



**EFFECTIVE USAGE AND SATISFACTION ON ELECTRONIC JOURNALS OF THE
POST GRADUATE STUDENTS OF THE MANAGEMENT COLLEGE: A CASE STUDY OF
KUPPAM MANAGEMENT COLLEGE, KUPPAM, CHITTUR DISTRICT, ANDRA
PRADESH**

Dr. M. ANJIAH

Assistant Professor

Dravidian University

Kuppam – 517425, Chittoor Dt, A.P.

Mobile: 9908694950

Email: anajiahlib@gmail.com

Abstract

(The electronic resources have tremendous impact on the user community in the present digital environment. The role of ICT based services is rapidly increasing due to the changed approaches of users in libraries. The study assesses the importance and the role of online journals in the present digital era. The study shows that online journals are used for the subject knowledge and also for the project work. This paper presents the findings of the survey made on the use of online journals by the management students at Kuppam PG College, Kuppam. The Survey shows that the majority 64% users are preferred online journals, 34% are proffered print Journals and 46.5% of users are using online journals for their project wor).

Key Words: E-Resources, e- Journals, EBSCO, EMERALD, J-Gate

Introduction:

The revolution in Information Technology offers unparalleled opportunities for an instantaneous information communication through a number of services which include online



journals, E-mail, online database search, CD-search, OPAC, resource sharing through networking, videotext, tele-facsimile, computer conferencing, electronic document information market and facilities to buy and sell information. These advancements have contributed to the development of a new electronic information society.

Information Technology helps us to meet these functions with (a) improved efficiency in terms of time, human resource, usage and costs and (b) improved quality of information, greater responsiveness, increased access to all kinds of information sources with decreased costs; and most rapid dissemination of information through sharing of databases and enhanced degree of user interaction. .

Electronic Journals:

Electronic journals appeared during 1970's but became popularized in 1996. Electronic journals are periodical literatures¹ that are made available as individual titles via electronic medium, typically the World Wide Web. Electronic journals for all practical purposes may be defined as those journals which are available in Electronic media some may be available on CD-ROM; a few may be available both in electronic media and in print.

Today, most of the journals appear as parallel version of their print counterparts. Online journals could be accessed through Gopher, Ftp, Telnet, and E-mail but are namely accessed through the web. Publishers now have their web based interfaces to offer full-texts of their journals e.g. Elsevier, Springer virology Academic Press. These journals are made available through the well at varying price models. The electronic subscription to journals is in most cases linked to the printed counterparts - it may be offered with print Subscription, or priced at a fixed percentage over the print subscription, or it may also be offered exclusively in electronic media. The electronic journals can access through subscription as well as open access also.

Objectives:

The following specific objectives are made for the present research study and discussed below:



1. To know the students` attitude towards e-Journals
2. To find out the purpose of use of e-journals
3. To find out the awareness of the users about E- Journals.
4. To study the purpose of using E-Journals
5. To find out the usage of E- Journals.
6. To know the students` on e-journals on e-Journals
7. To identify the their satisfaction and problems faced by the users
8. To provide suggestions for the improvement and development of the accessing of e- journals.

Review of Literature:

Mandal and Panda have jointly conducted a study on e-resources and online journals supplied through INDEST consortium and its impact on 21st century environment. The study successfully unfolds some reasons for low usage and suggests some remedial steps to improve the use of e-resources and services. Mulla has highlighted in his paper “Electronic Resources and Services in Academic Libraries: A Case Study” about the ways of accessing electronic resources & online journals and type of electronic resources and services infrastructure in the academic libraries. Lohar and Roopashree have analyzed the collected data to cover the use of online journals and how the electronic resources have improved the academic career of the faculty and also the problems that are faced in using the electronic resources. Kaur and Verma have made a survey about the use of electronic resources at TIET library, Patiala. This paper also examines the interest of the users about internet, CD-ROM databases and other services provided by the library.

Methodology for the present study:

The survey is conducted at Kuppam PG College, Kuppam for the present study.. There are about 180 students are studying in Management (MBA) course in the college. For the present study, the survey method is adopted. To collect the needed data, a well structured questionnaire was developed and a total of 125 questionnaires were distributed to the students of management (MBA) and 114 were received. The response rate is **91%**.



Analysis of data: Statistical Techniques: For analyzing the collected data from the respondents, the simple percentages and tables are used.

Table: 1

Distribution of Questionnaires as per the Gender-Wise Respondent

S.No	Respondents	No. of Respondents	Percentage
1.	Male	72	63.2
2.	Female	42	36.8
Total		114	100

Table 1 presents the gender wise respondents. It is found that a majority 72 (63.2%) of the respondents belongs to male community and 42 (36.8%) respondents belong to female community.

Table: 2 Frequency of Using Internet

S.No	Frequency	No. of Respondents	Percentage
1.	Daily	38	33.3
2.	Weekly	51	44.7
3.	Monthly	17	15.0
4.	Rarely	8	7.0
Total		114	100

Table 2 presents the frequency of using Internet. It shows that the majority of the users 51 (44.7%) are using internet weekly, followed by 38 (33.3%) respondents are using daily and remaining 17 (15.0%), 8 (7.0%) are using internet monthly and rarely.

Table: 3



Frequency of Using the E- Journals

Sl.No	Frequency	No. of Respondents	Percentage
1.	Every Day	16	14.1
2.	Once in 2 Days	22	19.3
3.	Once in 3 Days	26	22.8
5.	Once in a Week	38	33.3
6.	Once in Fortnight	12	10.5
Total		114	100

As per the above table 3, observed that majority of the users 38(33.3%) of the respondents are using the online journals once in a week followed by 26 (22.8%) of the respondents are using once in 3 days, 22 (19.3%) of them using once in 2 days, 16 (14.1%) of the respondents are using every day and remaining 12 (10.5%) of the respondents are using once in fortnight respectively.

Table: 4 E- Journals Package Preferred to Access

Sl.No	Journal packgage	No. of Respondents	Percentage
1.	EBSCO	32	28.0
2.	Emerald	47	41.2
3.	J-Gate	24	12.3
4.	Sage	11	09.6
Total		114	100

Table 4 It shows that majority 47 (41.2%) of the respondents are preferred to use Emerald online journals than the others. Followed by 32 (28%) respondents are proffered Ebsco online package, 24 (12.3%) users preferred J-Gate package and 11 (9.6%) respondents are preferred Sage online package.



Table: 5 Purpose of Using E- Journals By the Students

Sl.No	Purpose	No. of Respondents	Percentage
1.	Update Subject knowledge	47	41.2
2.	For Project Work	53	46.5
3.	For Writing Papers	14	12.3
Total		114	100

Table 6 shows that a majority of the users 47 (41.2%) using of online journals to update their subject knowledge, followed by 53 (46.5%) of the users using for project work and remaining 14 (12.3%) of the users using for writing papers.

Table: 6 Location of Accessing E- Journals

Sl.No	Location	No. of Respondents	Percentage
1.	College Library	48	42.1
2.	Computer Center	29	25.4
3.	Home	20	17.5
4.	Other places	17	15.0
Total		114	100

Table 7 shows that the majority 48 (42.1%) of the respondents are accessing online journals at college library. Followed by 29 (25.4%) of the users are access at computer centers, 20 (17.5%) of the users using online journals at their homes and remaining 17 (15%) of the users accessing at other places respectively.

Table :7 Preference of Accessing Online/Offline Journals

Sl.No	Type of Journals	No. of Respondents	Percentage
1.	Online Journals	73	64.0



2.	Offline/Printed Journals	41	36.0
Total		114	100

From the Table 8 it is observed that the majority of the users 73 (64.0%) are preferred to access online journals, followed by 41 (36.0%) of the users are interested to use the offline/printed journals.

Table 8: Journal Ranking Based On the Usage of Respondents

Sl.No	Journal Title	No. of Respondents	Percentage	Ranking
1.	Journal of Financial Management & Research	94	82.5	1
2.	Human Resource Management	86	75.4	2
3.	Journal of Finance	84	73.6	3
4.	Journal of Accounting and Finance	78	68.4	4
5.	Journal of Accounting and Finance	75	65.8	5
6.	Journal of Business Strategy	69	60.5	6
7.	Journal of Marketing	66	57.8	7
8.	Journal of Business & Management	62	54.4	8
9.	Journal of Business Ethics & Law	57	50.0	9
10.	Journal of Production & management	55	48.2	10

Table 5 present the usage of journals from all the four journal packages available in the college library. The list is prepared with maximum usage by respondents from all the journals. It shows that majority of the respondents are preferred to use Journal of finance & research and least of the respondents are preferred to use the Journal of Production and Management.



User's Satisfaction on Infrastructure Facilities

To Access the E Journals at College Library

Sl.No	Frequency	Satisfied	Not Satisfied
1.	Computer Systems	94 (82.4%)	20 (17.5%)
2.	Internet Connectivity	92 (80.7%)	22 (19.3%)
3.	Infrastructure Facility	88 (77.2%)	28 (24.6%)

Table 9 shows that majority of the respondents (an average 80%) are satisfied with the infrastructure facilities rendered in the college library to access the online journals and 20% of the respondents are not satisfied with the facilities provided to access the online journals.

Table: 10

Problems Faced by the Students While Accessing E-Journals

Sl.No	Problems	No. of Respondents	Percentage
1.	Less Number of Journals Available For Their Subject	18	15.7
2.	Poor Assistance	15	13.2
3.	Downloading Speed Is Very Less	12	10.5
4.	Internet Problems	20	17.5
5.	Lack of Skills	22	19.3
6.	Time Consuming	14	12.2

Table 10 shows that majority of respondents 22 (19.3%) are facing the problem of lack of skills to access the online journals, followed by 20 (17.5%) respondents are facing the problem of internet facility, 18 (15.7%) respondents are facing the problem of less number of journals for their concerned subject, and 15 (13.2%), 14 (12.2%), 12 (10.5%) are facing the problem of poor assistance, time consuming and downloading problems respectively.



Findings:

From the above analysis the following findings were found:

1. It is observed that the majority of the users 51 (44.7%) are using internet weekly, followed by 38 (33.3%) respondents are using daily and remaining 17 (15.0%), 8 (7.0%) are using internet monthly and rarely.
2. A majority of 47 (41.2%) of the respondents are preferred to use Emerald online journals than the others. Followed by 32 (28%) respondents are proffered Ebsco online package, 24 (12.3%) users preferred J-Gate package and 11 (9.6%) respondents are preferred Sage online package.
3. It is observed that majority of the users 53 (46.5%) using of online journals to update their subject knowledge, followed by 47 (41.2%) of the users using for project work and remaining 14 (12.3%) of the users using for writing papers.
4. It is observed that the majority of the users 73 (64.0%) are preferred to access online journals, followed by 41 (36.0%) of the users are interested to use the offline/printed journals.
5. It shows that majority of the respondents are preferred to use Journal of finance & research and least of the respondents are preferred to use the Journal of Production and Management.
6. A majority 48 (42.1%) of the respondents are accessing online journals at college library. Followed by 29 (25.4%) of the users are access at computer centers.

Suggestions:

The following suggestions are made to improve the e-resources and its e-services, specifically digital collection based on the present study.



1. There is need to create awareness among the users how to use the online journals and databases So, user education programmes should be conducted regularly.
2. There is also urgent need to conduct the workshops for obtaining the ICT knowledge to the students' community.
3. Librarians can conduct periodical user surveys and change the collection policy according to the user perceptions, more number of e-resources can be added to cater the user needs.

Conclusion:

The study, carried out at Kuppam PG College library reveals that e-resources have become a vital part in information dissemination in the technical education. Most of the users prefer to use the internet, digital library and e-resources along with the print resources to their academic as well as research purpose. The study proves that the academic community prefers to use most of the e-resources available in present digital environment.

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