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Impact of Professional Ethics on Modern Re-engineering College Library Services

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Abstract - This research paper has been revealed an impact of professional ethics on modern re-engineering college library services. College library development is software package selection has most important role in the computerization of library. Software is the necessary prerequisite of re-engineering. It is the systematized representation of our knowledge, to know about our problems and how to solve them. It makes possible to exploit and multiply this knowledge and to know by means of computer and communication technology. Re-engineering library plays important role in socio-economic changes of the society. Re-engineering the very fact, the present day society advocates for the establishment of re-engineering library, which is capable of delivering right information to right user at right time in form it is needed. It is rightly said that the fast paced developments in ICT have converted this big physical world into a global village.

Keywords: *Ethics, Professional Ethics, Re-engineering, Re-engineering need, User's need, Concept, Skill requirement, and Professional Library Ethics.*

I. Introduction

In the 21st century-the age of information and technology, Re-engineering have played a very crucial role of college library services in the field of teaching and research development sector and all other fields. Really, we are so lucky that the revolution took place in information technology in the beginning of the present century. The present generations of college library services recognize the advent of revolution of information communication and realize its potentiality in the field of education and research. College library services accepting this re-engineering enhance the global and local access to information ethics.

Re-engineering which has been very popular in the business world in 1990's, is equality beneficial for libraries to redesigning key processes, while keeping costumer at the center of process

redesign. The present 'Information age' with electronic and re-engineering environment resulting in 'information superhighway' made virtually the world a 'global village'. The day is not far where will be 'one world-one library' where information is accessible wherever it is, by any one and at any time. In today's library re-engineering entails automation, introduction of online journals, in-house database of different collections, internet information services, man power development, sufficient financial grants, proper planning and management, bar-coding or RFID tag use in books and back volumes of journal for expeditious transaction in circulation counter or with the re-engineering of networking technological library services.

Information ethics is essentially concerned with the question of who should have access to get information. The core issues of information ethics include intellectual freedom, equitable access to information, information privacy, and intellectual property. Advances in information technology have made the general population more aware of these issues. But library professional have been concerned with these issues for centuries.

II. Meaning of Ethics

The term "Ethics" has several meanings. "Ethics" involves the moral principles that govern a particular culture. The term "Ethics" derived from the Greek word "Ethos" which means custom or character. The most widespread and primary meaning of "ethics" is common morality.

Definition of Ethics:

According to Gert (2004) "Ethics is a set of every-day ground-rules for living. These ground-rules are understood to apply to everyone, everywhere, at all times".

Myneni (2002) "Ethics is defined as that branch of philosophy dealing with values relating to human conduct, with respect to rightness and wrongness of certain action and to the goodness and badness of the motive and ends of such actions".

Professional Ethics:

"Professional ethics" is professionally accepted standards of personal and business behaviour, values and guiding principles. Professional ethics deals with many ethical issues. Some of them are: ownership and copyrights, intellectual freedom (Censorship), digital divide (right to information), censorship and moral problems regarding confidentiality of information. In order to the information specialists to act in accordance with the ethical principles of the profession, it is necessary to educate them on some basic moral and ethical principles; R. Capurro considers the following topics for information ethics:

1. Ethics in Research
2. Ethics in the teaching of information science and services
3. Ethics in information work.

In this research paper we will focus on the second topic. Ethics in the teaching of information science and services Once we have defined goals for our profession, we need to make sure that we meet these goals in ethical way. Library and Information Science workers are expected to follow certain ethical standards.

Defining Professional Ethics:

Professional means a person who has knowledge of some specific fields.

Professional ethics encompass the personal, organizational and corporate standards of behaviour expected of professionals.

Professional and those working in acknowledged professions, exercise special knowledge and skill. How the use of this knowledge should be governed when providing a service to the public can be considered a moral issue and is termed professional ethics.

According to Business Dictionary, "Codes of professional ethics are often established by professional organizations to help, to guide members in performing their job function according to sound and consisted ethical principles".

According to Medical Dictionary "Professional ethics is the ethical norms, values and principle that guide a profession and ethics of decisions made within the profession".

III. What is re-engineering?

Re-engineering is the hottest issue in the nineties. As its application increased in different fields. Critics and critiques have emerged what is re-engineering? It may be patient at the stage of define the term re-engineering. This term was first used by Michael Hammer in 1990 at a Harvard business review article, "Re-engineering work: don't automate obliterate, davenport has also been considered as the pioneer of introducing the concept of re-engineering".

Michal Hummer and James Champy than further developed the concepts of re-engineering corporation (1992) "Re-engineering simply means rethinking and redesign of business process to achieve dramatic improvement in critical contemporary measures of performance, such as cost, quality, service and speed."

Re-engineering is a rapid and radical redesigning of process, services, policies and the organizational structure of an organization.

Re-engineering Process:

- 1. Preparation:** What the user actually wants from the library services.
- 2. Strategy Development:** Develop strategic processes, analysis and prioritization.
- 3. College Library System Design:** Create a core team of people.
- 4. Implementation:** Realization of technical and social objectives.

Need of Re-engineering for College Library:

Dr. A.P.J. Abdul Kalam described the role of digital library where the past meets the present and creates a future. A digital library provides equitable access to knowledge to all the people, irrespective of

place, caste, creed, colour or economic status. Digital library unites rather than divide. Therefore there is a need of time to develop digital libraries.

Following reasons points out the need for re-engineering in college library:

1. To cope the challenges posed by information explosion.
2. To fulfill multidimensional information needs of library users.
3. To redesign information services of college library.
4. To provide pin-pointed exhaustive information to the end-users of the library.
5. To inform the library staff about the re-engineering process, its need and impact.
6. To inform the library staff about the aims and vision of re-engineering process.
7. To inform the library staff about their roles and responsibilities in re-engineering process.
8. Organization of motivation / study tours for the library staff.
9. Organization of in-service training programmes for library staff.
10. Organization of computer training /literacy programme.

Library Service-Users' Need

1. Now due to use and development of re-engineering, users' needs have been changed.
2. They want everything on their finger tips: 24 hours/7 days in a week /365 days a year, consequently ICLs and LISc professional must undergo to change their activities and services. Interdisciplinary approach is the latest development in the above matter.

Objective of Re-engineering:

1. To satisfy the users need and expectation.
2. Achieve improvement in the performance.
3. To satisfy the organization's strategic goals.
4. Remove the non essential aspect of the library which is not necessary running its functions.

Role of Information Technology in the Re-engineering Concept:

1. Export systems, allowing generalists to perform specialist tasks.
2. Telecommunication networks, allowing college library services to be centralized and decentralized at the same time.
3. Decision –support tools, allowing decision-making to be a part of everybody's job.

4. Automatic identification and tracking, allowing things to tell where they are, instead of requiring to be found.
5. High performance computing, allowing on the fly planning and revisioning.

Advantages of Re-engineering Library:

1. The user of a re-engineering library not to go to the library physically, people from all over the world can gain access to the same information as long as an internet connection is available.
2. A major advantage of re-engineering is that people can gain access to the information at any time, night or day.
3. The same resources can be used at the same time by a number of users.
4. Re-engineering libraries can provide very user-friendly interfaces, giving clickable access to its resources.
5. An exact copy of the original can be made any number of times without any degradation of quality.
6. The cost of maintaining a re-engineering is lower than that of a traditional library.
7. Offering online learning environment.
8. Making short the chain from author to user.

Disadvantage of Re-engineering Library:

1. Costly as compare to traditional pattern.
2. Re-engineering obsolescence (Hardware and Software).
3. Storage Media.
4. Dominance of data creators and publishers.
5. Trained manpower.
6. User education and training.
7. Security against hacking and sabotage.

Re-engineering Based Modern College Library Services:

Re-engineering based modern college library services are following the three stapes:

1. Internet Based Library Services

2. Web Based Library Services and
3. Subject Gateways

1. Internet Based Library Services:

1. Electronic Mail,
2. Chat,
3. Conferencing,
4. Internet Telephony,
5. Audio-Video Conferencing,
6. Net Meeting,
7. Listserv
8. News Groups
9. WIKI
10. Blogs.
11. BBS (Bulletin Board Systems)
12. Telnet
13. Search Engine and Meta Search Engine
14. Ping

2. Web-Based Library Services:

1. E-journals,
2. E-books
3. E-thesis and Dissertations
4. Course Material-ERIC, CAREO, LESTER, MERLOT, GEM etc.

3. Subject Gateways:

1. Online library Services

2. CAS & SDI Services by e-mail.
3. Abstracting and Indexing Services and
4. Bibliography Services
5. OPAC.
6. Online Information Retrieval System.
7. Online Resource Sharing.
8. Institutional Repository.

Skill Requirement for the Library Professionals in Re-engineering:

The re-engineering environment made the librarians to acquire new competencies and skill regarding:

1. New re-engineering innovations such as INTERNET,
2. Professional skills with practical approach,
3. Cataloguing of web resources using metadata standards,
4. Web page designing and maintenance,
5. Preservation of Re-engineering resources,
6. Data base creation and various models of it,
7. Attending to the trouble shooting systems,
8. Scanning, indexing, conversion and linkage issues,
9. To work in the re-engineering environment by using it today,
10. Turning to the new environment by using IT tools,
11. User awareness to the library resources and services,
12. Accessibility of on-line information,
13. Improving the communication skill among the staff, with user and the top management,
14. Strengthening of librarians skills in dealing with copyright and negotiating with publishers,
15. High priority must be given to staff development,
16. Through task skill training, boot camps, workshop on different themes, and

17. Demonstration of IT. Products, Seminars and Webinars on staff competency.

Professional Library Ethics:

Ethics are necessary in any profession. International Federation of Library Association (IFLA) has mentioned 38 countries' ethics on their website but India does not appear in the list. It means that LIS sector in India has not submitted ethics to IFLA and none of association has kept the ethics on their websites. Indian ethics has been developed based on the Indian religion and philosophy.

1. Library is a Saraswati temple and librarian is a Poojari. Library is a temple of knowledge.
2. Library should be users' driven__ keeping in mind the vision and mission of the library.
3. Librarian should have three qualities. (i) He/she should be self-satisfied with his/her contribution. (ii) He/she should be self-motivated. (iii) He/she should deliver more than the expectations and that too before time.
4. Users are treated as "Atithi devo bhava". Mahatma Gandhi treated customer as "Boss".
5. Librarian should buy the data, information and knowledge based on actual and potential use of the resources recommended by users. A balance will have to be maintained between print and digital.
6. Librarian should always make friendship with technology.
7. Library should use open access resources and open source software.
8. Optimum utilization of the resources is must. Librarian initiatives and teachers recommendations will help the library in optimal usage.
9. Respecting each other is very much important while working in a team in noblest profession. Work with zero egos for the profession but self respect has to be maintained.
10. Freedom, Financial benefits, and ladder to grow in organization will reduce the turnover and increase commitment to employer and profession.
11. Library professional's loyalty goes to employer.
12. Respect the copyright law and protect the interest of the author's original creativity.

IV. Conclusion

The growth of the re-engineering library collection in size and complexity is inevitable. With the growth of re-engineering reference services and collaborative networks, there is clear need of defined standards. The traditional librarian's role of selecting, organizing, and making information accessible to users is as necessary in the re-engineering world of today as it was in the print world of yesterday. The development of IT is playing a crucial role in restructuring of the college library services.

Re-engineering library plays an important role in socio-economic changes of the society. Re-engineering the very fact, the present day society advocates for the establishment of re-engineering library, which is capable of delivering right information to right user at right time in form it is needed. It is rightly said that the fast paced developments in ICT have converted this big physical world into a global village.

College library have adopted the internet as they do most new technologies, as means to providing better service to their users. As the computerization is the need of hours for re-engineering of library information system and services, therefore the authority of the college library should give proper importance in library computerization as well as the recruitment and training of professional staff for their libraries.

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