THE CONCEPT OF RETAIL INFORMATION MANAGEMENT: VISION 2020

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The vast global information are still controlled and managed by the libraries only and a lump sum amount of the budgets are also being spent on storage, management and delivery of information (books, Journals, e-documents etc.). But in spite of huge expenditure, each and every small libraries is not capable to meet out cent percent requirements of users searching relevant information. The globalization of marketing technology has drastically changed the minds of the people, lifestyle, economics etc. The present study reflects that year 2020 would be a year of economic concept of global information management through retail concept which will directly empower the people to collect, select and utilize information strictly on users profile/need. Most of the small libraries have become tool/shelter for collecting, storing vast information from publishers. Retail information concept can trigger proper delivery of information to right users only within limited financial constraints.

KEYWORDS/DESCRIPTORS: Information management, Global information management, Retail information management

1 THE CONCEPT OF RETAIL MANAGEMENT IN GLOBAL MARKET

The globalization has brought out millions of products for marketing irrespective of costs, location and people factors. Most the people have become customers of the products. However the company products are available and controlled for its storage, distribution, sale through wholesale dealers only and most of the products are consumed by customers. The recent development of retail marketing has entirely changed the concept of marketing of products directly to customers on small scale ie retail management or transaction of products on small scale directly to customers, sale of goods or commodities in small quantities directly to consumers. Relating to, or engaged in the sale of goods or commodities at retail are:

1. to sell in small quantities directly to consumers; and
2. of relating to, or engaged in the sale of goods or commodities at retail.

No doubt the libraries and librarians of any institute, organization or company play a vital role in the global storage management and delivery of information to the right users irrespective of time, cost and space factors and most of the information are purchased and confined to government sector only but the marketing are controlled by private people. It has been seen due to regular hike in the price of the documents, libraries are not capable to purchase every information strictly on users profile and due to this, each and every user is not able to retrieve required information. The reason behind this is that there is always lack of budget, manpower management and infrastructure, etc. This ultimately makes users most unsatisfied.

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Now the time has come to change the entire concept of the libraries strictly on users need and they must have sound relationship between right users and right information. The library should not be depository center of information but it should be delivery center and information should act as commodity on small scale. It is the publishers who are markeers/suppliers of information and librarians and users are directly consumers of the products. Inspite of hardship there is no healthy, satisfactory results found regarding the consumption of information by the users. It has been seen that many information are consumed in the libraries which aren’t directly used by the users. The ultimate objective of any libraries are to satisfy users on their information need.

The lack of authority, manpower, budget, infrastructure, increasing price, etc. has badly affected the managers of information not to provide each and every information on users profile

The concept of retail information management can lead to drastic change of the minds of users/people, librarians, technocrats, publishers, to think in right direction which will ultimately solve the problems of right users who are still seeking right and relevant information. Now it is necessary to think about users, information and mangers of information in right direction keeping in view of:

- How information can directly reach the users on cheaper basis;
- Users must be capable to purchase information;
- Availability of information on users demand;
- The responsibility of librarians and publishers will be more;
- Save the time and money of the users;
- Availability of pinpointed information rather then exhaustive information; and
- Availability of information on need base and future requirements.

2 THE PROBLEMS OF INFORMATION ACCESS IN LIBRARIES

It has been seen that many users are not able to access their desired information from the library. The reason behind that may be:

- Less number of copies with relevant information in are available;
- Continuous revision of relevant documents containing syllabus/chapters/information, etc.;
- Unavailability of proper budgets;
- There are libraries having more information with limited users and vice versa;
- Regular price hike of documents;
- Users are seeking only small portion of relevant documents;
- Due to lack of trained staff, relevant information is not catered timely;
- Lost/torn/missing documents/close access system also badly affect the users to access relevant information;
- Many users are unaware of the availability of relevant information in the library;
Limited number of copies create problems to the users;
Non working days of the library;
Physical condition of the relevant documents;
Lack of Internet facilities in libraries;
Problems of gaps in the issues of journals;
Problem of updating and reliable information; and
Print journals are very costly and users’ requirements are less than the available information provided by the publishers.

3 CRITERIA FOR RETAIL INFORMATION MANAGEMENT

- Identify users to deliver relevant information for teaching, research and extension work;
- Identify users seeking information in a small scale;
- Identify libraries where users are much dependent but the collection is less to meet out such requirements;
- Identify national, regional, local users seeking retail information;
- Identify actual information required for research on the basis of keywords;
- Provide tailor-made information on retail basis for functioning of technological outputs;
- Provide information managers/vendors/entrepreneurs/dealers etc for search of relevant information being requires by users; and
- Provide websites on different subjects (covering all possible text and related information).

4 HOW TO ACCESS RETAIL INFORMATION

For proper access of retail information the role librarians as entrepreneurs, technocrats, publishers would play a key role in proper delivery of information. The various output media for retail delivery of information are:

- CD-ROM/audio cassettes/iPads;
- Internet/email/search engines/websites;
- Publishers’ websites on retail information;
- Relevant portion/topics of print information;
- SMS/MMS;
- Fax/Telephone;
- Mobile phone;
- Keyword text facilities;
- Handouts/Manuals;
- Reprographic services;
- Videoconferencing etc.;
• Online chatting etc.; and
• Availability of information on various subjects from publishers' websites.

Such facilities should be provided through private vendors, information consultants, information managers, library entrepreneurs whose ultimate responsibility would be to search relevant information and feed users seeking information in desired area/field.

5 IMPLICATIONS

• It will cut down budgetary problems of small libraries;
• It will reduce manpower;
• Problem of unnecessary stacking of old documents can be solved;
• Problem of missing/torn documents can be solved;
• Problem of gaps in issues and regular purchase of journals can be solved to a large extent;
• It will meet actual users' requirement/needs/demands;
• The users will not always depend on the library system and its staff;
• The users will always get update information for their study/research work;
• Huge dumping of irrelevant information can be minimized through national/regional depository/library centers;
• It will generate new concept of library profession;
• This will initiate direct relation between users and information, and library managers will work as agents of information;
• Supply of information will be up to date, and timely delivery of information can be expected;
• It will also solve the purchase of repeated titles in local areas;
• The concept of information business can be popularised;
• Right users will get right relevant information;
• There will be more interaction between librarians and publishers for proper delivery of relevant information; and
• It will revolutionize the concept of delivery of information to users.

Information consultants information managers/library entrepreneurs and publishers technocrats, etc. will jointly play a vital role for the proper delivery of retail information to local users. In a nutshell the year 2020 would be a year of retail concept of information management. This will ultimately satisfy Ranganathan's concept of every user its relevant information, irrespective of library's management system.

6 REFERENCES

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