
Information Seeking Behaviour in Management Institutions: A Review of Literature

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Abstract

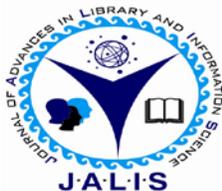
Based on the literature search reviews, the studies are conducted on Information Seeking Behaviour in Management institutions worldwide and in the Indian context with emphasis on information collection, sources and services. This paper traces the sources of information on four subheadings viz. Academic Libraries in the changing environment, ISB, ISB models, reading habits, use pattern, Use of Information sources by the students in the management institutions and use of information services by the management institutions. The study has found that most of the authors suggest the concerned authorities to take major steps in enhancing the collection and resources of the library and the services to serve the users in the effective and efficient manner.

Keywords

Information Seeking Behaviour; Information Seeking Behaviour Models; Academic libraries; Management Colleges; Information sources and Information services; Reading habits

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INTRODUCTION

Information seeking is an activity that leads to acquisition of information, both personal and in technical contexts. Every day people engage in some activity that might call for information seeking, though may not think of it consciously at the beginning of it. From the moment of birth, humans are prompted and motivated by environment to seek information that may help them to meet their needs. It is generally agreed that a person's information seeking depends on his or her tasks and the problems faced in performing them. Information seeking is a behavioral trait that an individual is engaged to look out for different kinds of information sources and channels of information. The pattern of information seeking is determined by a kind of information based tasks, activities, work roles an individual is expected to perform. Information seeking behaviour deals with the approach followed by the user to get its needed information. The approach of user includes determining all possible sources to get the needed information and selecting the best among them. Information seeking behaviour is driven by the information seeking by a user as a result of a need to satisfy some goal (<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=9JW4FTxyrU+Wsr8xl8vgiw==>).

COMPONENTS OF REVIEW OF LITERATURE

The literature review of this study is divided into 4 subheadings.

1. Academic Libraries in the Changing Environment
2. Information Seeking Behaviour (ISB), Models and Reading habits ,use pattern among the students
3. Use of Information Sources by the students in the Management Institutions
4. Use of Information Services by the students in the Management Institutions

ACADEMIC LIBRARIES IN THE CHANGING ENVIRONMENT

Academic libraries play a critical role in ensuring that everyone has equitable access to information. The Internet revolution has resulted in several changes in professional activity as well as labour requirements. The library profession has numerous problems as it adapts to a fast changing world in which librarians

are expected to work differently than in the past. Because of increased ICT use, the information society is transitioning from the industrial to the information age. Library professionals must use ICT to modify themselves and their work in order to keep up with the developments (Halder, 2021) in academic libraries. Bhatt (2011) investigated a study on university libraries in India. The study guides the abilities needed by the librarians to meet the demands of modern librarianship. The university libraries are switching over from print to electronic information resources, use of digital technology to provide the access to e-journals and databases to meet the users' requirements. Mahmood and Richardson (2013) conducted a study on the impact of web 2.0 technologies on academic libraries at the Association of Research Libraries. The study reveals that majority, i.e. 80% of the libraries use some form of web 2.0 technology like RSS, blogs social networking sites etc. Omosor (2014) investigated a study on the effect of technology on libraries in the academic libraries in Nigeria. Majority, i.e. 74.2% of the respondents are look forward to learn new technologies. Bhattacharya (2016) examines a study on library 3.0 and its impact on modern library services. As the information is growing in an exponential rate in the 21st century, the need of the users are also changing. Kaur and Gaur (2017) investigated a study on the Collection Development in academic libraries with special reference to digital era. The study discusses the importance and necessity of library collection development in the digital environment in order to reflect current trends. Dattatray (2019) examines the study on cloud computing in academic libraries. The study focuses on the information technology used in the academic libraries for library services in effective manner. The study conducted by Burhansab et. al. (2020) reveal that all the respondents of academic libraries were using some form of web 2.0 technologies. The author suggests that the library should enhance the services through the use of new technology. Halder (2021) deals with the impact of the information technology on academic library functions, use of different techniques and tools like library automation, bar code, RFID and smart card technology, social media platforms like blogs, face book, twitter, apps, etc.

INFORMATION SEEKING BEHAVIOUR (ISB), MODELS AND READING HABITS, USE PATTERN AMONG THE STUDENTS

Human beings seek information from different sources and in different formats for undertaking a

variety of responsibilities and tasks. They also seek information for achieving goals and objectives in education, economy, politics and social activities. In the educational field, students need information for gaining more knowledge in a respective field and for preparing course assignments and project papers using a variety of information sources and services (Abdoulaye, 2002). Reading is a crucial activity that allows a person to obtain access to all of the world's knowledge. Reading provides access to a vast range of knowledge that can be obtained in a variety of reading materials such as books, periodicals, newspapers, journals, and other electronic sources. (Eluwole, et al. 2017). In order to succeed in their academic endeavours, students must develop a strong reading habit. Reading habits established early in life enhance a child's development into a self-sufficient adult. Odongo and Mostert (2006), Garg (2016) and Kundu (2017) explore the basic concept of information seeking behaviour by reviewing major studies like Wilson 1981, 1996, Krikelas 1983, Ellis 1989 and information searching and retrieval Ingwersen 1996, Choo, Deltor and Turnbull 1999, 2000. The study concludes that the context should be the foundation for any research within the field, with the observation that many of the models discussed describe general information seeking behaviour, without catering for variation. Loans (2011) examines study on reading and library usage habits of college students in Kashmir valley. The study reveals that 44.97% students enjoy reading a lot. Majority, i.e. 32.69% of the students spend 1-2 hours in reading everyday. Most of the users, i.e. 36.24% of the students develop reading habit through self efforts. Akanda et. al. (2013) investigated a study on reading habit of students in social science and arts at Rajshahi University. The study concludes with suggestions that academic institutions should regularly organize events like study circles, debate clubs, seminars etc. to inspire knowledge. Baladhandayutham and Suji's (2014) study indicates that 73.92% of the respondents opine that internet has an impact on libraries and information centres in terms of reading. Veena and Mallaiah's (2015) study reveals that majority, i.e. 35.08% of the respondents prefer internet as the channel of seeking information. Partap (2016) conducted a survey on information seeking behaviour and satisfaction of library users of Chhaju Ram Memeorial Jat College. Majority, i.e. 80% of the respondents use the library for general awareness. 79% of the respondents are aware of the e-resources. Rameshkumar and Dominic (2017) examined a study on Information Seeking Behaviour of the Management Students at Sardhar Vallabhai Patel

International Institute of Textiles and Management. Majority, i.e. 57.5% of the respondents were satisfied with their library collection. Babu and Mufeeda (2017) investigated a study on the Information Seeking Behaviour of students in the Farook Institute of Management Studies, Kozhikode. The authors suggest that electronic resources should be increased as the students are more deepened on electronic resources than the print resources. Loksha and Krishnamurthy's (2018) study indicate that majority, i.e. 82.10% of the respondents used the library for seeking the information for the purpose of seminars preparation. The author suggests that use of e-resources and speed of internet should be increased as it helps in their research work and in academic activities. Divya and Haneefa (2018) conducted a study on digital reading competency of students at the Universities in Kerala. The authors felt the need for conducting training programmes. Hymavathi and Babu (2018) investigated a study on the impact of ICT on reading habits of postgraduate students in universities at Chittoor district. 95.8% of the respondents opined positively that the faculty members encourage reading the books. Balan et. al. (2019) investigated a study on reading habits and their influence on academic achievement. The authors suggests the authorities and policymakers to develop plans to increase students' reading habits by enhancing the resources of the library and to make it utilize in effective way. The findings of the study of Ali and Jan (2020) reveal that majority 35.51% of the respondents visit library rarely whereas, 19.59% of respondents visit library everyday. The study reveals that majority 44.89% of the respondents visit the library for borrowing the books. Nair and Yasmin (2020) conducted a study on Information Seeking Behaviour of Management students in Madras Metropolitan Area. The study of Alsaeedi et. al. (2021) reveals that based on the literature majority of students do not enjoy reading and mainly read to pass the examination. Most of the students read novels and magazines. The most used source for reading is electronic materials.

USE OF INFORMATION SOURCES IN THE MANAGEMENT INSTITUTIONS

Any type of library relies heavily on its resources and services. Libraries disseminate information from their various sources. Books, magazines, and newspapers have traditionally been considered library sources. The number and types of sources, on the other hand, are always growing. In all types of libraries, unpublished sources are becoming increasingly

essential. The library shall provide services that aid in encouraging and supporting the effective use of information available in various forms by students in order to assist their teaching and other academic activities. Raza et. al. (2011) conducted a study to find out the level of awareness and use of library resources and services by the students of the selected management institutes of Aligarh. A high percentage of the respondents i.e. 89.3% are satisfied with the library services. The authors conclude that most of the users were satisfied with the various types of services provided by the libraries. Selvi (2012) suggest that user awareness program should be given to the users as to utilize more sources and services of the library. Kumar (2013) also of the opinion that training programmes yield good usage of the library sources. The study of Singh and Madhusudhan (2013) reveals that the libraries should focus more on the promotion of workshops and information literacy programmes more frequently to enhance users' awareness about the richness of e-resources. The study of Sharma and Sharma (2013) reveals that 91% of the respondents are seek the help of librarians for the technical aspect of information seeking for navigate the library website etc. Ahmed and Vinayagamoorthy (2013) study reveals that the majority, i.e. 90.71% of the respondents search the information for the academic purpose. Majority 59.36% of the respondents who prefer electronic resources followed by 40.63% of the respondents prefer print resources. Ganie and Khazer (2014) conducted an Analytical Study on Information Seeking Behaviour among PG students at the University of Kashmir. Pandiya and Sarmah (2014) conducted a study on the level of satisfaction of the library users of IIM, Lucknow. The study reveals that majority, i.e. 42.22% of the respondents are partially satisfied with the resources available in the library and 40% of the respondents are partially satisfied with the orientation and training for utilizing the library resources. Kumari et. al. (2014) conducted a study on access to electronic information resources by the users of Al-Ameen Institute of Management Studies, Bangalore. 52.03% of the respondents learnt to use e-resources by the guidance of library staff. Owusu-Acheaw and Larson (2014) conclude that there is a need for information literacy course to be included in the curriculum of the institution that would expose students to the library information resources as well as to help students to cultivate the habit of library use for long life learning. Baskaran (2014) concludes with the statement that researchers must access more electronic journals and databases provided by UGC-Infonet. Raveendran and Francis

(2014) conducted a study on digital information resources and services in management institute libraries Kerala. Most of the libraries provide the digitalized services but not in full effective way. Verma and Rajeev (2015) examined a study on the use of electronic resources by academia of MBA department at Pt.Ravishankar Shukla University, Raipur. Oak (2015) concludes that to satisfy the user demand in current scenario of e-environment, libraries need to build up the collection of electronic resources and implement the rapidly changing technology in present scenario. Khan and Khan (2016) conducted a study to find out the users perception and use of Library resources and services in the Shri Ram College Muzaffarnagar. The authors suggest that the funds allotted for print material should be spent on e-resources. Murthy (2016) examines a study on the analysis of user satisfaction levels at the Gayatri Vidya Parishad College for degree and PG courses. Majority, i.e. 86% of the respondents are satisfied with the services from the library. Suresha's (2016) study reveals that majority, i.e. 48.06% and 53.48% of the respondents are satisfied with the print resources and electronic resources respectively. Ranawella and Rajapaksha (2017) examined the study on the use and user satisfaction with the library services and resources at the main library of the General Sir John Koteawala Defence University, Sri Lanka. Over all, the respondents are satisfied with the sources and the services of the library. The author recommended that through comprehensive information literacy program, the library should promote awareness on the use and availability of electronic resources. Okoli and Nwajei (2019) suggested that the authorities should educate the business students about the need of constant usage of print library resources to increase the academic performance. Okoli and Nwajei's (2020) agreed that library resources help students to use and cite materials accurately. The authors suggest that the management of secondary business schools should organize seminars and workshop programs to enlighten students on the relevant and the use of library resources for better performance in their academic.

USE OF INFORMATION SERVICES IN THE MANAGEMENT INSTITUTIONS

Libraries are not only the storage of information resources but dissemination of information after the processing of information resources (Singh and Kushawaha, 2020). Academic libraries must provide

a variety of services and facilities to their patrons in order to encourage them to use the library. Developing countries are currently focussing their efforts on offering a variety of facilities and services, which will aid their countries' scientific and research development. The ultimate goal of providing such facilities is to encourage users to take advantage of library services to their full capacity. (Sriram and Rajev, 2014).

Kacherki and Thombare (2010) investigated the study on print vs e-journal and information seeking patterns of users at the SP Jain Institute of management and research. 76% of the respondents like to use e-journals as it is available at the need of time and ease in access. Samuel and Richard (2011) conducted a study on information needs and Information Seeking Behaviour where the authors explore that majority, i.e. 99.5% of the respondent use information related on government policies, followed by business, finance, economic, operational planning etc.. Natarajan (2012) conducted a study on the Information Seeking Behaviour of students of Management Institutions in National Capital Region of Delhi. Majority, i.e. 26.3% of the respondents used reprography services and 69.5% of the respondents were satisfied with the library services provided by the libraries. 92.3% of the respondents seek information to keep abreast with the current developments. Bellary's (2012) study reveals that the respondents are more dependent on images, audio-visual materials, online reference resources, digitized documents, government reports, research reports and case studies. The author conclude that more dependency on the digital resources of the respondents may be because of easy availability of the resources as the institute provide computers and wifi to access the digital resources. Hussain and Kumar (2013) conducted a study on the utilization of information resources and services of the Master School of Management Library, Meerut (U.P). The authors suggest that there should be no restriction for photocopying from various encyclopaedias, because it is beyond financial reach of scholar/researcher. In the study of Onifade et. al. (2013) the students used more internet sources and their major challenge was lack of time. They were also averagely satisfied with the library services. The authors also suggest to improve the library services. Hussain (2013) concludes the study with the suggestions that the authorities of the colleges should conduct seminars and conferences on the ICT at least once in a year to create awareness among the students and faculty members. Basavaraja and Jeyshankar (2013)

examined a study on the use of e-resources and services by the students and faculty members of IBS Business School of Bangalore. 93.94% of the respondents are of the opinion that the library should conduct proper user programs for help and assistance to improve the skills in searching the information. Hsu et. al. (2014) conducted a study on business students' perception of University library services quality and satisfaction at college of business United States. The study reveals that all service quality dimensions showed significant and positive impact on user satisfaction. Singh (2015) examines the use of e-resources and services by the users at the Indian Institute of Management Calcutta. 88.89% of the respondents are well aware of e-resource services and facilities provided by the IIM Calcutta Library.

Khobragade and Lihitkar (2015) conclude with suggestions that proper instructions are to be given to the users how to use the electronic resources in the libraries. Singh (2015) conducted a study on use of E-resources and services by the users at the Indian Institute of Management Ahmedabad. In order to make best and successful use of available e-resources the authorities should conduct orientation/training programmes in a more useful and effective manner to maximize the use of e-resources. Oak (2016) concludes the study that the institutional libraries those are not providing the SDI should initiate the SDI services for the benefit of the academic and research community. Raghu and Anjaiah (2017) conducted a study on the best library practice implemented using web 2.0 technologies among students of the Vignana Jyoti Institute of Management Hyderabad. The author conclude the study by stating that the best library practice using web 2.0 tools lead to ease and convinces to the users. Swamy and Kishore (2017) investigated a study on patrons' preferences and opinion on print and electronic resources at the Indian Institute of Management libraries of South India. The authors conclude the study with suggestion that proper orientation / awareness programs are to be conducted by the library authorities to raise the utilization of library resources and services. Reddy and Reddy's study (2018) 59.06% shows that the Internet facility is not available in their libraries. The author suggests improving the library services and using open access system.

Malunavar and Kumbar (2018) conducted a pilot study on the use and impact of e-resources and services among the management students of the Kousali Institute of Management studies Karnataka

University, Dharwad. The authors conclude the study with the some suggestions that the authorities of the library should focus more on the collection of e-resources than on the print one as the respondents are more convenient in using the e-resources. The proper training and orientation programs should be conducted on regular basis for the effective use of the e-resources and services. Mollel and Mwantimwa (2019) conclude that awareness programmes about how effectively the users can use the e-resources should be conducted by the authorities of the institutions. This view also supplemented by Verma et. al. (2021); Farooqui and Hadagali (2021).

There are ample studies done on the information seeking behavior of users of libraries in general and students' fraternity in particular. There is an enormous literature found in the Indian context especially pertaining to user studies, reading habits and the ISB in general etc. in different types of libraries be it medical colleges, agricultural colleges, state universities, para medical institutions but hardly few studies were conducted on the ISB of management institutions' users. Keeping this in view in mind the present study reviews the articles /studies on information collection, sources and services in the management institutions. Hence, the present study will fill the gap.

INFERENCES DRAWN FROM THE REVIEW OF LITERATURE

1. It is evident from the review of literature that the contribution of Indian authors and that of overseas authors is of 60:40 ratios.
2. The contribution by the authors in the field of Information Seeking Behaviour in Indian context are scattered across discipline and institutions.
3. Majority of the Indian studies cover both the issues i.e. information sources and services.
4. Most of the studies suggest the authorities to conduct orientation /training programme /literacy programmes on how to use the library sources and services.
5. Only a few studies on the ISB were found the management institutions.

CONCLUSION

The present study reveals that most of the studies are done on the university and college students. The study has found that most of the authors are suggest

the concerned authorities to take major steps in enhancing the collection and resources of the library and the services to serve the users in the effective and efficient manner. The present study will help other researchers as they need not to access individual research topics as it include Information seeking behaviour models, Information sources and services , academic libraries in the changing environment etc.

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