

New Knowledge Management System for Better Knowledge and Information Services in University Libraries

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Abstract

This paper discusses the characteristics of the knowledge management of university libraries and how to use knowledge resources for knowledge management so as to prove that knowledge management is the platform for building level communication system of colleges and universities.

Key words: Knowledge management; Knowledge resource; Level communication

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INTRODUCTION

It is stipulated in the 5th rule of the *higher education law of the People's Republic of China (PRC)* that the task of higher education is to cultivate higher specialized talents with innovative spirit and practice ability, to develop science-technology culture and to promote socialist modernization construction. Among the eight main abilities of practitioners made by training technical guidance center of the ministry of labor and social security of China, "*information processing*" is one of the core competences (Luo, 2003). The university library shoulders the task of training information idea and information consciousness of students, shoulders the important

task of cultivating college students' entrepreneurial competence. Meanwhile, as one of the three pillars of school-running, the university library is both the center of literature information and base of the quality education. For university library, how to seize the opportunity of entrepreneurial education to develop itself, how to give full play to its own advantages and functions, quicken the construction of it and enhance adaptive ability actively for the entrepreneurship education, is a new topic which university library is facing in the economic development and information age, and worth discussing for us.

1. COLLEGE LIBRARY IS THE IMPORTANT PLACE FOR INFORMATION DEVELOPMENT AND POPULARIZATION OF SCIENCE CULTURE

The university library is the main place for college students to learn knowledge, read and accept all kinds of new things extracurricular. This is because the library is an important storage and source place for knowledge and information. It shoulders functions of the information collection, sorting, transfer, development and utilization, and has advantaged superiorities of resources, technology, environment and personnel for entrepreneurial education. Especially, the vast literature information of library contains numerous disciplines and broad areas of the knowledge and technology in the field of entrepreneurship education. It gathers abundant information resources in forms of paper, audio and video, digital, etc. shows the university students a broad, orderly knowledge base, and provides modern retrieval tools including network retrieval where computers are media. In the library, university students can relatively freely use different types of literatures with different carriers collected here and accept the services provided by the library. In addition, through the direction or with the help of librarians, they

can develop abilities of collecting data and retrieval, identification and use of information independently. In this case, compared to the classroom, on the one hand, it effectively makes up for the inadequacy of classroom resources for college students, improves their reading and self-study abilities and gives play to their initiative, flexibility and selectivity. On the other hand, it promotes the development of their personality and enhances their abilities of self education and lifelong learning.

2. THE UNIVERSITY LIBRARY IS THE SOURCE OF INSPIRING INSPIRATION OF ENTREPRENEURSHIP FOR COLLEGE STUDENTS

University library should take its advantages to help college students accumulate knowledge and inspire their entrepreneurial sense. To cultivate entrepreneurial sense of college students, entrepreneurial atmosphere should be built, entrepreneurial courses should be opened, entrepreneurial activities should be developed and the entrepreneurial education should be propagandized (Chen, 2009). For entrepreneurial education, in particular, consciously guiding the students to experience entrepreneurial education related content effectively is necessary, such as helping students use some time to experience entrepreneurship and hold various types of competitions about business plan. During this period, let the students comprehensively use all sorts of knowledge, consult lots of data, discuss the budget, make social investigation, consciously cultivate their ability of observation and scientific and technological innovation consciousness and also cultivate their communication skills and organizational ability so as to stimulate their entrepreneurial desires, improve their entrepreneurial rationality and help them set up entrepreneurial ideals. The library provides the technical support for carrying out various forms of entrepreneurship education with use of modern technology. The conditions for developing entrepreneurship education in the library are superior to the general classroom teaching. The library can make use of its collections of modern literature carriers like CD and multimedia, through varieties of forms, including the modern digital technology, network technology, computer technology and electronic reading room and so on, to carry out activities and build modernization technology platform for entrepreneurial education in library.

As the subject of entrepreneurship education, only when college students are inspired the entrepreneurship inspiration and entrepreneurial desire can they have actions and strengthen the courage and confidence of entrepreneurship.

3. THE UNIVERSITY LIBRARY IS AN IMPORTANT CLASSROOM FOR COLLEGE STUDENTS TO ENRICH THEIR ENTREPRENEURIAL MIND

Entrepreneurship is a complex and comprehensive process. It involves a lot of knowledge, such as management, marketing, financial, legal, tax knowledge, etc. As the essential condition of entrepreneurial success, entrepreneurship ability is the embodiment of the comprehensive ability, including the abilities of information acquisition, analysis and identification, comprehensive utilization and innovation (Li, 2009). And the information quality education and information innovation ability are particularly important, which directly affect the success embodiment of entrepreneurship ability. The university library can guide students to expand their horizons and cultivate their entrepreneurial skills by many methods: organizing lecture series, such as, *network information resources acquisition and document delivery*, *electronic journals, book retrieval and utilization*; holding various forms of *information self-service week*, *electronic resources propaganda month*, organizing various kinds of simulation activities, etc. Moreover, librarians can teach college students skills of acquisition, organization, storage, transfer, use of information and the basic principle of innovation to enrich their entrepreneurial mind and help them improve their information literacy in a relatively short period of time to enhance their entrepreneurial ability.

4. THE UNIVERSITY LIBRARY IS THE INDISPENSABLE BASE TO DEEPEN SERVICES FOR UNIVERSITY STUDENTS INNOVATIVE UNDERTAKING

High quality talents are not only from classrooms, but are cultivated more relying on library which is the teaching and scientific research base. In the library, librarians of literature information center are required to have the ability of controlling the information and the corresponding information literacy, and their professional quality should be constantly improved. Thus they will be trained to become the compound talents who are proficient in both professional theoretical knowledge of library and information. They can master the technology of computer software development, application and technology of network communication to perform better functions of service and education in the undergraduate enterprise education.

For undergraduate enterprise education, library is necessary. To cultivate college students' entrepreneurial

idea in entrepreneurial education, the university teachers are also required to adapt to social development and have more encyclopedical knowledge system. People expect them to be promoters of entrepreneurial talents with high quality and regard them as mentors of students at the same time. Future development of university depends on the ability of adapting to the information society and whether people's growing demands for knowledge are satisfied. Shouldering the mission of "*being a model of virtue*", "*imparting professional knowledge and resolving doubts*", the university teachers are experts in the field of undergraduate enterprise education. Therefore, they must keep pace with the times and study hard to become a model of students.

The information literacy for college students includes alertness of perception information and ability of capturing information. These specific capabilities are important contents of entrepreneurial education and the inevitable requirements of entrepreneurship, which request us set a clear direction and grasp the main aspects.

The society in 21 century is full of information and competition. The university library must change service concept, change from the single mode to diversified patterns, improve the service work for readers and complete the reading education to help students lay a knowledge foundation for entrepreneurship, improve their success rate of entrepreneurship, develop their entrepreneurial sense and contribute for undergraduate enterprise education service.

4.1 The Knowledge Management Is The Platform for Building Level Communication System of Colleges and Universities

As mentioned above, the university library knowledge management is mainly confined to its internal resources. However, to contribute more to the library career in China, in my opinion: (1) it is necessary to establish resource sharing and cooperative relation among local university libraries. First, establish interlibrary loan. Establish extensive cooperative relations with relevant colleges and universities and realize the cross library retrieval so as to interact with one another, to share information, and to provide wider range of document resources to meet the needs of teachers and students. Second, realize the remote service and establish a remote authentication system so as to eliminate the technical barriers of communication. With the disappearance of space distance and the openness of communication, teachers and students can access to the electronic resources of the university libraries in any place and at any time to meet their needs. Third, colleges and universities shall regularly release new information such as books, periodicals, electronic resources on their library websites to let teachers and students learn the new resources timely.

4.2 Improve the Quality of Library Collection and Optimize Resource Management

The quality of library collection is closely related to the quality of the library's editorial staff. To keep the novelty and efficiency of the collection, editorial staff should be familiar with the collection situation of the library so that they can choose and purchase the most appropriate and practical books and materials according to the characteristics of the collection of the library. To maintain a high standard of the paper literature and electronic literature: first, the editorial personnel should have strong searching and analyzing ability to timely collect and sort the latest books and documents of relevant professions and related disciplines, and to timely learn the development trends of disciplines at home and abroad and select the hot and key literature information to purchase. In addition, on the premise of limited budget, increase the on-site book selection frequency, purchase books directly from the booksellers' warehouses to make up for the unknown bibliography and limited variety. At the same time, in the process of purchasing books, the participation of teachers and students shall be strengthened to lead the teachers from different departments to book fairs and the supplier's warehouses to purchase books on site. Only in this way can the quality of collection and discipline coverage ratio be constantly improved. Second, constantly improve the quality of the available staff and strengthen the study and communication between peers to learn from other university libraries through various channels. The national library and the library of Academy of Sciences are good choices for visiting and learning from. And actively carry out internal self-study and training to grasp and use all the learning opportunities to improve their own quality, to constantly improve work methods and ideas, and to constantly enhance the editorial work skills and ability. Only in this way can one's knowledge structure be enriched and can the quality of document resources acquisition be improved. Third, according to the utilization of literature, choose, buy and send orders to booksellers. Editorial personnel must set up the ideas of "*collect for use*", "*utilization is the first*". Pay attention to analyze the utilization condition of the library collections, for instance, the editorial personnel in charge of Chinese books shall maintain regular contact with a few professional publishing houses. Once knowing there are counterpart books published, immediately go to the site to purchase, providing new books to teachers and students as soon as possible. After releasing the book for a period of time, go to the reader service department to collect ideas and suggestions of readers on the new books in the process of using the library. On the basis of the literature resources utilization evaluation method, depending on the statistical advantage of library's literature circulation management system, make scientific evaluation and analysis. Anyway,

“the utilization rate of the library collections is directly related to the accuracy of the purchasing scope and quantity, which is an important indicator in evaluation of the quality of literature resources construction and the basis to adjust the literature resources construction strategies” (Tian, 2011). In the meantime, it is necessary to frequently collect information on the condition so that the teachers and students utilize the collections of the library, through email, readers’ mailbox and web BBS, to learn about the opinions and suggestion of the readers on library literature resources construction and to constantly improve the quality of literature resources construction. For the teachers or students who recommend books out of print, high-priced books or books not suitable for collection, editorial staff should reply in an acceptable manner via email or SMS etc. It is helpful to improve the communication between the library, the teachers and students in the aspects of purchasing books so that the editorial personnel can make accurate acquisition plan. The books purchased will be more targeted, practical and the collection utilization rate will also be improved constantly.

4.3 Social Donations to Further Enhance the Level Communication of the Colleges and Universities

Social donation and the books donated by the teachers and students who graduate every year further increase the amount of the library collection. The donations are processed and sorted carefully and then are exchanged with other university libraries through various channels, then processed and placed on shelves to realize the integration of external resources and existing resources.

4.4 Strengthen the Knowledge Management of the Key Disciplines and Create Conditions for the Interaction and Innovation of Colleges and Universities

Discipline-oriented university library subject knowledge management means that the university library acts as the center of the all the information resources in the university and applies the ideas and methods of knowledge management to the collection, organization, release, utilization and promotion of the information resources, scientific research resources, domestic and foreign research dynamics and the college key discipline resources of the disciplines with qualifications to issue doctoral degrees and master degrees (Wu, 2009).

The libraries should digitalize the premium content of the key disciplines in colleges and universities to establish a database system with discipline characteristics and to effectively improve the utilization rate of resources in digital library and service quality. The focus of the digital library development in our country is in the period of resource construction, with rich user data sources, mainly including user login information and user activity information. Second, develop information resources and

establish network navigation system. Sum up and sort the information resources on the internet according to certain professions, disciplines and special subject nature to provide hot links to teachers and students in the hypertext way, and to build the resource system with library collection characteristics and of high utilization value. Only in this way can the digital resources of colleges and universities be integrated according to the utilization rate to meet the needs of teachers and students on one hand, and to create conditions for the construction and sharing of key discipline related digital resources on the other hand.

4.5 Further Promote Interaction and Innovation.

It is necessary to improve reference consultation service level:

In the era of knowledge-driven economy, the readers have a more urgent and vigorous desire for information than in any other times before, which at the same time shows its all-round multilevel characteristics. The teachers and students put higher demands on library service. Libraries shall provide the latest science and technology literature information for them and guide them to learn the latest trends of knowledge. The reference consultation service is an important symbol to show that the library work has reached a new level. It occupies an important position in the future development of the library. First, it is necessary to strengthen the building of human resources teams. On one hand, choose from the graduate students who have professional backgrounds and transfer those qualified to the consultation department. In colleges and universities, find suitable personnel to transfer to the consultant department. On the other hand, set up expert consultant group. The representatives of each discipline should compile the frontier hot topics and key points with knowledge content into knowledge items and add them to the knowledge database to improve the efficiency of reference consultation service. And the personnel in the consultation department must improve their ability of network information service and guide readers to use digital library resources. Teachers and students can take advantage of the digital library, bibliographic database, periodical database and other kinds of resources to solve the problems they encounter.

In the implement of the integrated service of borrowing, reading and reference, reference consultation occupies a very important position. In the past, libraries put more manpower on the management of circulation and reading but the readers could not get help from the reference consultation personnel when they came across problems in the use of information resources and service and could not have their difficulties solved timely. Now after the implementation of integrated service in borrowing, reading and reference, when teachers and students come across problems in consulting literature information resources and digital information resources,

they can ask help of the reference consultation personnel at any time and get an easy and fast access to information.

The implementation of the integrated service in borrowing, reading, and reference promotes the transformation from implicit knowledge to explicit knowledge, which is a very good measure in the knowledge management in colleges and universities and in the improvement of the reader service level.

In a word, to achieve the level communication of university libraries, the new mode of knowledge management must be carried out. Today when the whole society advocate people orientation, university libraries must provide more personalized services of better quality for teachers and students, insist on the tenet of “*service cultivation, readers first*”, study and learn from the advanced reader service experience of university libraries abroad, reform the organization and management of reader service in libraries and truly implement the knowledge centered knowledge management in libraries.

CONCLUSION

The university library shall build a high quality team of officials. Strengthen the professional ethics education for librarians, improve their service consciousness and reinforce their sense of responsibility. Improve the original service form to keep the communication channel between the library, teachers and students open and create

new form of service to set up systematic links between information and knowledge to establish a high level of knowledge exchange system. At the same time, the librarians shall improve their own quality continuously to raise their knowledge level in professional theory knowledge, network knowledge and discipline knowledge in many ways such as self-study and further education to constantly improve their computer operating skills, information retrieval and processing abilities. In this way, they can meet the needs of teachers and students and promote the development of libraries.

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