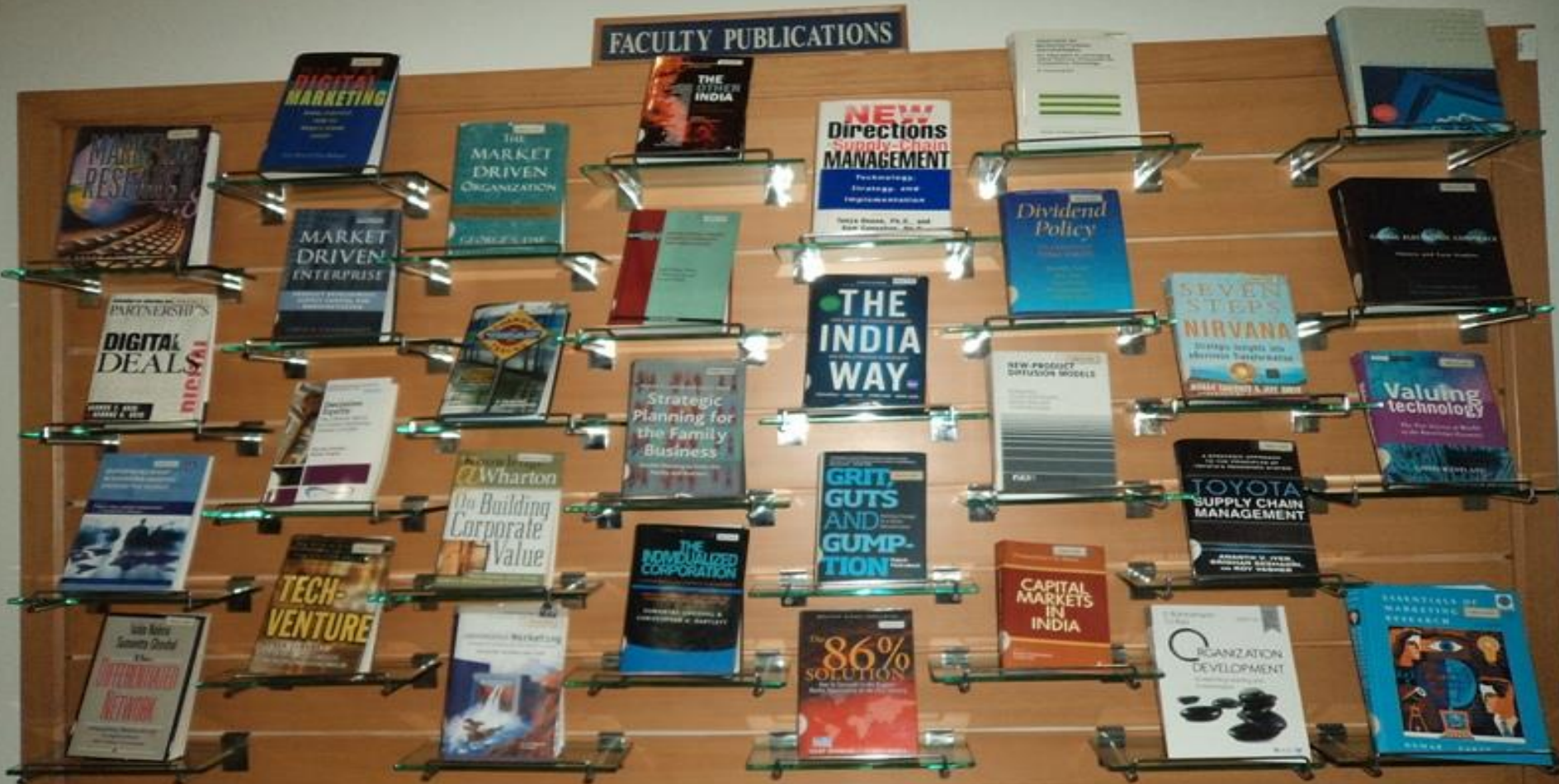
# LRC Overview







# Faculty Publications





# New Arrivals



# Circulation Counter





# Circulation Counter



# Books @ LRC





Books @ LRC



# Books @ LRC





# DVD's - Entertainment









# Students @ LRC









# Students @ LRC





# Check Point - 3M Detector

