MANAGEMENT OF LIBRARY IN DIGITAL ENVIRONMENT

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ABSTRACT:

The technology has made tremendous impact on the libraries. Nowdays every aspect of the librarianship is dominated by the technology. Managing libraries in this environment is a new challenge for the librarians. This paper throw light on that what is management and environment and how management of library work.

INTRODUCTION:

ICT has brought about changes in different aspects of human life in the 2list century. The new opportunities provided by ICT in business, learning, communication etc. have thrown the world into a new society called the knowledge society or information society. Thus, the world has become a global village. The internet where one can migrate from one chain of computers to the other is called the information super highway. The library is one of the main areas deeply affected by ICT which is the backbone of information age. This is due to the fact that the library being the main stay of information and knowledge has been made virtual such that library and information services extend beyond walls and physical buildings. Library is the integral part of the human society. The ICT had made a huge impact ou every sphere of human activity. When Internet was newly introduced, many people had felt that the libraties would become obsolete or outdated. But fortunately, no such thing happened till today. The technology has become a boon for the libraries. Today the libraries have become more stronger, more organized, more effective, more efficient and more accountable compared to the libraries in the past.

The technology has helped the libraries to do away with or re-invent their typical and traditional housekeeping activities which were repetitive in nature and more time consuming.

LIBRARY Management

Management: Meaning and Scope

It is extremel, had to accurately describe management. There is no universally carried definition of management. Management involves both acquisition and application of knowledge. It does not go through rule of thumb or intuition alone even however it is measured to be an extension of general sense. Hence, management is a combination of both an art and a science. The scientific come lies in decision-making, scheduling and in the suitable exploit of technology. The

artistic come to management can be established in the tasks of communicating, leadership and goal-setting. Some commonly used definitions of management are given below:

1. Managing is an art or procedure of receiving things done through the attempts of other people.
2. Managing is the art of creating and maintenance of an internal environment in an enterprise where individuals, working jointly in clusters, can perform efficiently and effectively towards the attainment of group goals.
3. Management is the procedure of setting and achieving goals through the execution of five vital management functions that utilize human, financial and material possessions.
4. Management is procedure or an action that brings jointly many varied possessions like persons, materials, techniques and technologies to accomplish a task or tasks.
5. Management, since a separate field of revise, is also the body of organized knowledge which underlies the art of Management.

Management Of Library Resources

Library management is a sub-discipline of institutional management that focuses on specific issues faced by libraries and library management professionals. Library management encompasses normal managerial tasks, as well as intellectual freedom and fundraising responsibilities. Library management is a sub-discipline of institutional management that focuses on specific issues faced by libraries and library management professionals. Library management encompasses normal managerial tasks, as well as intellectual freedom and fundraising responsibilities. Issues faced in library management frequently overlap with those faced in managing non-profit organizations. Though the libraries have shifted their preference from print to the digital documents, they have not completely ditched the printed documents.

The libraries have the responsibility of preserving and safeguarding all the documents in their possession for the benefit of future generations. With the advent of technology, the libraries have started undertaking projects to digitize their rare collections. This is the only way to preserve and safeguard the good old documents.

The library managers should possess the technical Skills required for the present day librarianship. They should be aware of the new developments which are taking place in the field. The library managers Should organize their library collection in a systematic manner so that the users can fully exploit all the resources available in the library.

Management of the users

The utmost goal of knowledge management is to provide users with a variety of quality services in order to improve the communication, use and creation of knowledge. As much as possible these services should be tailored to the interest and needs of each user. Information about each user can be obtained by analy zing the records of user registration, surveys, circulation and interlibrary loans, frequently asked reference questions, and the use of e-journal and digital resources, etc. User satisfaction and needs should be collected through periodic users' surveys. The findings should be used for the planning and redesign o library services. It is very important, however, that user's privacy should always be protected.

Some of the manual services such as "new publication alert" and "selective dissemination of information," which libraries have been providing, can now be done automatically by employing the "push technology" with great efficiency

and convenience. Each library user can also set up his/her virtual "My Library" enabled by library systems and networks for collecting and organizing resources for personal use and to stay informed of new resources provided by the library.

The Library and Information Technology Association (LITA) has defined MyLibrary-like services as the number one trend "worth keeping an eye on." It further stated that "Library users who are Web users, a growing group, expect customization, interactivity, and customer support. Approaches that are library-focused instead of user-focused will be increasingly irrelevant.

he information needs of the users are constantly changing in the digital environment. They expect the libraries to deliver information. They expect the libraries to deliver information to the places where they are. They want to experience the library without wall.

The library managers should understand this changing behavior of their users and act accordingly to make the libraries relevant for the academic and research work.

MANAGEMENT OF LIBRARY STAFF

The manager subordinate relationship has a critical impact on the performance of the library. A great amount of expert knowledge is possessed by library staff and users, both in and outside the libraries. In university and research communities such expertise is abundant and should be inventoried, indexed, and updated regularly and be made searchable and accessible through electronic databases created and maintained by libraries. The knowledge and accumulated experiences of library staff members form the intellectual assets of any library and should be valued and shared. An organizational culture for sharing of knowledge and expertise should be established with appropriate rewards and incentives. Those staff members who share their tacit knowledge and experiences through writing, publishing, lecturing, tutoring, or mentoring should be appropriately recognized and rewarded. An organizational culture which emphasizes cooperation, sharing, and innovation can only be established by strong leadership and commitment   from the library director and a shared vision by the library staff. Asa learning organization, libraries should allocate annual funding to provide continuing education and staff training to all staff members. Knowledge must be renewed and expanded to prevent it from becoming stagnant.

Libraries should also encourage the transfer of knowledge and experience from experienced staffto new staff members. A mentoring system should be in place to help newcomers to learn from experienced library staff. Informal seminars and brownbag sessions where staff can interact and exchange "lessons learned", "best practices" and other specific experience and knowledge should be scheduled at regular intervals and at convenient times. Special interest groups and chat rooms can be created through intranet. Since many valuable experiences have been accumulated over time, libraries should pay attention to favorable working conditions and environment, which will contribute to better staff retention.

CONCLUSION

Library Management is the process that focuses on the specific issues faced by the libraries and library staff. In the digital environment, managing the library is not an easy task. The library managers need to equip themselves with skills and techniques required for planning the acquisition of material in various formats for managing the library staff who are under tremendous pressure to deliver the quality services in the fastest possible way. For any library to succeed in implementing knowledge management will require a strong leadership and vision from the top administration, which can

influence the organization's knowledge sharing efforts in a positive way. As libraries enter the knowledge age of the 21st century, we should not take a back seat in the development of knowledge management. Instead, armed with our professional knowledge and experiences, we should be in the driver's seat.

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