

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5220 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	EFFECT OF DEMOGRAPHICAL VARIABLES ON PSYCHOLOGICAL WELL-BEING AND JOB PERFORMANCE OF IT EMPLOYEES <i>C.ADDLIN POOVIGA & DR. SUSAN CHIRAYATH</i>	1
2.	THE ROLE OF E-COMMITMENT AS A MEDIATOR IN THE RELATIONSHIP BETWEEN E-SERVICE QUALITY AND CUSTOMER RETENTION <i>RAJANI ROSHAN JOHN & DR. JOSEPH I. INJODEY</i>	5
3.	CHANGING LEADERSHIP WITH EVER CHANGING WORLD <i>DR. E. JALAJA</i>	11
4.	MARKETING MIX AND COMPETITIVE ADVANTAGE <i>SHWETHASHREE.M.R & DR. POORNIMA JOGI</i>	15
5.	IMPACT OF TELEVISION ADVERTISEMENTS ON INDIAN VALUE SYSTEM: A PROSPECTIVE AND RETROSPECTIVE APPROACH <i>SHUBHA. A. & P NARAYANA REDDY</i>	19
6.	QUALITY CONCEPT AND DIMENSIONS IN HIGHER EDUCATION <i>DR. A. PUNNAVANAM</i>	22
7.	PROBLEMS AND CHALLENGES OF FAMILY OWNED BUSINESS IN INDIA <i>B. INDIRAPRIYADHARSHINI & DR. P. BRUNTHA</i>	25
8.	E-BANKING IN INDIA: CHALLENGES AND OPPORTUNITIES <i>DR. VEENA ANGADI, DR. R. PARVATHI & DR. GOPALA KRISHANA</i>	27
9.	HEALTH MANAGEMENT SYSTEM INTEGRATED GLUCOSE MANAGEMENT SYSTEM <i>K.HAKKINS RAJ & HUNDESSA DABA NEMOMSSA</i>	29
10.	EXAMINING FACTORS INFLUENCING AGENT'S PERCEPTION TOWARDS GENERAL INSURANCE COMPANIES PROVIDING HEALTH INSURANCE IN INDIA <i>NAIR SHEEBA SHANTI NARAYANAN & DR. JAMES JACOB</i>	33
11.	PUBLIC LIBRARY INNOVATION FOR THE KNOWLEDGE SOCIETY <i>DR. P. SHERLY BELL</i>	40
12.	USE OF WORD OF MOUTH MARKETING METHOD IN CONSUMER BUYING BEHAVIOUR <i>RESHMI RAMACHANDRAN & RATHI K N</i>	43
13.	A STUDY ON SITUATION ANALYSIS FOR MARKETING RENEWABLE ENERGY PRODUCTS - WITH SPECIAL REFERENCE TO ESSORPE HOLDINGS PVT. LTD., COIMBATORE, TAMIL NADU <i>DEEPIKA A</i>	46
14.	LEAST DEVELOPED COUNTRIES' PARTICIPATION IN GLOBAL TRADE IN COMMERCIAL SERVICES <i>DR. AJAB SINGH</i>	51
15.	A STUDY ON FINANCIAL ANALYSIS OF CANBANK VENTURE CAPITAL FUND LIMITED <i>MD AIJAZ KHAN & MEHDI BANO</i>	66
16.	A STUDY OF GREEN BANKING TRENDS IN INDIAN BANKS WITH SPECIAL REFERENCE TO BANGALORE CITY <i>NANDINI.N</i>	70
17.	E-COMMERCE MARKETING MIX - WHOLLY ONLINE OR ONE FOOT IN BOTH THE WORLDS? DISCUSSION CONTINUES <i>DR. JAYADAS.S</i>	75
18.	RURAL TRANSFORMATION IN INDIA: EMPLOYMENT PATTERN IN RURAL ECONOMY <i>MANISHA</i>	79
19.	AN ASSESSMENT OF CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE FINANCIAL PERFORMANCE RELATIONSHIP IN THE CONTEXT OF SELECTED INDIAN BANKS <i>SAIYED AMENA HABBIBULLAH</i>	83
20.	MODELING THE RELATIONSHIP BETWEEN MONEY SUPPLY & CRUDE OIL PRICES WITH GDP & INFLATION IN INDIA <i>SEEMA DEVI</i>	86
	REQUEST FOR FEEDBACK & DISCLAIMER	92

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISOR**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor & Dean, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD**DR. CHRISTIAN EHIUBUCHE**

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, Woodland Park NJ 07424, USA

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

DR. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

DR. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Westlands Campus, Nairobi-Kenya

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

DR. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

DR. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

DR. CLIFFORD OBIYO OFURUM

Director, Department of Accounting, University of Port Harcourt, Rivers State, Nigeria

DR. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

DR. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

PROF. NAWAB ALI KHAN

Professor, Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

DR. EGWAKHE A. JOHNSON

Professor, Babcock University, Ilishan-Remo, Ogun State, Nigeria

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

MUDENDA COLLINS

Head of the Department of Operations & Supply Chain, The Copperbelt University, Zambia

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

DR. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

DR. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

DR. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

DR. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

DR. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

DR. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

DR. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

DR. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

DR. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

ASHISH CHOPRA

Faculty, Doon Valley Institute of Engineering & Technology, Karnal

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

PUBLIC LIBRARY INNOVATION FOR THE KNOWLEDGE SOCIETY

DR. P. SHERLY BELL

LIBRARIAN

RUBEN COLLEGE OF ARTS & SCIENCE

THADIKKARAKONAM

ABSTRACT

The emerging trends in digital technologies give a new challenge to knowledge professionals in the way of providing qualitative services to its users. Public libraries play an important role as parts of the digital, smart, knowledge and creative infrastructures of these knowledge society. The public library in the knowledge society is to support citizens, companies and administrations in their society and region with digital services, namely e-resources as well as reference services, and to communicate with their customers via social media; and to provide physical spaces for meeting, learning and working, as well as areas for children and other groups, in a building that is a landmark of the society. The paper analyses the public library innovation for the knowledge society and identify the factors for the next generation of libraries.

KEYWORDS

public library innovation, e-resources.

INTRODUCTION

We live in the changing world. Everything is changing that creates innovation. Public libraries serve knowledge centre in society. In the way, in the changing scenario of information environment make the knowledge society in more interactive, collaborative and dynamic. The emerging trends in digital technologies and their applicability to information handling activities are added new challenges to knowledge society. They have to deal with a growing number of contexts for information like e-commerce, competition intelligence as well as the information needs of ordinary citizens. So, we need to move from a concept of the information society on to a concept of a knowledge society, the role of public libraries must undergo similar changes of priority. The definitions of libraries and of librarians should change accordingly. The enormous increase in Internet-based communication serves to shift attention to the virtual, rather than the physical library. Digital reference services, free access to large-scale data banks and secure retrieval become vital areas of professional development, and there is certainly more to come in this decisive domain of innovation. The librarian's traditional role as 'cultural custodian' or 'cultural guide', is downplayed in favour of the librarian's function as effective information disseminator assisting in the user's development of information literacy. Focus is on developing user-friendly information searches to become more and more the levers of development which is the creation, circulation and appropriation of knowledge in a knowledge society.

WHAT IS KNOWLEDGE SOCIETY?

A knowledge society is not only about technological innovations, but also about human beings, their personal growth and their individual creativity, experience and participation in the generation of knowledge. The primary role of a knowledge society is to ensure that their knowledge sources are passed on and advanced by each generation. Knowledge Society is understood as the ability that people have in the face of information, to develop a reflective competence, relating its multiple aspects, according to a particular time and space, with the ability to establish connections with other knowledge and use it in their everyday lives (Pelizzari et al., 2002). An association of people that have similar interests, be they social, economic, political, cultural and so on and by making effective use of their collective knowledge in their areas of interest thereby contributing to further knowledge that will lead to national progress and global development.

Manuel Castells argues that in the new economy emerged around the world as a result of the current phase of globalization process, productivity and competitiveness is by and large a function of knowledge generation and information processing or information. In the new information age knowledge became the power and the tool for capital accumulation. According to Yoneji Masuda, in the post-industrial, information-based society, knowledge, or the production of information values, will be the driving force of society, rather than industrial technologies. Thus in the evolving information age the generation, dissemination and application of knowledge becomes the basis of all aspects of knowledge and hence it is also called as knowledge society. Public libraries, in their physical as well as their virtual versions, are spaces that people enter at liberty and often in their spare time. In shaping new visions for public libraries in the knowledge society, perhaps this image is their most fundamental value. For it offers public libraries a unique chance of catching on to the multi-sited nature of learning in a knowledge society.

According to Daniel Bell, in information and knowledge society science plays an increased role in the productive forces; professional, scientific and technical groups will rise into prominence in addition to the vast expansion of information technology, which include a converging set of technologies in microelectronics, computing (machines and software telecommunication or broadcasting, and optoelectronics etc. This will be the new axial principle of the economy and society. He forecasts the growth of new social framework based on telecommunications which may be decisive for the way knowledge is created and retrieved, and the character of work and occupations people are engaged in. The computer will play a pivotal role. In information society knowledge and information will supplant labor and capital as the central variables of the economy. Here the information will be treated as a commodity and the possession of information will give more power to its owner. There will be more and more penetration of information into more traditional areas of agriculture, manufacturing and services. There will be major social changes resulting from the establishment of new telecommunications infrastructure. New forms of social interaction based on electronic communications devices are replacing older types of social relations.

PUBLIC LIBRARY INNOVATION FOR THE KNOWLEDGE SOCIETY

Library innovation for the knowledge society are not only soft location factors (as before), but form essential parts of the Society's (digital, knowledge, creative, and smart) infrastructure. Thorhaug (2010) has three "visions" for public libraries in the knowledge society. The first vision focuses on the physical library space. The key issue here is not – or not only – the borrowing of materials, but the provision of spaces for learning, for having experiences (e.g. films or meetings with writers), for meeting people and for staging performances. The second vision is the establishment of the digital library. The digital library includes commercial digital information services and Web 2.0 services. The licenses for fee-based databases may vary from municipality to municipality, depending on each library's financial framework. The third vision is partnership, in the sense of "from collection to connection. In the new millennium, the library professionals have to embrace new tools, techniques and technologies for reaching out to users. The professional have to handle tacit and explicit knowledge to become knowledge managers; it is the duty of the knowledge professionals to develop and maintain full-text databases and digital repositories

According to Bakker "Whatever may be the library environment the primary task has always been - and will remain regardless of changes of technology - to select, stabilize, protect, and provide access to relevant and representative information resources. The collection function, however, is expanding to include a connection function. Selection is moving to an environment in which a multiplicity of media is available. A new facet of resource sharing is the development of joint licensing agreements that permit consortia of libraries to share responsibilities and costs of providing access to electronic resources." Therefore, the traditional librarian, transformed as documentation officer, information officer/manager needs to metamorphose as knowledge professional to meet the demands of the new millennium. To meet the present and future challenges, knowledge professionals need to have theoretical and analytical knowledge. They have to be creative, innovative and responsive to keep up their presence felt in the knowledge society.

National Knowledge Commission (NKC) recognized that access to knowledge is essential and stated, "Access is one of the most fundamental issues in a knowledge society." NKC in its observation about libraries stated that: firstly, library and information services are fundamental to the goals of creating, disseminating, optimally utilizing and preserving knowledge. Secondly, libraries are instrumental in transforming an unequal society into an egalitarian, progressive knowledge society. Thirdly, developments in information communication technology (ICT) have enabled libraries to provide access to all, and also bridge the gap between the local, the national and the global knowledge. Therefore, in the new society the Library and Information Centers (LICs) have to play role of facilitator and aggregator and the information professionals have to be adaptable and multi-skilled in order to survive in an environment of constant and rapid change.

CALL TO ACTION

The changing methods of information search is ought to include reflectivity, density, tone, speed, and volume. In this new information environment, the user is considered as consumer of knowledge. Thus digital revolution and networked environment make the libraries without walls where data and information can now be transmitted to all corners of the world, and also access without geographical restrictions. Now information is just like any other commodity, which can be bought and sold in the market place. Libraries should also start to apply business techniques to manage the libraries in the following views;

1. To understand the needs of users and endeavor to meet them. They are manage servers, manage e-mail and print accounts, populate and evaluate websites, select, organize and manage print and electronic collections, offer training and guidance and provide network support – both physical and social.
2. To create the new knowledge environment role to play in knowledge manager, multi-media user, intermediary, enabler/facilitator, team player, trainer/educator, evaluator, negotiator, innovator and fund-raiser.
3. To offer current technology much more possibilities for sharing, archiving and retrieving knowledge and creates knowledge to become the most important capital in the present age, and hence the success of any society lies in harnessing it.
4. To use universal and free use of information and fiction and multimodal literacy, act library or librarian as a knowledge facilitator, include as material or content material artefacts and non-material processes, information and fiction and make user as knowledge producer, co-operator and cultural citizen
5. To provide important infrastructures for information and communication technology as they are given in a digital society which refers to a "green" society with a high quality of life. A knowledge society consists of diverse knowledge institutions such as universities and science parks. A creative society offers infrastructures for the creative class. Moreover, the economic success of a World society correlates positively with an enhanced human capital,
6. To satisfy the needs of citizens, small businesses, entrepreneurs and the community's organizations and institutions. With their own libraries and information centers. Small and medium-sized companies are dependent on the services of the local public library. One of the roles of public libraries in communal economic development is in helping businesses.
7. To describe strategic partnerships between the library and private companies, relating, for instance, to document supply, market intelligence, technical intelligence or strategic intelligence. Empirical studies concerning the economic value of libraries in terms of willingness to pay and willingness to accept clearly show that people think that public libraries are worth their price
8. To acquire public Libraries in the knowledge society to turn them into "smart" users. This includes developing people's ability to retrieve, evaluate and use information as well as to create, upload and index their own. Stress that there are "environmental savings offered by the multiple use and reuse of library materials." Hence libraries also form specific parts of the smart society infrastructure
9. To develop Informational society "build the Internet of Knowledge as a strategic step." Similarly, to conceptions like infrastructure as a service or software as a service, Informational society implement "knowledge as a service". Access to knowledge is ubiquitous: anytime, anywhere, anything, in any way and at any pace.
10. To offer spaces outside for working, meeting people, and learning. In their educational infrastructures, their government, and the businesses established in them; "by developing physical and digital public spaces that provide resources and opportunities for learning and interaction, they enhance community development and innovative collaboration. Libraries serve as important knowledge hubs and main components of the infrastructure of a knowledge society.
11. To play important roles in the creative infrastructure of a society, e.g. supporting rural, urban development and culture-led regeneration. The library building is part of the society's archtainment and of its experience. The public library acts as a "place maker". It is an active part of urban planning and contributes to urban diversity.
12. To offer internet access in their rooms and can lend smartphones or laptops to people who are unable to buy such devices and produce specific information services for distribution on the society wide networks (e.g. digitized images of the society, access to their catalogue and to full-text collections, digital reference services).
13. To create smart environment, "smart mobility," "smart energy" "smart health," "smart living and working" for the all aspects of "smart" developments and to educate their users in information literacy in cultural districts and creates public domain and new stages for experience. The public library provides for community consolidation and community vitalization insofar as it boosts local identity and cohesion and involves users and other local citizens in its activities.
14. To build the library in the contemporary digital environment the holdings are accessible to multiple users from multiple workstations that made 'libraries without walls'. This emerging 'library without walls' is often described as existing in a space free world in which users can search catalogues and access electronic files at the click of a mouse on his desk top, without having to walk through a library's door in person.
15. To analyze Information professionals design and develop knowledge products and services that promote learning and awareness. Their tasks include the representation of the various kinds of organizational knowledge; developing methods and systems of structuring and accessing knowledge; knowledge distribution and delivery; amplifying the usefulness and value of knowledge; and knowledge storage and retrieval.
16. To evolve measures continuously to keep up with the changing needs of their users. Knowledge professionals can provide better service offerings by adopting new ideas and re-evaluating old ones according to the need of its consumers in changing behaviour, changing needs, training and support in marketing services, information literacy, webbligraphy, value added, aggregator services, open access strategies, open access publishing and digital repositories
17. To provide access to top-quality databases, literature search through subject gateways, downloadable audio books and music, and instant messaging reference services, etc. Owing to these developments library's services underwent change, focusing more on the facilitation of information transfer and information literacy rather than providing controlled access to it.

CONCLUSION

Library innovation makes a witnessing advantage with cultural, educational and knowledge institutions, with companies and with single individuals. Besides the partnerships between the public library and other institutions, businesses and people, the economic value of the public library in the knowledge society lies in the way it shapes the infrastructure of digital, smart, knowledge and creative society and serves as a soft location factor in the societies' spaces which are the physical space and power, money, and information space. If the public libraries are hardly concerned with power and money they are essential with regard to information. So it is reasonable to disaggregate the outreach space into the physical and the digital aspects. Information flows in the knowledge society are organized both face-to-face and electronically. The library thus functions in spaces, the physical and the digital.

REFERENCES

1. Biddiscombe, R. The development of information professional's needs for Internet and IT skills: Experiences at the University of Birmingham. *Program*, 2001, 35(2), 157-66
2. Brogan, Martha L. A survey of digital library aggregation services. In *Digital Library Federation*,
3. Bruce, Christine, *The Seven Faces of Information Literacy* Blackwood: Auslib Press. 1997
4. CLIR., Washington, 2003.
5. Drotner, Kirsten. Library innovation for the knowledge society. *Scandinavian Public Library Quarterly*, 2005 38(2).

6. Kuhltau, Carol C. *Seeking Meaning: a Process Approach to Library and Information Services* Westport, CT: Ablex Publishing, 1993.
7. Livingstone, Sonia & Moira Bovill (Eds) *Children and their Changing Media Environment: A European Comparative Study* New York: Earlbaum, 2001.
8. Moorthy, A.L. Re-orientation of library services. Keynote address delivered at *National Conference on re-orientation of Library Services in India* organized by APLA, Vijayawada, 18-20 August, 2006.
9. National Knowledge Commissions (NKC), India: *Libraries as Gateways to Knowledge*. National Knowledge Commission, New Delhi, 2007.
10. Oblinger, Diana G. *Listening to what we are seeing*. In *ALIA Information Online 2007*. Sydney, 2007.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

