

SWOC Analysis: Kohinoor Business School Library Services & Facilities

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Abstract

The present paper is focused on Strength, Weaknesses, Opportunities & Challenges of services and facilities which are provided by Kohinoor Business School Library. Libraries are major information providers and facilitators. Moving from clay tablets to card catalogs, libraries have always played a very important role in purveying information as a social commodity. Traditional libraries are becoming learning resource centers to cope with the needs of Gen Y and they should strive to become an inspiring learning environment for meeting the expectations of the young generation. For fulfilling the user's information needs & other learning requirements libraries provide different types of services & facilities of its students. Through this paper researcher has find out strength, weaknesses of services & facilities which are providing to its users.

Keywords: SWOC, Library, Descriptive, Services, challenges, OPAC

1.1 Introduction

It's probably no secret that we live in an information-driven society in which people use information strategically for various purposes. Libraries are major information providers and facilitators. The explosion of information and the popularity of the internet, librarians & users facing new challenges to look new ways to meet the user's new demands & expectations. Libraries have started experimenting with the ways in which it can satisfy & effective manner. For that purpose libraries start to provide different types of services & facilities to users. And those services & facilities SWOC analysis is very important on the basis of finding out users opinion about services and if it is not fulfill users requirement they can plan to achieve those objective.

- Strengths: characteristics of the services or facilities that give it an advantage over others
- Weaknesses: characteristics of that services or facilities a disadvantage relative to others
- Opportunities: elements of that the services or facilities could exploit to its advantage
- Challenges: elements of in the environment that could cause trouble for the services or facilities.

At KBS Library we have provided number of services to our students. With the help of questionnaire we have find out Strength, weakness, opportunity & challenges (SWOC) about our KBS Library services.

1.2 What is mean by SWOC analysis?

SWOC- Strength, Weakness, Opportunity, Challenges

We should aim to turn our weaknesses into strengths, and our challenges into opportunities. Then finally, SWOC will give managers options to match internal strengths with external opportunities. SWOC is that simple. The outcome should be used for the increase in 'value' for users – which hopefully will improve the competitive advantage of the library.

The main purpose of SWOC analysis has to be add value to our services so that we can add new services or try to improve existing services, which will helpful to our users

for their study & research purpose.

Strengths and weaknesses are internal in SWOC factors. Opportunities and challenges are external SWOC factors. Strength is a positive internal factor. A weakness is a negative internal factor. An opportunity is a positive external factor. A Challenge is a negative external factor.

1.2.1 Kohinoor Business School Library

KBS Library is the nerve center and the heart of the institute and plays a vital role in supporting teaching & learning activities. The institute has an independent library, established in 2010. The library has robust collection of books on various aspects of management. In addition, the library possesses Indian & International journals and diverse collection of non- book material in the form of Audio, video cassettes, CD-ROMs and online databases.

1.2.2 Library Services provided by KBS Library Library Website



KBS library Blog (Bulletin board service)



DSPACE



Online databases (EBSCO, CMIE Prowess, J gate)
Mobile app, News of the day, Article alert etc.

1.3 Literature Review

Ugah (2007) examined the infrastructure, administration, staff, collections, and technical and reader's services of the Michael Okpara University of Agriculture Library in terms of their support for the university's teaching and research missions, highlighting strengths, weakness, threats and opportunities

Suresh Kumar (2012) attempted an objective analysis of the strength, weakness, opportunities and threats (SWOT analysis) of four university libraries in Kerala, in terms of collections, infrastructure, human resources, and library and information services. It also analyzed the strength and weakness of the university libraries according to the opinion of the chief of each library. The SWOT analysis shows all the university libraries in Kerala with their strengths and opportunities can easily overcome the threats and weakness with appropriate positioning and marketing strategies.

1.4 Statement of Problem

Tracing the gaps in exiting services and finding opportunities for new services

1.5 Scope & limitation for the study

The scope of study includes the activities & services provided at the Library of Kohinoor Business School. Researcher collected data from Kohinoor Business School library. Kohinoor Business School running two courses MMS & PGDM, total population is 120. For this study researcher selected randomly 60 students from MMS. The researcher received total 60 filled questionnaires from the respondent. The questionnaire contains 18 questions.

The researcher also had discussion with some

respondents on various services which are provided by KBS library to make the data and information more convincing and authentic.

1.6 Need for the study

The main purpose of SWOC analysis at KBS library has to be to add value to its services & know the usages of those services & know the expectations of users, so that we can add new services or try to improve existing services, which will help to our users in their study & research activities.

1.7 Objective of study

- To know the usages status of KBS library services
- To know the strength of KBS library services
- To know the strength of KBS library facilities
- To know the weakness of services & facilities which are provided through KBS library

1.8 Research Methodology

Descriptive methodology is used for present study. And for data collection questionnaire tools are used.

1.9 Analysis and interpretation

1.9.1 Visit to the library

Significant variance is evident, in term of how frequently MMS students visited the library.

Figure No.1 Library visit

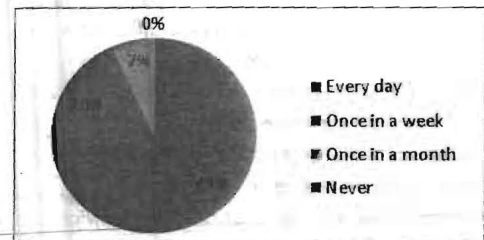


Figure 1 indicates the frequency of library visit by MMS students. It shows that a simple majority of the respondents (72.9%) visited the library daily, while (20.3%) visited once in a week. It further shows that the respondents who visited the library once in a month is (6.8%)

1.9.2 Purpose of Visiting the Library-

Figure no.2 visiting purpose

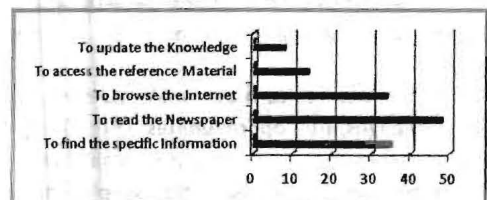


Figure 2 indicates that, 80% students come to library for reading the newspaper.

58.30% students come for find the specific information, around 56.70% student come to browse the internet. For searching reference material 23.30% & 13.30%

came for update the knowledge.

1.9.3 Sources of accessing Library Collection

Table No. 1: Access by library collection

Sources	No.of responses	%
OPAC	17	28.3
Web OPAC	11	18.3
Library staff	32	53

Above table no.1 shows that most of the student's access library with the help of library staff (53%)

28.3% student use OPAC and very few (18.3%) students are use web OPAC for access the library collection.

1.9.4 Arrangement of books & other materials

Figure no.3 arrangement of collection

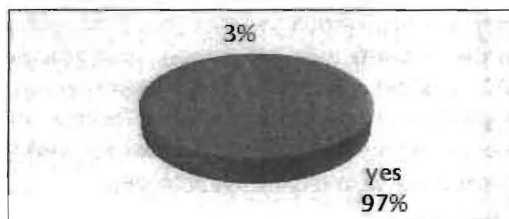


Figure no.3 shows that maximum 97 % (58) students are happy with the arrangement of library books & other materials.

1.9.5.Awareness of Library services

Figure No.4 awareness of library services

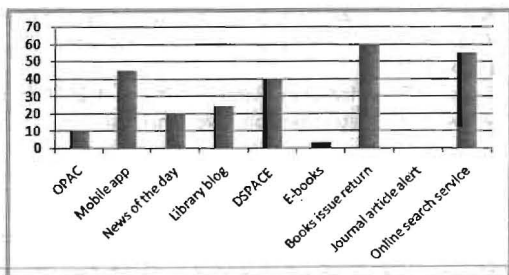


Figure No. 4 shows that 100 % (60) students aware about book issue return service.91 % (55) students usages online service which are provide by KBS library. 75%(45) students install mobile app on their mobile. 66%(40) students are aware about DSPACE(Institutional repository) 40% (24) students use library blog for getting update of library. 33%(20) students aware about news of the day. Very few students are aware about e-books & no one is aware about journal article alert service which is providing by library.

1.9.6 Access of Online full text databases-

Table No.2 e-databases

e-databases	No.of responses	%
EBSCO	11	18
CMIE Prowess	9	15
J-gate management	25	41

Table No. 3 shows only 74% students use online full text databases.

1.9.7 Frequency of visiting the library website-

Figure No.5 Website visit

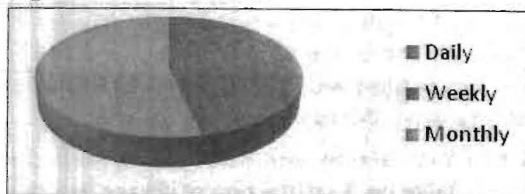


Figure No. 5 shows that only 9 students visit website on daily basis. 19 student visit on weekly and maximum 32 students visit library website monthly.

1.9.8. Information Literacy program organized by KBS Library

Table No.3

Literacy program	No.of responses	%
Library orientation	58	96
Library tour	54	90
Online databases training	49	81
Day's celebration	60	100
Books exhibition	60	100

Table no. 3 shows that 100% students expressed that they are aware about day's celebration & book exhibition which are organized by KBS library.*96% student attended library orientation program. 90% student took part of library tour. Only 81% students take online databases training.

1.9.9 Other library memberships-

Figure No. 6: other libraries membership

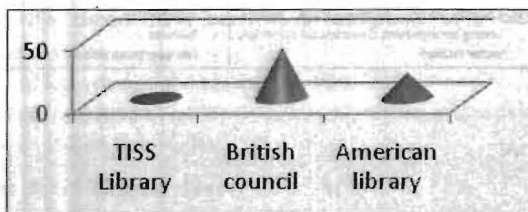


Figure No. 6 shows that Students are not aware about TISS library membership. 40% student using British council library membership & only 20% students aware about American library membership.

1.9.10 Satisfaction of KBS Library services-

Table No. 4 Satisfaction of library services

Services	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied
Issue Return	51(85%)	9(15%)		
Information & reference	35(58%)	16(26%)	9(15%)	
Online services	27(45%)	31(51%)	2(3%)	
Inter library loan	18(30%)	27(45%)	10(16%)	
Current awareness	47(78%)	13(21%)		

Table No.4 stated the satisfaction level of users for library services. 51 students are very satisfied with issue return service while, 9 students are fairly satisfied. 35 students are very happy with information& reference service which are providing by KBS library. 16 students are fairly satisfied

and 9 students are fairly dissatisfied with information & reference service. 31 students are fairly satisfied with online services, 27 students are very satisfied with online services & 2 students are not satisfied with online services. 47 students are very satisfied with CAS service while 13 students are fairly satisfied with current awareness service.

1.9.11 Satisfaction with KBS Library facilities-

Table no. 5 satisfaction of library facilities

Facilities	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied
Library timing	23(38%)	13(21%)	24(40%)	
Open access	60(100%)			
Printer, copier, scanning	55(91%)	5(8%)		
Wi-Fi	60(100%)			
Computer	48(80%)	12(20%)		
Signage, lighting	52(86%)	8(13%)		
Seating arrangement	49(81%)	9(13%)	2(3%)	
Cleanliness/ quietness	52(86%)	6(10%)	2(3%)	
Air-condition	60(100%)			
Water facility	60(100%)			

Table No.5 shows that students (40%) are fairly dissatisfied with library timings. Students are very satisfied facilities of Wi-Fi, computer, air-condition, water facility, printer, copier facility.

1.10 The findings from the above study can be summed up as:

Strengths	Weaknesses
<ul style="list-style-type: none"> » Libray automation. (OPAC, Wi-Fi, Webste, DSPACE, Blog, mobile app) » Students are happy with literacy program, activities which are organized by KBS library. » Overall library facilities(signage, lighting, seating arrangement, cleanness, air condition, water facility) 	<ul style="list-style-type: none"> » Required more training program for online databases » Open ended question students requested for separate reading room » Lack of awareness about other library membership » E-books » No awareness about OPAC

Opportunities	Challenges
<ul style="list-style-type: none"> » Publicize library services/ resources through library online newsletter. » Be more proactive for Increase visibility of library . » Library has the opportunity to hear from their users about the kind of services they want. » New learning models/information technology » Increase digital collection. 	<ul style="list-style-type: none"> » The explosion of Information and the popularity of the internet librarians and users of the libraries are facing new challenges to look for new ways to meet the user's new demands & expectation. » Digitization and long term access. » Intellectual Property Right and Copyright Issues.

Conclusion-

Education trend is changing; it is a complementary term to information. Information is greater than education or education is having more scope than information. Library and information services are having challenges to keep system up to the exception and improve library services. The library should give priority to provide excellent service enhancing its image as information provider in the information era. The library and information services should be user oriented in order to satisfy their information needs effectively. And SWOC analyses of library services are necessary, so libraries can get clear picture about services & facilities which they are providing the users. They can know the weaknesses of services & try to overcome the problems.

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