



ISSN : 3048-5320 (Online)

CSIBER International Journal - CIJ

Vol - 3, Issue No. - 2, April, 2025

**MULTIDISCIPLINARY
JOURNAL**



MAKE IN INDIA

**Published by : CSIBER Press, Central Library
Building, CSIBER Campus, University
Road, Kolhapur-416004, Maharashtra, India.**

**Find the Journal Online at
<https://www.siberindia.edu.in/journals>
E-mail : cij@siberindia.edu.in**

FOUNDER PATRON

Late Dr. A. D. Shinde

Chhatrapati Shahu Institute of Business Education and Research Trust was established in 1976 to provide professional education to the youth of rural western Maharashtra and North Karnataka. It was founded by a well-known educationist, the then Dean of Shivaji University, Kolhapur and a renowned Chartered Accountant, Late Dr. A.D. Shinde Sir.

PATRON

Dr. R. A. Shinde

Managing Trustee, CSIBER Trust, Kolhapur, India

C. A. H. R. Shinde

Trustee, CSIBER Trust, Kolhapur, India

CHIEF EDITOR

Dr. Bindu Nandkumar Menon

bindumenon@siberindia.edu.in

Associate Professor, CSIBER, Kolhapur, India

EDITORIAL BOARD MEMBERS

Prof. T. Mangaleswaran

mangales@vau.ac.lk

Professor, Rajarata University of Sri Lanka, Sri Lanka

Dr. Dinesh Kumar Hurreeram

directorgeneral@utm.ac.mu

Director General, University of Technology, Mauritius

Dr. Varsha Rayanade

vnrayanade@siberindia.edu.in

Assistant Professor, CSIBER, Kolhapur, India

Er. D. S. Mali

malids@siberindia.edu.in

Dean School of Environmental Science & Management CSIBER, Kolhapur, India

Dr. Samir Gopalan

samirgopalan.mgmt@silveroakuni.ac.in

Dean of Colleges,

Silver Oak University, Ahmedabad, Gujarat, India

Prof. Dr. Hemant B. Chitto

hchitto@utm.ac.mu University of Technology, Mauritius

Dr. Mohamoud Yusuf Muse

president@uoh.edu.so

President, University of Hargeisa, Somaliland, Africa

Dr. Terefe Zeleke

terefe.zeleke@ecsu.edu.et Deputy C. E. O.,

Ethiopian Management Institute, Addis Ababa, Ethiopia, Africa

SUPERINTENDENT

Dr. Mrudula K. Patkar

Assistant Professor, School of Computer Science & Applications
CSIBER, Kolhapur, India

CSIBER International Journal (CIJ)

CONTENTS

Title	Page No
An Empirical Study on the Effectiveness of Digital Marketing Channels on B2b Purchase Intentions in HR Consulting. <i>Naveen M</i> IFMR – Graduate School Of Business, Krea University, Sri City, India. <i>Dr. Nidhi Srivastava</i> Assistant Professor, Measi Institute Of Management, Chennai.	1-09
From the Marketing Perspective to the Satisfaction-Managerial Perspective on the Marketing Mix In a Chain Diagnostic Lab <i>Ashish Kumar Sahdev</i> <i>Syed Hameedur Rehman Zaini</i>	10-17
Occupational Health and Safety of women at workplace: Ideas from past literature <i>Mr. Swapnil B. Ide</i> PhD Scholar, Department of Social Work University of Delhi, New Delhi, India. <i>Dr. Seema Rani</i> Professor Aditi Mahavidyalaya, University of Delhi, New Delhi India. <i>Dr. T.V.G.Sarma</i> I/C Principle, D.K. Shinde School of Social Work, CSIBER, Kolhapur, Maharashtra, India.	18-28
The Impact of Instagram on Business Growth: A Comparative Study of Unorganized Entrepreneurs across Leading Social Media Platforms <i>Shobin Mathew</i> Research Scholar, Dept of Journalism and Science Communication, Madurai Kamaraj University, Madurai, Tamil Nadu, India <i>Dr. S. Jenefa</i> Professor and Head, Dept of Journalism and Science Communication, Madurai Kamaraj University, Madurai, Tamil Nadu, India	29-37
Sustainability Practices in Indian Oil and Gas EPC Firms: Evaluating Environmental, Social, and Economic Indicators <i>Vikrant Huddar</i> Ph.D. Research Scholar, Dr. V. N. Bedekar Institute of Management Studies <i>Dr. Nitin Joshi</i> Director, Dr. V. N. Bedekar Institute of Management Studies	38-50
Customer Satisfaction of Multimedia Marketing Channels In Personal Care Products <i>Arathy J Nair</i> Postgraduate Student, Baselius College Kottayam, Kerala, India <i>Dr. Resmi Annie Thomas</i> Assistant Professor, Postgraduate Department of Commerce, Baselius College Kottayam, Kerala, India	51-58
Marketing Strategies and SME Firm Performance During Uncertainty- A Conceptual Framework <i>Ombir Yadav</i> Department of Management Studies, DCRUST, Murthal, Sonipat, Haryana, India <i>Dr. S. N. Mahapatra</i> Department of Management Studies, DCRUST, Murthal, Sonipat, Haryana, India	59-67

Title	Page No
Evaluation of Post-Merger Performance of Select BSE- Listed Indian Companies – A Systematic Study Using Data Envelopment Analysis <i>Subhajit Bhadra</i> Ph.D. Research Scholar, Department of Management & Marketing, West Bengal State University, Barasat, India <i>Dr. Ashoke Mondal</i> Assistant Professor, Department of Management & Marketing, West Bengal State University, Barasat, India	68-78
Evolving Trends: The Impact of Information Technology on Everyday Library Usage <i>Mrs. Anuradha A. Kumbhar</i> B.Sc., PGDCA, MCA, MLIS, UGC NET-SET (LIS), Librarian, CNCVCW, CSIBER Trust, Kolhapur, India	79-83
Green HRM and Organisational Sustainability- A Conceptual Framework for Strategic Fit <i>Sukriti Das</i> Research Scholar, Maniram Dewan School of Management, Krishna Kanta Handiqui State Open University, Assam, India <i>Nripendra Narayan Sarma</i> Professor, Maniram Dewan School of Management, Krishna Kanta Handiqui State Open University, Assam, India	84-96
A Study on Effectiveness of Employee Welfare Measures With Reference To Synergy Green Industries Limited: A Review <i>Adv. Sharvari Avinash Kumbhar</i> BSL, LLB, B.Com., LLM, MSW pursuing <i>Dr. D. N. Valvi</i> DLL & LW, MSW, PHD, Project Guide, Associate Professor, D. K. Shinde School of Social Work, CSIBER Trust, Kolhapur, India	97-105
Impact of State Special Economic Zone (SEZ) Act/Policy on Investment – A State Level Analysis in India <i>Dr. Chandra Kant Parmar</i> Internal Audit Officer, Finance Department, Government of West Bengal, India <i>Dr. Partha Pratim Ghosh</i> Associate Professor, Department of Commerce, St. Xavier's College (Autonomous), Kolkata, India	106-118
Product Diversification Patterns In India-Asean Trade Post-Aifta <i>Saurav Kalita</i> PhD. Scholar, Department of Economics, Rajiv Gandhi University, Rono Hills, Doimukh, Arunachal Pradesh, India <i>Lijum Nochi</i> Associate Professor, Department of Economics, Rajiv Gandhi University, Rono Hills, Doimukh, Arunachal Pradesh, India	119-131

Evolving Trends: The Impact of Information Technology on Everyday Library Usage

Mrs. Anuradha A. Kumbhar
B.Sc., PGDCA, MCA, MLIS, UGC NET-SET (LIS)
Librarian, CNCVCW, CSIBER Trust, Kolhapur

Abstract

In today's digital age, libraries are experiencing a, including the rise of online resources, digital libraries, and mobile technologies, this profound transformation in the way they deliver services and engage with patrons. This paper explores the changing landscape of information technology and its effect on the daily operations and usage patterns of libraries. Through an analysis of recent trends and developments study aims to highlight the evolving role of libraries in facilitating access to information in an increasingly interconnected world.

Drawing upon a comprehensive review of existing literature and case studies, the paper examines how libraries have adapted their services and infrastructure to meet the evolving needs and preferences of users. It investigates the shift towards digital collections, the integration of cutting-edge technologies such as artificial intelligence and machine learning, and the emergence of new modes of interaction between patrons and library staff.

Furthermore, this paper discusses the challenges and opportunities presented by these changing trends, including issues related to digital literacy, information access, and privacy concerns. By analyzing the impact of information technology on everyday library use, this research seeks to provide insights into how libraries can continue to serve as vital community hubs in an era of rapid technological advancement.

This paper underscores the importance of ongoing innovation and adaptation in libraries to ensure they remain relevant and responsive to the evolving information needs of their users. Through strategic investment in technology and a commitment to user-centered design, libraries can continue to fulfill their mission of providing equitable access to information and knowledge for all members of society.

Keywords: Information Technology, Libraries, Everyday Use, New IT Trends, Impact on library usage

Introduction

In this IT era, marked by the rapid evolution of information technology, libraries are undergoing significant transformations in their daily operations and interactions with users. The explosion of digital resources, advancements in communication technologies, and changing user preferences have all contributed to reshaping the role of libraries in society. This preface sets the stage for exploring the dynamic landscape of library usage in the face of evolving information trends.

Libraries have long been regarded as repositories of knowledge, serving as hubs for learning, research, and community engagement. However, with the advent of the digital age, the traditional functions of libraries have expanded beyond their physical limitations. Today, libraries are not only physical spaces housing books and periodicals but also virtual gateways to vast repositories of digital information accessible from anywhere with an internet connection.

The transition towards digitalization has revolutionized the way people access and interacts with information. Online databases, e-books, and multimedia resources have become integral components of library collections, offering patrons unprecedented opportunities to explore diverse topics and perspectives. Moreover, the proliferation of Smartphone, tablets, and other mobile devices has enabled users to access library resources on the go, blurring the boundaries between traditional and digital library services.

Amidst these changes, libraries are faced with the dual challenge of meeting the evolving needs of their patrons while navigating the complexities of an increasingly digital landscape. From enhancing digital literacy skills to ensuring equitable access to information for all members of society, libraries play a crucial role in bridging the digital divide and promoting lifelong learning.

This paper aims to explore the changing trends in information technology and their impact on everyday library usage. By examining recent developments, challenges, and opportunities in the field, we seek to gain insights into how libraries can adapt and innovate to remain relevant in the digital age. Through a comprehensive analysis of literature, case studies, and empirical research, we aim to shed light on the dynamic interplay between technology and libraries and its implications for the future of information access and dissemination.

New Trends in Information Generation and Access:

In the ever-evolving landscape of information technology, several notable trends are shaping the generation and access of information. These trends reflect advancements in technology, changes in user behavior, and the evolving nature of information itself. Understanding these trends is crucial for libraries and information professionals to effectively meet the needs of their patrons and stay abreast of developments in the field. Here are some key trends:

Big Data and Data Analytics: With the exponential growth of digital data, organizations are increasingly leveraging big data analytics to extract valuable insights and make data-driven decisions. This trend extends to libraries, where data analytics tools are being used to analyze usage patterns, improve collection development strategies, and personalize services for patrons.

Artificial Intelligence (AI) and Machine Learning: AI and machine learning technologies are revolutionizing how information is processed, organized, and accessed. In libraries, AI-powered chatbots and virtual assistants are being deployed to provide instant assistance to users, while machine learning algorithms are used to enhance search and recommendation systems, making it easier for patrons to discover relevant resources.

Open Access and Open Science: There is a growing movement towards open access publishing and open science initiatives, aimed at making research outputs freely accessible to the public. Libraries are playing a central role in supporting open access by facilitating the dissemination of scholarly publications, advocating for open access policies, and providing platforms for hosting institutional repositories.

Remote Access and Mobile Technologies: The proliferation of mobile devices and ubiquitous internet connectivity has transformed how users access information. Libraries are adapting to this trend by offering mobile-friendly interfaces, developing apps for accessing library resources, and providing remote access to digital collections, ensuring that patrons can engage with library services anytime, anywhere.

Digital Humanities and Computational Research: Digital humanities and computational research methods are gaining prominence in academia, allowing scholars to explore large-scale datasets and conduct innovative interdisciplinary research. Libraries are embracing this trend by offering support for digital scholarship initiatives, providing access to specialized tools and resources, and facilitating collaborations between researchers from different disciplines.

Privacy and Ethical Considerations: As concerns about data privacy and ethics continue to mount, there is a growing emphasis on ensuring the responsible use of information technologies. Libraries are proactively addressing these concerns by implementing privacy-enhancing technologies, advocating for user privacy rights, and promoting ethical guidelines for data management and use.

These trends underscore the dynamic nature of information generation and access in the digital age, presenting both opportunities and challenges for libraries and information professionals. By staying attuned to these trends and embracing innovative approaches, libraries can continue to fulfill their mission of providing equitable access to information and supporting lifelong learning in diverse communities.

The evolving trends in information generation and access have a profound impact on the physical usage of libraries. While the digital age has transformed the way users access information, it has also reshaped the role and function of physical library spaces. Here are some ways in which these trends affect library physical usage:

Digital Curation and Collection Development: Libraries can employ rigorous digital curation practices to selectively acquire, organize, and maintain digital resources that align with their collection development policies and the needs of their users. By focusing on high-quality, authoritative content, libraries can ensure that their digital collections remain relevant and valuable to patrons amidst the abundance of online information.

Information Literacy Education: Empowering patrons with information literacy skills is crucial for navigating the vast sea of digital information effectively and responsibly. Libraries can offer workshops, training sessions, and online tutorials to teach users how to critically evaluate information, distinguish between reliable and unreliable sources, and ethically use digital resources.

Personalized Recommendation Services: Leveraging technology such as machine learning algorithms, libraries can develop personalized recommendation services that suggest relevant resources to users based on their interests, preferences, and past usage patterns. By tailoring recommendations to individual users, libraries can help patrons discover new digital resources that meet their specific information needs.

Partnerships and Collaborations: Collaborating with other libraries, educational institutions, publishers, and technology companies can help libraries expand their digital offerings, share resources, and leverage economies of scale to overcome the challenges of digital information overload. Partnerships can also facilitate access to specialized digital collections and services that may be beyond the scope of individual libraries.

User-Centered Design: Adopting a user-centered approach to digital service design can enhance the usability and accessibility of library digital platforms and resources. Libraries should solicit feedback from users, conduct usability testing, and iteratively improve their digital interfaces to ensure that they meet the needs and preferences of diverse user groups.

Promotion of Open Access and Open Educational Resources (OER): Supporting open access publishing and the use of OER can help libraries expand access to scholarly information and educational materials while mitigating the costs associated with traditional subscription-based models. Libraries can advocate for open access policies, provide guidance on copyright and licensing issues, and host institutional repositories to disseminate scholarly works produced by their communities.

Continuous Professional Development: Library staff need to stay informed about emerging trends and best practices in digital librarianship through continuous professional development activities such as workshops, conferences, and online courses. Equipping library professionals with the knowledge and skills they need to navigate the digital landscape effectively is essential for addressing the challenges of digital information explosion.

By adopting a multifaceted approach that combines digital curation, information literacy education, technology integration, collaboration, and professional development, libraries can overcome the challenges posed by the digital information explosion and continue to fulfill their mission of providing equitable access to information in the digital age.

The challenges presented by the digital information explosion are significant but not insurmountable for libraries. By adopting proactive strategies and embracing innovation, libraries can effectively navigate the complexities of the digital landscape and continue to serve as vital resources for their communities. There are some key observations include:

Adaptation to Technological Change: Libraries must adapt to the rapid pace of technological change by embracing digital transformation and integrating technology into their services and operations. This includes digitizing collections, offering online access to resources, and leveraging digital tools for information management and dissemination.

Promotion of Digital Literacy: Digital literacy education is essential for empowering patrons to navigate the abundance of digital information critically and responsibly. Libraries play a crucial role in providing digital literacy training and resources to help users develop the skills they need to effectively find, evaluate, and use digital information.

Collaboration and Partnerships: Collaboration and partnerships with other libraries, educational institutions, publishers, and technology companies can enhance libraries' capacity to address the challenges of digital information overload. By sharing resources, expertise, and best practices, libraries can leverage collective efforts to expand access to digital resources and services.

User-Centered Approach: Libraries should adopt a user-centered approach to design and service delivery, ensuring that digital platforms and resources are tailored to meet the diverse needs and preferences of their patrons. Soliciting feedback from users, conducting usability testing, and continuously improving digital interfaces are essential for enhancing user satisfaction and engagement.

Advocacy for Open Access: Libraries can advocate for open access publishing and the use of open educational resources to expand access to information while promoting equitable and sustainable models of knowledge dissemination. By advocating for open access policies, supporting the creation and dissemination of open content, and providing guidance on copyright and licensing issues, libraries can contribute to a more inclusive and accessible information ecosystem.

Libraries have a critical role to play in addressing the challenges posed by the digital information explosion and ensuring that all members of society have equitable access to information in the digital age. Through proactive adaptation, collaboration, and advocacy, libraries can continue to fulfill their mission of promoting lifelong learning, intellectual freedom, and access to knowledge for all.

Libraries offer a wealth of online facilities for information access, catering to the evolving needs of patrons. Here are some common online resources and services available through libraries:

Digital Libraries: Many libraries provide access to digital collections of eBooks, audio books, academic papers, and historical documents. These resources can often be accessed remotely using library cards or institutional logins.

Online Catalogs: Libraries maintain online catalogs where users can search for physical and digital resources available in the library's collection. These catalogs often include advanced search options and filters to help users find materials efficiently.

Databases and Research Tools: Libraries subscribe to various databases covering a wide range of subjects, including academic journals, newspapers, magazines, and specialized collections. These databases provide access to scholarly articles, reference materials, and other research resources.

Reference Services: Many libraries offer online reference services, allowing patrons to ask questions, seek research assistance, or request help finding specific information. These services may include live chat, email support, or virtual reference desks staffed by librarians.

Online Learning Platforms: Libraries may provide access to online learning platforms and educational resources, such as language learning programs, skill development courses, and test preparation materials.

Interlibrary Loan Services: Through interlibrary loan services, patrons can request materials not available in their local library's collection. Many libraries facilitate interlibrary loan requests online, making it easier for users to access a broader range of resources.

Digital Archives and Special Collections: Libraries often digitize unique materials from their collections, such as rare books, manuscripts, photographs, and oral histories. These digital archives and special collections can be accessed online, allowing users to explore valuable cultural and historical resources.

Library Websites and Portals: Library websites serve as gateways to online resources and services, providing information about library hours, policies, events, and online tools. Users can often access library resources, manage their accounts, and renew materials through library websites or online portals.

Libraries continue to adapt and expand their online offerings to meet the needs of patrons in the digital age, ensuring access to information and resources regardless of location or physical presence

Conclusion:

The digital information explosion presents both challenges and opportunities for libraries in the modern era. As technology continues to evolve rapidly, libraries must adapt to meet the changing needs and preferences of their patrons while navigating the complexities of the digital landscape. Despite these challenges, libraries are well-positioned to play a central role in promoting access to information, fostering digital literacy, and supporting lifelong learning in diverse communities.

By embracing digital transformation, adopting a user-centered approach, and leveraging collaboration and partnerships, libraries can effectively overcome the challenges posed by the digital information explosion. Through proactive strategies such as digital curation, information literacy education, and advocacy for open access, libraries can continue to serve as vital resources for their communities, providing equitable access to information and promoting intellectual freedom and discovery.

As we look to the future, it is clear that libraries will remain essential institutions in the digital age, serving as trusted guardians of knowledge and culture. By embracing innovation, embracing change, and staying true to their mission of serving the public good, libraries can continue to thrive and evolve as dynamic hubs for learning, creativity, and community engagement in the 21st century and beyond.

References

- Bommer, M. and Chorba, R., 1983.** EMERGING TRENDS. Financial Planning for Libraries, **p.55.**
- Crompton, M.A., 2015.** Strategic human resource planning for academic libraries: Information, technology and organization. Chandos Publishing.
- Esperanza, M., 1995.** Library and Information Science: Emerging Trends.
- Gaikwad, M.N. and Bilawar, P.B., 2023.** Transforming Academic Libraries: Exploring Emerging Trends and Technologies. LIS Links Newsletter, 9(1), **pp.1-9.**
- King, D.L., 2018.** How to stay on top of emerging technology trends for libraries. Library Technology Reports, 54(2), **pp.1-35.**
- Kumbhar, R.M., 2014.** Academic library's responses to the emerging trends in higher education. DESIDOC Journal of Library & Information Technology, 34(6).
- Narnaware, S., 2022.** Emerging Trends and Technologies in LIS. Akshara Multidisciplinary Research Journal, **p.98.**
- Negi, A.S. and Srivastava, J.P., 2014.** Changing role of the academic library professionals in the digital era: trends, vision and challenges. Indian Streams Research Journal, 4(1), **pp.1-5.**
- Onuoha, J.A. and Obialor, D.C., 2015.** The impact of information technology on modern librarianship: A reflective study. In Information and Knowledge Management (Vol. 5, No. 11, pp. 52-58).
- Pinto, M., Fernández-Pascual, R., Caballero-Mariscal, D. and Sales, D., 2020.** Information literacy trends in higher education (2006–2019): visualizing the emerging field of mobile information literacy. Scientometrics, 124, **pp.1479-1510.**
- Posner, B., 2014.** The impact of global trends on ILDS. Interlending & Document Supply, 42(4), **pp.147-152.**
- Sammata, S.G. and Madara, S.R., 2017,** December. Impact of information technologies on library services in educational institutions. In 2017 International Conference on Infocom Technologies and Unmanned Systems (Trends and Future Directions)(ICTUS) (pp. 662-668). IEEE.
- Saxena, A. and Yadav, R.D., 2013.** Impact of mobile technology on libraries: A descriptive study. International Journal of Digital Library Services, 3(4), **pp.1-13.**
- Singh, R.K., 2020.** Modern Trend in Libraries: for Beginners. Modern-Trend-in-Libraries-for-Beginners-Book. pdf (ccsuniversity. ac. in).
- Van Helvoort, A.A.J., 2010.** Impact of recent trends in information and communication technology on the validity of the construct information literacy in higher education. In Technological Convergence and Social Networks in Information Management: Second International Symposium on Information Management in a Changing World, IMCW 2010, Ankara, Turkey, September 22-24, 2010. Proceedings 2 (**pp. 61-73**). Springer Berlin Heidelberg.