

The Role of Entrepreneurial Approaches to Librarianship: Professional Development

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ABSTRACT--This paper provides how a librarian can act as an Entrepreneurial Approaches to develop professional skills in emerging technologies and subject specialties in today's global environment. Librarian brings access to different sources of information and also forms a network among knowledge community. Library professionals have the potential to be called as good entrepreneurs as they look for the needs of their users and fulfill them. This paper gives some professional development and entrepreneurial approaches to librarianship.

Key words--Entrepreneur, Entrepreneurial, Librarianship, Information user's needs, Professional Development

I. INTRODUCTION

The word entrepreneur came from the French verb *entreprendre*, in 13th century meaning 'to do something' or 'to undertake' or 'risk-taker'. According to Young in (1991), stated that Entrepreneurship is "a process of putting new ideas into practice". Dictionary.com defines an Entrepreneur as "A person who organizes and manages any enterprise, especially a business, usually with a considerable initiative and risk".

Libarypreneur means that "A librarian who actively searches for unfilled needs in his/her organization and assumes responsibility for meeting them, adding value to his/her position".

It represents the librarian as an entrepreneur that is able to initiate or provide information services and products to meet user's information need in new and creative ways; he/she gives the right kind of training/education that is capable of inspiring entrepreneurial spirit with a view to creating original thinking in terms of information resource. They can use and development taking into consideration the competitive environment of information delivery to educate the society. In today's digital era the librarians have become online teaching materials provider, webmasters, book exhibition coordinators, volunteer and network managers, none of which ever considered as jobs of librarians of traditional era but has gained gratitude and has enhanced their skills and importance.

In digital environment, it may be a challenge for any librarian interested in maintaining professional development, technological skills, contacts and networks. There is a great deal of learning that occurs when one can acquire the new skills, ideas and trends in their respective fields of interests and viewed as either obstacles or opportunities for career growth.

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II. USER'S INFORMATION NEEDS

Until the 1990s, for instant, library users had to connect in personal contact at the library to use and get more information needs. The library user could do for him or she was to find out a book in the library catalog. The users required personal assistance when search the bibliographic databases, locate and retrieved information documents, getting reference help to librarian and borrowing through interlibrary loan facility. These all required some interchange by telephone or in person with a librarian. Nowadays most of these services can be both requested and delivered digitally from outside the library building.

In any event, professional librarians cannot ignore the need to cultivate different user groups at their institutions (Feltes et al., 2012) Since the original user group the reader increasingly has his/her demands satisfied without the need for interpersonal contact with a librarian. These new user groups are found in organizational units at research institutions that typically do not visit the library, or if they do, they may only be looking for a quiet place to get away. Many libraries are moving into expanded researcher profiling services which collect a complete work of the scholars who are affiliated with the organization.

III. ROLE OF LIBRARIANSHIP

Librarianship role is dealing with the principle and practice of selecting, acquiring, organizing, disseminating and providing access to information in accordance with the specific needs of groups of people or an individual.

IV. PROFESSIONAL DEVELOPMENT OF LIBRARYPRENEUR

Professional development is important for information professionals who want to expand their skills, knowledge and experiences in order to perform their potential in their existing organizations or to improve further their careers. It is a form of continual or lifelong learning that are many information-related organizations such as the educational institutions, including corporations, governments and non-government organizations etc., emphasize as a core competency for professionals in the field. But, the current trends indicate that, it will become necessary for libraries to develop new services to remain relevant to their parent institution. The library information professionals concentrate on the research-based sources both in print and non-print format to potential and prospective entrepreneurs. The librarian provides the various information resources such as:

- Academic journals.
- Books about entrepreneurship.
- Biographies or autobiographies of entrepreneurs.
- Compendiums about entrepreneurs.
- News periodicals.
- Venture periodicals.
- Newsletters.
- Proceedings of conferences.
- Government publications.

A great deal of the success of librarians are creating consortia, resource sharing networks, developing new web-based services and products, partnership development in order to secure funding for new or established library

services and programs speaks to the entrepreneurial skills resident in the library profession. So librarian also an entrepreneur, some aspects are given below.

- **Status**- Librarian is the proprietor of library.
- **Reward** - The reward for librarian is user's satisfaction.
- **Initiating Change** - Librarians should be a change initiator and to demonstrate the entrepreneurial spirit by embracing solutions based on approach towards problems and building a network of experiences with colleagues.
- **Innovation** - Librarian has to provide new and better resources and services to changing demands of the users.
- **Collaboration** - The advent of social networking tools such as instant messaging, wikis, blogs and networking sites could be used to foster this new kind of collaboration.
- **Assessment** - For library assessment librarian identifies users need patterns and tries to satisfy them.
- **Risk bearing** - Librarian bears all the risk of uncertainties and responsibilities in running the library.
- **Type of function** - Librarian performs all managerial and technical functions required to information and support to the educational sector.
- **Role** - Librarian acts as an innovator or decision maker and also excuses decision.

V. ENTREPRENEURIAL DEVELOPMENT OF LIBRARIANSHIP

The entrepreneurial means that Library staff members use their energy and intellect to reinvent and enhance their work to heighten services to faculty and students and to preserve the collections. They play a significant role to access the knowledgeable staff teams to analyze and improve services, physical spaces and the digital environment. Currently the roles of library Information professionals have been in the main circle of any organization.

VI. BEST PRACTICE OF ENTREPRENEURIAL LIBRARIAN SKILLS

The entrepreneurial approach deals with questioning, creative and resourceful seeks and getting better answers to make the Library a learning organization, one that constantly changes as it strives to be an integral component of teaching, learning, and research. They eagerly embrace entrepreneurship in response to patron's demands, funding declines, changing resource formats, and other challenges. Some of the current examples of innovation and entrepreneurship in the library include:

- Information collection.
- Organization.
- Storage and Dissemination of such information.
- Research- based source.
- Direct observation of practicing entrepreneurs.
- Speeches and presentations (including seminars) by practicing entrepreneurs.
- Index manuals, books and documents.
- Organize conferences.

- Prepare alerting services.
- Publish books and newsletters.
- Retrieve documents and online search.
- Taking responsibility.
- Collection of print and electronic materials (Books and e-books, journals and e-journals, databases, videos, maps, etc.)
- Library-resources links and information, connecting to e-Resources from library website.
- Helps to do research at the library and to access a variety of research guides that are helpful for conducting research.
- Books 24 X 7 –This database has full-text books that provide both practical advice on preparing and creating information service to user needs.
- Promoting gaming as a relevant library service (e.g.,) Gaming programs for libraries can increase the effectiveness of library services, as they bring in new users group.

Need of Technology-related practice for Libarypreneur are given below.

- Book fair organizer.
- Building-wide reading contest and promotions organizer.
- Books swap manager.
- One book/one community program organizer.
- Literacy enhancer.
- Webmaster User focus based technology trainer.
- Online learning support provider.
- Technology policy committee member.
- Liaison officer.
- User-Community marketing director.
- Newsletter editor.
- Library blogger.

VII. CONCLUSION

The role of libraries in institution are managing, accumulating, arranging media either formed or unformed, as a source of information, education, recreation, and research media for the education community needs is not optimal as yet. There is a big challenge in creating entrepreneurial culture in the libraries. Librarians are depending on organization growth objectives; librarians can conduct user oriented research surveys, evaluate new information products or develop marketing or information technology strategies.

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