

# NATIONAL CONFERENCE ON CORPORATE AND MEDIA LIBRARIANSHIP

Thiruvananthapuram  
14-15 December 2018



KNOWLEDGE IS POWER

*Organized by*  
**Kerala Library Association**  
36, 2<sup>nd</sup> Floor, Kairalie Plaza  
Karamana, Thiruvananthapuram - 695 002  
[www.keralalibraryassociation.org](http://www.keralalibraryassociation.org)  
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## About the Conference

A corporate library or information service is a unit within a corporate body providing the information that the staff need to carry out the work of the organization. Corporate bodies include business firms engaged in retail and manufacture, law firms, consultancies, other commercial entities like banks and insurance firms, professional trade bodies and non-governmental organizations. Many of the media organizations such as newspapers and broadcasting can also be brought within the purview of corporates by virtue of their nature and style of functioning, but they are marked by a distinct identity based on their common function. Corporate and media information services naturally reflect their parent organizations and are therefore various and heterogeneous. Yet, across all organizations, they face similar challenges. The primary challenge is to prove their worth when the main function of the parent organizations is not officially information provision or learning. The role of the information professional in such a context is particularly challenging. There is a whole gamut of information which can be provided by the information centres, but the parent body may not always try to obtain them from a dedicated information service. In a scenario where information is abundantly available to end users, information professionals today must ask themselves what value their special skills add to their organization. Moreover, the complexity of when, where, and how information is accessed, has created a new set of responsibilities related to managing internal and external information resources.

It is in this background that Kerala Library Association (KLA) is organizing a national conference on Corporate and Media Librarianship. KLA has a great tradition of successfully organizing national seminars on School Libraries, Academic Libraries at the higher education level and public libraries. Now, we consider it appropriate to concentrate on the special library sector, with special emphasis on corporate and media information centres.

## Objectives of the Conference

The main objective of the conference is to provide a forum for the information professionals from corporate and media information centres and other special libraries to exchange information and deliberate on common issues in the field. It will also serve as a platform for the LIS professionals from the academic and public library sectors to expose themselves and get enlightened on the methods, strategies and services adopted by the corporate sector to survive in the competitive environment.

## Who can Participate ?

Library and Information professionals from the corporate and media environment, other categories of special libraries, academic libraries, public libraries, academicians and research scholars from the LIS field, IT professionals, media personnel, managers of corporate bodies, administrators of government departments and all others who are interested in the corporate world can participate.

## Facets of the Conference

### 1. Corporate / Media Librarianship: State-of-the-art

- History of corporate librarianship
- History of media librarianship
- Lineage of corporate libraries in India
- Current scenario in India
- Libraries as hubs in the workplace
- Collaboration in corporate / media libraries
- Problems and prospects

### 2. Corporate / Media Library Management

- Organization of resources
- Collection management
- Financial management
- Space management
- Change management
- Outsourcing
- Crisis management

### 3. Information Resources, Services and Facilities

- Information resources
- Corporate/media library processes
- Types of services
- Value addition, innovation and creativity in services
- Best practices in services: Case studies
- End user training/information literacy
- Collaboration in corporate and media library resources and services

### 4. Knowledge Management Practices

- Content management
- Information management
- Records management
- Knowledge capture mechanisms
- Knowledge management practices: Case studies

### 5. Marketing and Demonstrating the Value

- Market research and analytics
- Measurement of the value of information services
- Measurement of the value of corporate libraries/media libraries
- Professional networking and knowledge sharing
- Return of Investment (ROI)
- Preparation of marketing plan

## **6. ICT Applications**

Trends in automation of information services  
Strategies of information storage and retrieval  
Corporate intranets management  
Improving website quality: methods  
Electronic resources management: issues and strategies  
Keeping up with big data  
Implications of ICT on staff  
Use of social media for maximum benefit

## **7. Human Resource Development and Management**

Role of information professionals in a corporate environment  
The hybrid librarian  
Curriculum of library schools  
Competency building of corporate/media librarians  
Continuing education of corporate/media librarians  
E-learning programmes  
Life as corporate/media librarian

## **8. Corporatization of Public Libraries in India: Need and Challenges**

Corporate practices for public libraries  
Outsourced public library  
Public-private participation  
Corporate governance  
Public library consortia  
RRRLF and National Mission on Libraries in the professionalization of public libraries  
IPLM and Indian public libraries

### **Call for Papers**

Papers on the theme and sub themes mentioned above based on research or practical experience in the field may be submitted for presentation at the conference. However, the papers can also be on any other topic falling within the main theme of the conference. Case studies are highly appreciated.

An extended abstract of the paper may be sent first. The full paper may be sent on approval of the topic and the abstract.

**Last date for receipt of the abstract: 15 October 2018**

**Intimation about the acceptance: 20 October 2018**

**Last date for the receipt of the full paper: 05 November 2018**

**Intimation about the acceptance of the full paper: 15 November 2018**

## Guidelines for Submission of Paper

Authors can submit the full papers through e-mail as attachment to pksuresh@yahoo.com. The paper should not exceed 3000 words with an abstract of 150-200 words. Immediately after the abstract, there should be four or five key words.

The main title should be followed by name, affiliation and address of the author(s) with e-mail and contact numbers.

The paper should be in **MS-Word** format in A4 size using Times New Roman font of 12 point size with a line space of 1.5.

The citation style prescribed by APA Style Manual (6<sup>th</sup> ed.) has to be followed.

A declaration letter stating that '*the work is original and has not been presented or published anywhere*' should also be attached with the paper.

**Only those papers which are approved by the Conference Review Committee will be included in the conference volume with ISBN Number and allowed for presentation.**

## Best Paper Award

Organizing Committee would like to grant Best Paper Award to the best paper presented at the conference. This award is open to authors who present papers in this conference. Best Paper Award will include certificate and cash reward.

## Poster Presentation

Some Authors may also choose to only present a Poster. All Poster presenters must submit an Extended Abstract. Posters will be presented at the Poster session held within the exhibitor's area.

## Registration

**Registration form can be downloaded from the website of KLA: [www.keralalibraryassociation.org](http://www.keralalibraryassociation.org). Filled up form can be send by post to: Kerala Library Association, 36, 2<sup>nd</sup> Floor, Kairalie Plaza, Karamana, Thiruvananthapuram - 695 002.**

### Registration Fee:

Working Professionals: Rs. 2500.00

KLA members, Students, Research Scholars (full time), and Retired Professionals: Rs. 2000.00

Registration fee includes conference kit with conference volume, working lunch and refreshments. The **last date for registration is 10 December 2018**. Spot registration will be provided subject to availability.

### Mode of Payment:

Registration fees can be paid by DD favoring **Kerala Library Association** and payable at **Thiruvananthapuram** or through NEFT.

Name of the Bank and Branch: Canara Bank, Cantonment Branch, Palayam

Bank Account Number: 0819101009131

IFS Code: CNRB0000819

MICR Code: 695015003

## Accommodation

The participants have to make arrangements for their accommodation in Thiruvananthapuram. Thiruvananthapuram is replete with a number of hotels of all classes. However, the organizers can arrange the accommodation on payment basis.

## About Thiruvananthapuram

Trivandrum (official name Thiruvananthapuram), lying on the southwest coast of India, is the capital city of the state of Kerala, the 'God's Own Country'. The place is well connected to most of the other major cities of India through rail, road, and air network. Because of its proximity to the sea, the climate of Trivandrum is tropical. This also gives Trivandrum a very pleasant weather round the year. The average maximum temperature can go up to 35.2 degree celsius in summer months and to a minimum of 18.0 degree celsius in the winter. Monsoon comes to Trivandrum by the beginning of the June and lasts till the end of October.

More details can be had from the following websites:

<http://www.thiruvananthapuramonline.in/city-guide/about-thiruvananthapuram>

<https://wikitravel.org/en/Thiruvananthapuram>

<https://acm-trivandrum.acm.org/trivandrum.html>

## Dates to remember

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Last date for the receipt of the full paper: 05 November 2018

Last date for registration: 10 December 2018

## Contact details

General Convener : Dr. Vijayakumar, K. P., President, Kerala Library Association

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Joint convener : Dr. P. K. Suresh Kumar, General Secretary, Kerala Library Association

E-mail: [pksuresh@yahoo.com](mailto:pksuresh@yahoo.com); Mob: 9495043487

## Patrons

1. Shri. P. Jayarajan, Former Country Head, British Council Libraries, New Delhi & Library Advisor, Malayalam University, Tirur, Kerala
2. Shri. H. R. Mohan, Former Associate Vice President, The Hindu, and ICT Consultant, Chennai

## Advisory Committee

Dr. Anand Byrappa, Head, JRD Tata Memorial Library, Indian Institute of Science, Bangalore  
Dr. H. Anil Kumar, Librarian and Head, NICMAN, Indian Institute of Management, Ahmedabad  
Prof. C. A. Augustine, Former Head, Dept. of Library and Information Science, University of Kerala, Thiruvananthapuram  
Prof. (Dr.) G. Devarajan, Former Head, Dept. of Library and Information Science and UGC Emeritus Professor, University of Kerala, Thiruvananthapuram  
Shri. C. Gouridasan Nair, Chief of Bureaus, The Hindu, Kerala  
Shri. John Mary, Resident Editor, Deccan Chronicle, Thiruvananthapuram  
Smt. Jyothi B., Head-IRC, Tata Consultancy Services, Chennai  
Shri. S. Krishnakumar, Head, Information Resource Centre, TCS, Thiruvananthapuram  
Shri. M. G. Radhakrishnan, The Editor, Asianet News, Thiruvananthapuram  
Dr. P. K. Rajasekharan, News Editor, Mathrubhumi, Thiruvananthapuram  
Shri. Rajesh G. Pillai, Journalist & Media Entrepreneur, Thiruvananthapuram  
Shri. K. P. Sadasivan, Consultant, Indian Institute of Information Technology and Management, Techno Park, Thiruvananthapuram  
Dr. Sandeep Bhavasar, Head, Learning Resource Centre, Welinger Institute of Management Development and Research, Mumbai & Bengaluru  
Dr. Satish Kanamady, Librarian, Sir Dorabji Tata Memorial Library, Tata Institute of Social Sciences, Mumbai  
Dr. M. G. Sreekumar, Adjunct Professor and Chief Information Officer, Indian Institute of Management, Kozhikode

## Organizing Committee

**General Convener and Conference Director:** Dr. Vijayakumar, K. P., President, KLA  
**Joint Convener:** Dr. P. K Suresh Kumar, General Secretary, KLA  
**Rapporteur General:** Dr. M. Lalitha, Former Librarian, SCERT, Thiruvananthapuram

## Subcommittee Conveners

### Seminar

Shri. Binu. K John, Librarian, Mar Baselios Engineering College, Thiruvananthapuram  
Dr. A. Gopikuttan, Former Professor, Dept. of Library and Information Science, Univ. of Kerala  
Shri. N. Sukumaran Nair, Former State Librarian and Deputy Librarian, Kerala Univ. Library, Thiruvananthapuram

## Finance

Dr. M. Lalitha, Former Librarian, SCERT, Thiruvananthapuram

Shri. N. Parameswaran, Former Deputy Librarian-in-charge, Kerala Univ. Library, Thiruvananthapuram

Shri. V. Sriram, Chief Librarian, Centre for Development Studies, Thiruvananthapuram

## Reception

Dr. T. Ajikumari, Assistant Librarian, Kerala University Library, Thiruvananthapuram

Shri. G. S. Harikumar, Chief Librarian, Govt. Medical College, Thiruvananthapuram

## Accommodation and Transportation

Shri. Shihab, I., Librarian, Dept. of Islamic Studies, University of Kerala, Thiruvananthapuram

Shri. Sujith, G., Library Assistant, Govt. Ayurveda College, Thiruvananthapuram

## Publication

Dr. P. K. Suresh Kumar, Assistant Librarian, Kerala University Library, Thiruvananthapuram

## Cultural Programme

Smt. Darshana Gopinath, J., Librarian, Kendriya Vidyalaya, Pangode, Thiruvananthapuram

## Food

Shri. E. Hashim, Assistant Librarian, Kerala University Library, Thiruvananthapuram

## Publicity, Poster and Exhibition

Shri. A. Abdunnasar, Library Officer- D, IIST, Thiruvananthapuram

Shri. S. L. Faizal, Librarian, Kendriya Vidyalaya, Pattom, Thiruvananthapuram

