

Patterns Of PGDM Students Use Of Online Databases In IFMR, Chennai: A Case Study

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ABSTRACT : *The present paper reports the utilization and use of online databases by Post Graduate Diploma in Management (PGDM) students of Institute for Financial Management and Research (IFMR), Chennai. The purpose of the study is to determine the awareness, knowledge and utilization of online databases, users skills in handling the databases; to reveal of the factors which influence the effective use of online databases; problems faced by the respondents and the provide the effective training to the problems encountered.*

KEYWORDS: *Online databases, e-journals, management libraries, IFMR, PGDM students*

1. INTRODUCTION

The online databases are changing library usage patterns; management libraries are spending an increasing percentage of their collections budgets on online databases. The impact of altered usage patterns and increasing expenditures by management libraries on electronic services has heightened interest among scientific libraries to measure online databases usage. While there are many online databases and tools available to management students to support them updating their professional practice, factors limiting access have been identified. This paper examines the methodology and results from patron use survey of online databases by Post Graduate Diploma in Management (PGDM) students of Institute for Financial management and Research (IFMR), Chennai.

Statement of the Problem : Current practices related to online databases have always been of great challenge to librarians throughout the world. Management Libraries have to develop a well balanced document collection to meet the needs of present and future requirements of the users. It is possible only when the acquisition is planned. All business management libraries have experienced a tremendous shift in content from print to electronic. The need felt that to know the same to study in depth on online databases current practices with particular reference to Institute for Financial management and Research (IFMR), Chennai.

Scope of the Study : The study focuses on the use of online databases by first and second year students of PGDM of IFMR B-School, Chennai. H.T.Parekh Library has a central role in the academic programmes and helps the B-School and IFMR research centers to fulfill its mandate in teaching and learning by creating an appropriate study and research environment. The Library provides the information infrastructure necessary for the students' learning and research needs, and thereby contributing to positive graduate outcomes. Consequently, this study will be carried out within the H.T. Parekh Library, IFMR, Chennai and the respondents of interest to the study will be first and second year students of PGDM of IFMR School.

Literature Review : Many studies over the last decade show that the adoption rate for online databases, the viability of alternatives to the traditional print or electronic peer-reviewed journal system and the pace of change vary considerably by field. There exist a number of studies on the use of online database resources, but this is the first of its kind within the Business management schools in Chennai. Libraries early recognized that electronic journal design was key to their acceptance and engaged in numerous studies to determine effective design elements. Olsen (1994) interviewed novice academic electronic journal users and identified essential functions of print journals that electronic versions should duplicate. Stewart (1996) interviewed chemists about their satisfaction with electronic journal performance of functions such as browsing and portability.

Woodward et al. (1998) utilized a structured questionnaire to elucidate master’s degree students’ perceptions of the quality, ease of access and navigation, and advantages and disadvantages of electronic journals in the Commercial and Free Electronic Journal User Study. Wright et al. (2001) surveyed physicians’ attitudes toward electronic journals and determined that while nearly 80% of respondents believed electronic journals would decrease office clutter and facilitate location of useful articles, 74% were concerned about losing the convenient readability and portability of print journals. More recent studies examining the impact of remote access to full-text journals showed similar trends. Several studies have found print journal usage in academic libraries has decreased significantly since the introduction of online journals.

Objectives

The following objectives have been setup for the investigation:

- [1] To investigate the Knowledge and Sources through which online databases are known by Business Students.
- [2] To know the students opinion about Online Databases
- [3] To assess the Pattern of using online databases by the students
- [4] To identify the problems faced while accessing and using online databases by the students
- [5] To obtain the opinions of the students on the necessity of training for the effective use of online databases

II. METHODOLOGY

The survey method has been employed and online questionnaire tool was used for collecting the data, supplemented with the observation method. The data collected through online questionnaire and sent to all the first and second year students through email along with a request letter explaining the importance and purpose of the study. The total population of the study consists of 239 students and they were given questionnaires. However, in spite of all sincere efforts the investigator received responses from first year 111(48.89%) filled questionnaires and 116 (51.10 %) from the second year students, total is 227 (94.97%) respondents.

Data Analysis& Interpretation

Table 1: Demographic characteristics of the Respondents

Characteristics	Number	Percentage
Academic Status:		
PGDM 1st Year	111	48.89
PGDM 2nd Year	116	51.10
Total	227	100.00
Sex:		
Male	174	76.65
Female	53	23.34
Total	227	100.00

The demographic characteristics of the respondents are shown in Table 1, Indicating that (51.10%) representing 116 out of the total number of 227 participants are PGDM 2nd Year. Table 1 show further that majority of the respondents are male (76.65%) remaining 23.34percent are female. This also confirmed gender inequality in higher education enrolment when compared with opposite sex.

Table 2: Distribution of respondents according to their status and age group

Age	PGDM 1st Year	PGDM 2nd Year	Total
Below 21	24 (21.62)	29 (25.00)	53 (23.34)
22 - 24	49 (44.14)	52 (44.82)	101 (44.49)
25 - 27	32 (28.82)	22 (18.96)	54 (23.78)
28 and above	6 (5.40)	13 (11.20)	19 (8.37)
Total	111 (100.00)	116 (100.00)	227 (100.00)

(Note: Numbers in parentheses indicated in percentages)

The above Table 2 shows that most of the respondents are between 22-27 years (44.49%), 23.78 per cent are between 25-27 years, 23.34 per cent are the below 21 years and remaining 8.37 per cent respondents are the above 28 years.

Table 3: Knowledge of online databases

Academic Status	PGDM 1st Year	PGDM 2nd Year	Total
Yes	94 (47.23)	105 (52.76)	199 (87.66)
No	22 (78.57)	06 (21.42)	28 (12.34)
Total	116 (51.10)	111(48.89)	227 (100.00)

(Note: Numbers in parentheses indicated in percentages)

Table 3 shows that according to their own assessment, a majority (87.66) of the respondents stated that they have knowledge of online databases, 12.34 percent of the respondents opined to have no knowledge of online databases. The have's (199) are considered for this study.

Table 4: Sources through which online databases are known

Sources	PGDM 1st Year	PGDM 2nd Year	Total n = 199
Through friends	21 (42.00)	29 (58.00)	50 (33.55)
Through Library Staff	30 (53.57)	26 (46.42)	56 (28.14)
Through faculty	18 (41.86)	25 (58.13)	43 (21.60)
Print Manual	39 (54.16)	33 (45.83)	72 (36.18)
Getting Training from technicians	22 (57.89)	16 (42.10)	38 (19.09)
By trial and error	8 (57.14)	6 (42.83)	14 (7.03)

(Note: Numbers in parentheses indicated in percentages)

It is evident from Table 4 that most of the respondents (36.18%) came to know about the online databases through print manual. It is also clear from that 33.55 per cent came to know through their friends, 28.14 percent through library staff, 21.60 percent through faculty, and 19.09 percent getting training from technicians and the remaining 7.03 per cent by trial and error.

Table 5: Opinion about Online Databases

Opinion	PGDM 1st Year	PGDM 2nd Year	Total n = 199
Better than Print Version	30 (63.82)	17 (36.17)	47 (23.61)
Same as that print version	19 (39.58)	29 (60.41)	48 (24.12)
Easy to retrieve the data	28 (29.78)	66 (70.21)	94 (47.22)
Not Sure	07 (70.00)	03 (03.00)	10 (05.20)
Total	84 (42.21)	115 (57.78)	199 (100.00)

It is evident from Table 5 that majority of the respondents (47.22%) strongly opined that easy to retrieve the data is very important feature of online databases followed by same as that print version (24.12%), better than print version (23.61%) and the remaining 05.20 per cent opined that they are not sure in this regard.

Table 6: Purpose of accessing online databases

Purpose	PGDM 1st Year	PGDM 2nd Year	Total n = 199
Preparing class work/assignment	31 (42.46)	42 (57.53)	73 (36.68)
Preparing interview / events	22 (30.98)	49 (69.04)	71 (35.67)
To browse full text of articles	11 (25.00)	33 (75.00)	44 (22.11)
To browse Company Reports	16 (34.78)	30 (65.21)	46 (23.11)
To browse Industry profile	13 (30.95)	29 (69.04)	42 (21.10)
For Project work	9 (27.27)	24 (72.72)	33 (16.58)

(Note: Numbers in parentheses indicated in percentages)

The respondents were asked to give reasons as to why they use online databases. Various academic purposes for which online databases were used were elicited from the respondents. Table 6 indicates the purpose of using the online databases. Majority of respondents (36.68%) use the online databases for preparing class work/assignment, preparing interview / events, to browse company reports, to browse full text of articles, to browse industry profile and for project work. (As depicted in Table 6).

Table 7: Problems faced while accessing and using online databases

Problems	PGDM 1st Year	PGDM 2nd Year	Total n = 199
Lack of support from the library staff	20 (62.50)	12 (37.50)	32 (35.67)
Lack of awareness about how to use Online databases	30 (51.72)	28 (48.27)	58 (29.14)
Problems with accessing suitable software	16 (27.11)	43 (72.88)	59 (29.64)
Unfamiliarity with search methods	29 (61.70)	18 (38.29)	47 (23.61)
Number of License are not sufficient	32 (45.07)	39 (54.92)	71 (35.67)
Time slots are not sufficient	48 (67.60)	23 (32.39)	71 (35.67)

(Note: Numbers in parentheses indicated in percentages)

The respondents were asked to identify the problems faced while accessing and using online databases. It is evident from the Table 7 that most of the respondents (35.67%) replied that lack of support from the library staff, number of license are not sufficient, time slots are not sufficient are the main problems they are facing while accessing and using online databases which are followed by problems with accessing suitable software (29.64%), lack of awareness about how to use Online databases (29.14%) and unfamiliarity with search methods (23.61). (See Table 7).

Table 8: Need of Training

Academic Status	Yes	No	Total
PGDM 1st Year	107 (92.24)	09 (07.75)	116 (51.10)
PGDM 2nd Year	49 (44.14)	62 (55.85)	111 (48.89)
Total	156 (68.72)	71 (31.28)	227 (100.00)

(Note: Numbers in parentheses indicated in percentages)

Respondents in this study were asked about the need of training with current state of online databases access in their library & information centre, which is a very important variable to investigate user requirement. Most of the respondents (68.72%) were positively responded regarding need of training for proper utilization of online databases and remaining respondents (31.28%) replied negatively. (As depicted in table 8).

Table 9: Training sessions to be conducted by

Training sessions	PGDM 1st Year	PGDM 2nd Year	Total n=156
Hands on training with Library Staff	76 (78.35)	21 (21.64)	97 (62.17)
Print Manual	21 (58.33)	15 (41.66)	36 (23.07)
Online Tutorial on the library webpage	10 (43.47)	13 (56.52)	23 (14.74)
Total	107 (100.00)	49 (100.00)	156 (100.00)

(Note: Numbers in parentheses indicated in percentages)

Respondents' opinions data regarding who are the accountable to conduct training sessions for better utilization of online databases are summarized in table 9. The table shows that a majority of them (62.17%) mentioned hands on training with library staff, followed by print manual (23.07%), and online tutorial on the library webpage (14.74%).

Major findings

- Majority (87.66) of the respondents stated that they have knowledge of online databases.
- Most of the respondents (36.18%) came to know about the online databases through print manual.
- Majority of the respondents (47.22%) strongly opined that easy to retrieve the data is very important feature of online databases.
- Majority of respondents (36.68%) use the online databases for preparing class work/assignment.
- Most of the respondents (35.67%) replied that lack of support from the library staff is the main problem they are facing while accessing and using online databases.
- Most of the respondents (68.72%) were positively responded regarding need of training for proper utilization of online databases.
- Majority of them (62.17%) mentioned hands on training by library staff are required for better utilization of online databases.

III. SUMMARY AND CONCLUSIONS

This study was designed to assess the use pattern of online databases by Post Graduate Diploma in Management (PGDM) students of Institute for Financial Management and Research (IFMR), Chennai. It focused on the following: Awareness, knowledge and utilization of online databases by the management students, users skills in handling the databases; to reveal of the factors which influence the effective use of online databases; problems faced by the respondents and the provide the effective training to the problems encountered. There is a huge awareness and knowledge of the online databases. But they are not getting as much as they would be form the library and therefore suggested the establishment of library/information centre for the users' group like the law students' section in the library to adequately cater for them as well as reduction of the cost of assessing information sources. This they posit as a key strategies for improving their access to information. The information search by this users' group is predominantly dominated by their coursework activities. They considered lectures, internet, textbooks, journals, seminars/workshops/conferences as well as libraries and colleagues are more significant than information centres and research reports. The findings questioned the rationale of student access denial to bookshelves to browse for materials. For whatsoever reason, it is their responsibility to design flexible human interface with their customers as well as making sure those material are remained intact without any damage.

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