

Development of Serial Management in University Environment: Commerce and Management Discipline (2004-2008)

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Abstract

Serials collection management is more challenging for librarians in university libraries. This study covers collection development of commerce and management serials in six general universities of Karnataka state. Due to the limited budget, space, lack of onsite or off site storage, and shortage of staff, it required balanced collection development of scientific serials. This article identifies the year-wise and university-wise subscription of Commerce and Management serials. Total 451 (67.7%) of the serial titles in collection were Commerce and they accounted for (67.7%) and for 251 (32.3%) of Management serial titles subscribed to by six university libraries from 2004-2008. This study helped to know how many universities subscribed to common titles and how many universities subscribed uniform serials independently without any duplication.

Keywords : Serial titles; Commerce; Management; Karnataka universities.

Introduction

The primary purpose of the serials collection is to support the undergraduate and graduate programs of the University, to provide general and advanced materials for students, research scholars and faculty members in all fields, and to furnish a limited number of materials for leisure reading. A library is recognized not by its building nor by its staff or interior decoration. It is known by its collection. In fact, the future generation will blame us or praise us for its collection. A university library collection has to be developed in such a way that the objectives of universities should include research in scientific serials. In the present day, need for nascent information is fulfilled by the scientific serials in print and electronic medias. Among them scientific serials are considered as important source of communication of nascent information. Such information kindles the fire in the researchers

for updated knowledge in order to develop it more. The continuity of the developments is available through scientific serials only. Therefore, scientific serials contribute mainly as a strong resource for research in any academic institution. Serials serve as a major source of current information in many academic disciplines.

Objectives

The primary objective of the present study was to investigate the existing library collection management of scientific serials in university libraries of Karnataka state. The specific objectives of the study were:

To investigate the serials collection development process

To know common Commerce and Management serials subscribed by all the universities

To know the year-wise and university-wise Commerce and Management serials subscription

To find out the number of uniform titles subscribed to by five universities' libraries, four universities, three universities and two universities.

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To find out what are the Commerce serials subscribed to by universities independently without any duplication.

To know where the particular Commerce and Management serials were subscribed

To prepare union catalogue of Commerce and Management serials

Scope and limitation

The scope of the study population comprised authentic data collected from Kardex system and Accession Register of university libraries of Karnataka state viz: i) University of Mysore; 2) Karnatak University, Dharwad; 3) Bangalore University, Bangalore; 4) Gulbarga University, Gulbarga; 5) Mangalore University, Mangalagangothri and 6) Kuvempu University, Shankarghatta. It covered only Commerce and Management subject serials between the period from 2004 to 2008.

Review of literature

The growth of library collection through the expansionist years of the 1960s and early 1970s was spectacular and can largely be attributed to those staff called subject specialists.

Anita ^[1] describes the collection development program in National Institute of Science, Technology and Development Studies library. An appropriate collection development plan was developed by resource sharing with outside libraries and making use of available information technology. Rosamma ^[2] attempts a comparative cost benefit analysis of the two systems of subscription to periodicals (direct and subscription by agency), based on the experiences of Calicut University Library and Kerala University Library, and observed that direct subscription system is more efficient and economical. Kapur and others ^[3] presents the results of a survey conducted with regard to periodical departments in 7 north Indian university libraries and highlights the specific problems faced in the acquisition and

management of periodicals. Dalai and others^[4] discuss the various steps involved in the acquisition of periodicals in the library of the Regional Research Laboratory, Bhubaneswar, Orissa, outline methods of direct acquisition from publishers and indirect acquisition through agents, and compare data on receipt and non receipt of journals from publishers and through agents. Pathak ^[5] highlights the growth of periodical subscriptions, increase in exchange rates and other factors affecting the number of periodicals subscribed to by academic libraries and research libraries in India. Goldberg and others ^[6] address the consistent themes surrounding serials management, including the importance of periodicals to libraries, maintenance of serials records, organization and staffing of serials departments, automation, and education. While libraries continue to try to manage serials, the virtual future may make serials control a moot point. Miller and others ^[7] look at the issues revolving around new dynamics, including distance education, electronic serials and how librarians should proceed in the near future. Much change is expected in US Copyright law. The library literature has yet to examine aims to provide new answers, and ask new questions. Tapaswi and Maheswarappa ^[8] present an analysis of serials preferred and cited in various communications by Indian oceanographers during 1963 to 1992 they note a shift in preference of serials from general sciences to oceanography (interdisciplinary) and to oceanography as a core subject. Ramaiah and Reddy ^[9] observe that periodicals are an important component of university library collections. However, the periodicals are expensive and need to be continued year after year. University libraries are suffering from inadequate and inelastic budgets and the general economic recession in India, coupled with the rise of subscription prices of periodicals. This decline of serials collections in the universities is affecting the academic excellence of teaching and research. They examine the periodical subscriptions of a sample of universities in Andhra Pradesh, India, and suggests ways to overcome the

financial trauma suffered by the university libraries

Methodology

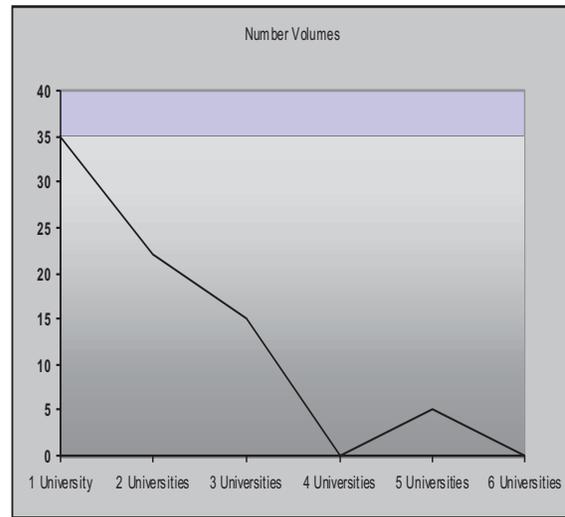
Data was collected from existing documentary resources available in six general university libraries of Karnataka compiled based on Kardex and also Accession Registers maintained in the library . For the purpose of the research paper, serials were confined to only Commerce and Management subject journals. General references/other discipline journals were not taken into account.

Data analysis and interpretation

In this paper, an attempt was made to analyze and interpret the data collected from six general university libraries of Karnataka state on collection development of Commerce and Management serials. The collected data is presented in the form of Tables and Graphs analyzed by using simple method of calculation.

Scientific serials subscribed to by all the university libraries in the field of Commerce and Management from 2004-2008 are shown in Table 1 In the year 2004 only one serial title, i.e. **Vikalpa** was subscribed to by five university libraries. Five serials, i.e. Business India, Indian Journal of Industrial Relations, Journal of Accounting and Finance, Yojana (English), and Yojana (Kannada) were

Fig 1: Subscription of Commerce and Management serials in Universities libraries (2004)



subscribed to by three universities and eleven serials subscribed to by two universities. However, 35 serials were subscribed to by university libraries independently.

Table 2 and fig 2 show that during 2005, six commerce and management scientific serials, i.e. IIMB Management Review, Indian Journal of Industrial Relations, RBI Bulletin, Vikalpa, Yojana (English) and Yojana (Kannada) were subscribed to by half of the university libraries under study and ten serials, i.e. Business world, Chartered Accountant, Chartered Secretary, Effective Executive, Harvard Business Review, Indian Accounting Review, Indian Journal of Commerce, Indian Journal of Marketing, International

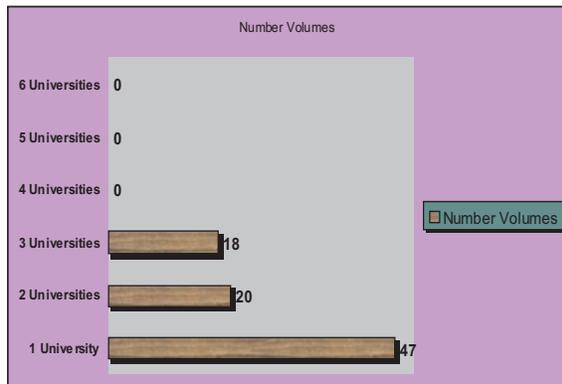
Table1: Subscription of Commerce and Management serials in Universities libraries (2004)

No. of Universities	Number Serials	Total Numbers	Percentage
1 University	35	35	45.4
2 Universities	11	22	28.6
3 Universities	05	15	19.5
4 Universities	-	-	-
5 Universities	01	5	6.5
6 Universities	-	-	-
Total		77	100.0

Table 2: Subscription of Commerce and Management serials in Universities' libraries (2005)

No. of Universities	Number Serials	Total Numbers	Percentage
1 University	47	94	71.2
2 Universities	10	20	15.2
3 Universities	06	18	13.6
4 Universities	-	-	-
5 Universities	-	-	-
6 Universities	-	-	-
Total		132	100.0

Fig 2: Subscription of Commerce and Management serials in Universities libraries (2005)



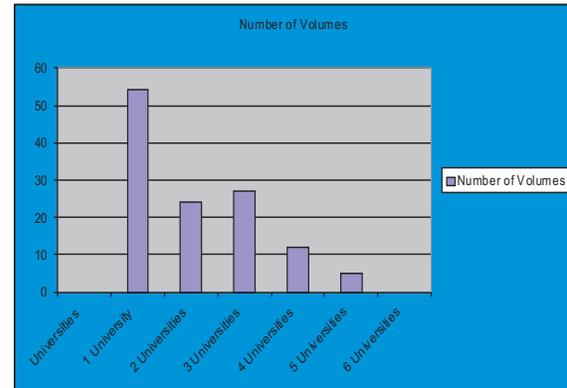
Accounting Finance Research, Journal of Accounting Research and Management Accountant were subscribed to by only two universities and 47 serials subscribed to independently by universities without any duplication.

In the year 2006, five university libraries subscribed to only one the same serial, i.e. Yojana (English), three serials, i.e. Business India, Vikalpa and Yojana (Kannada) were subscribed to by four universities. Half of the universities subscribed to nine serials - Accounting World, Capital Market, Finance India, Harvard Business Review, Indian Journal of Commerce, Journal of Accounting and Finance, Management Accountant, Productivity News and RBI Bulletin, only two university libraries subscribed to twelve serials. On the other hand, 54 serials were subscribed

Table 3: Subscription of Commerce and Management serials in Universities libraries (2006)

No. of Universities	Number Serials	Total Numbers	Percentage
1 University	54	54	44.3
2 Universities	12	24	19.7
3 Universities	09	27	22.1
4 Universities	03	12	09.8
5 Universities	01	05	4.1
6 Universities	-	-	-
Total		122	100.0

Fig 3: Subscription of Commerce and Management serials in Universities libraries (2006)



to separately by universities without any duplication (Table-3)

It is observed from Table 4 that in the year 2007, two scientific serials (7%), i.e. Vikalpa and Yojana (English) were subscribed to by five university libraries; three serials (8%), i.e. Harvard Business Review, Indian Journal of Industrial Relations and Management Accountant were subscribed to by four university libraries; nine serials (18%), i.e. Accounting World, Business world, Capital Market, Finance India, Indian Journal of Marketing, Journal of Accounting and Finance, Productivity News, The Management Accountant and Yojana (Kannada), subscribed to by three universities; only two university libraries subscribed to 19 (26%) common titles; about 60 (41%) Commerce and Management serials were independently subscribed to by university libraries.

Table 4: Subscription of Commerce and Management serials in Universities libraries (2007)

No. of Universities	Number Serials	Total Numbers	Percentage
1 University	60	60	40.8
2 Universities	19	38	25.8
3 Universities	09	27	18.4
4 Universities	03	12	8.2
5 Universities	02	10	6.8
6 Universities	-	-	-
Total		147	100.0

Fig 4: Subscription of Commerce and Management serials in Universities libraries (2007)

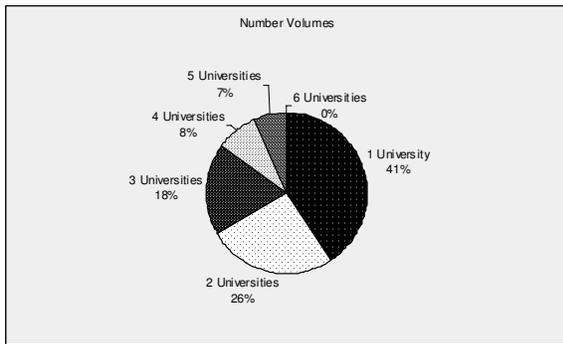


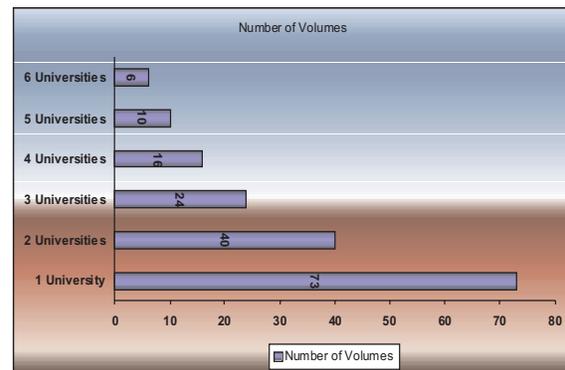
Table 5 shows that during 2008, only one serial, i.e. Vikalpa was subscribed to by six universities in common title and two serials, i.e. Management Accountant and Yojana (English), subscribed to by five universities. Similarly four university libraries subscribed to three scientific serials, i.e. Finance India, Yojana (Kannada) and Harvard Business Review, in common titles and half of the university libraries subscribed to these eight serial titles, Accounting World, Business India, Business world, ICFAI Journal of Management Research, ICFAI Journal of Entrepreneurship, Journal of Accounting and Finance, Journal of Marketing Research and RBI Bulletin. However, twenty serials were subscribed to by only two university libraries. Total 70 serial titles were subscribed to by universities independently without any duplication.

Table 6 shows the subject-wise distribution of scientific serials subscription in commerce

Table 5: Subscription of Commerce and Management serials in Universities libraries (2008)

No. of Universities	Number Serials	Total Numbers	Percentage
1 University	73	73	43.2
2 Universities	20	40	23.7
3 Universities	08	24	14.2
4 Universities	04	16	9.4
5 Universities	02	10	5.9
6 Universities	01	06	3.6
Total		169	100.0

Fig 5: Subscription of Commerce and Management serials in Universities libraries (2008)



and Management discipline from 2004-2008. It is found from the table that total 666 serial volumes were subscribed to by all the university libraries. More serials were subscribed to by all the universities in Commerce subject 451 (67.7%) compared to Management subject 215 (32.3%) serials subscribed by all university libraries.

Conclusion

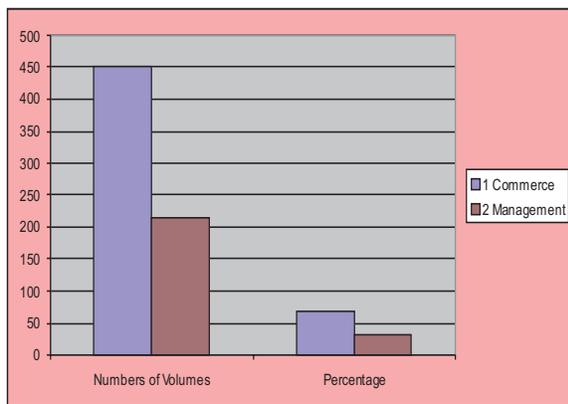
Due to the rising prices of scientific serials, libraries today face a challenging task of meeting unlimited information demands of their users with limited financial budget. The demands of the users are justified because of information explosion in every subject discipline. It requires a balancing act which

Table 6: Subscription of Commerce and Management Serials in universities: Subject-wise

Sl. No.	Subject	Numbers of Volumes	Percentage
1	Commerce	451	67.7
2	Management	215	32.3
	Total	666	100.0

can quench the thirst of postgraduate students, research scholars and the faculty of universities.

Fig 6: Subscription of Commerce and Management Serials in universities: Subject-wise



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