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KNOWLEDGE MANAGEMENT IN 21ST CENTURY LIBRARIES

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ABSTRACT -
     Knowledge Management is a collection of processes that govern the creation, dissemination, and utilization of knowledge in an organization. The success of library and information center depends upon their ability to utilize information knowledge of its staff to serve the user community with the development of IT and its applications. In libraries, the concept of document management has been changed to information management and again, the entire scenario of information management has started its change to knowledge management. The paper gives an overview of the emerging field of Knowledge Management in 21st century libraries.

KEYWORDS - *Knowledge Management, Types of Knowledge, Need, Components, Benefits of knowledge Management, 21st Century Libraries etc.*

INTRODUCTION-
     Knowledge Management was started and popularized in the business world during the last decade of the 20th Century. It was the business world that first recognizes the importance of knowledge in the "global economy" of the "Knowledge age". As a subject discipline of the knowledge economy, knowledge management is completely new concept and method of management. The applications of knowledge management have now spread to other organizations including government agencies, research and development, universities, and others.
     The management of information has long been regarded as the domain of librarians and libraries. Librarians and information professionals are trained to be experts in information searching, selecting, acquiring, organizing, preserving, repackaging, disseminating and serving. In the 21st century the library will inevitably face the new subject of knowledge management.

WHAT IS KNOWLEDGE MANAGEMENT-
     The term 'Knowledge Management' is used to describe everything from the application of new technology to the harnessing of the intellectual capital of an organization. It is not one single discipline; rather, it is an integration of numerous endeavors and fields of study. Rowley (2000) describe Knowledge Management as follows:

     "Knowledge Management is concerned the role of knowledge management and e-learning in professional development with the exploitation and development of the knowledge assets of an organization with a view to furthering the organization's objectives."
     Knowledge plays an important role in modern world of organization. Knowledge management is a newly emerging interdisciplinary business model that has knowledge with the frame

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work of an organization. Knowledge Management involves people, technology and processes in parts. It rests on two foundations first utilizing and exploiting the organization information, second the application of people's skill, talents, thought, ideas, commitments, motivations and imagination.

TYPES OF KNOWLEDGE -

1. **Tacit Knowledge -**Tacit knowledge is knowledge embedded in human mind through experience and jobs Coined by Hungarian Medial Scientists Michael Polanyi, it include institutions, values and believes that stem from years of experience.

2. **Explicit Knowledge -** In contrast explicit knowledge is knowledge codified and digitized in books, documents, reports white paper, spread sheets, training courses and explicit knowledge can be retrieved and transmitted more easily than knowledge. Because it is knowledge learned directly from experience, tacit knowledge is difficult to share across space and time.

3. **Externalized Knowledge -** One of the aspects of tacit knowledge is the cognitive dimension That comprises beliefs, ideals, values and mental models.

NEED FOR KNOWLEDGE MANAGEMENT –

❖ To enhance users satisfaction.
❖ To interact and retain new information seeker.
❖ To increase public faith in the organization to strive meet and manage needs of user community.
❖ To be able to justify the spending of funds allocated to the organization library and information center by the parent body.
❖ Recruiting the best people for the job.
❖ Exposing professional to the complexity of real problem to stimulate and cultivate professional's know how to retain professionals to react in problem solving techniques.

COMPONENTS OF KNOWLEDGE MANAGEMENT –
Some essential components of Knowledge Management are following:

- Treating the knowledge component of business activities as explicit concern of business reflected in strategy. Policy and practice at all levels of the organization.
- Making a direct connection between and organization intellectuals assists both explicit and positive business result.
- Indentifying and mapping intellectual assets within the organization generating new knowledge for organization, generating new knowledge for competitive advantage within organization, making vast amounts of corporate information assessable, sharing of best practices and technology enables all of the above.

21st CENTURY LIBRARIES -

The emerging trends in digital technologies and their applicability to information handling activities added new challenges to library professionals in the way of providing qualitative services to its users. The paper analyses the characteristics of contemporary knowledge society and identified the factors affecting future libraries.

In the changing scenario, the library professionals have to be more interactive, collaborative and dynamic, so that information can be made available to all those who seek it regardless of physical boundaries, formats, and time constraints. The emerging trends in digital technologies and their applicability to information handling activities added new challenges to library professionals. They have to deal with a growing number of contexts for information like e-commerce, competition intelligence as well as the information needs of ordinary citizens. At the same time they, are expected to deal with the needs of the digital divide, the information poor and the illiterate. Between the rich and the poor, the haves and the have-nots, demanding business related needs and survival needs, wireless access and lack of basic electricity

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supplies; library professionals must see how well they can meet the requirements. They have to foresee their continuing role in contributing to the development of informed citizens, incorporating and utilizing new technologies that enhance their endeavors. At the same time they should strike a balance between the traditional role and the new roles.

1. Knowledge Society-

In the 21st century, a new society is coming into existence where knowledge is the primary factor of production compared to capital and labour. Dr APJ Abdul Kalam, former President of India in his talks to students mentioned that efficient utilization of existing knowledge can create comprehensive wealth for the nation and also improve the quality of life including better education, health care, infrastructure and other societal needs. The ability to create and maintain a knowledge society infrastructure, develop the knowledge workers, and enhance their productivity through the creation, growth, and exploitation of new knowledge, will be the key factors in deciding the prosperity of this knowledge society.

2. Factors Affecting 21st Century Libraries-

The speed of present day microprocessors, decreasing size of storage media and moving towards nano storage, global access to Internet, increasing speed of search engines in searching and retrieving information, efficient computing devices have influenced the quality and quantity of data which can be accessed from anywhere at any time.

3. Emerging Technologies for the Libraries-

Web 2.0 includes the second generation web based services such as collaborative publishing sites (Facebook, Bebo, MySpace and Friendster etc), wikis, blogs, social bookmarking sites (del.icio.us, furl, digg etc), and photo sharing sites (flickr, photobucket, etc.). It appears that Web 2.0 phenomenon is not going to stop here but will grow in popularity at a faster pace. Its impact can be felt in all frontiers of knowledge and professions. The library profession is no exception to this. In the words of Breeding (2007), who emphasizes the need of embedding these contemporary technologies to enrich library services, "Web 2.0 has become a trendy marketing concept. If you want to cast your product or idea as cool, just call it a Web 2.0 technology, regardless of how deeply it embodies the full range of ideals. I see Web 2.0 as helpful to the extent that it helps librarians let go of very outdated views of the Web and move forward in the adoption of newer technologies and services".

4. Best Practices Adopted by Libraries to Attract Users Using Web 2.0 Tools-

4.1 Blogs- Many academic libraries are using blogs to attract the users to the library. Blogs are nothing but personal diaries which contains the entries in a reverse chronological order. With blogs libraries can disseminate various types of information to their users.

4.2 Social Networking- The entire higher educational system is in a transitional stage, and academic libraries are involved with this evolutionary step (Mathews, 2007). Landis (2010) suggests that libraries can get out of the dark ages of the pre-Internet era by using social networking sites. Every library has a group of users who never visits the library; also they serve to a group of users who occasionally pops in and who is not a regular user. The job of librarian is to convert the non-library users to be regular users of the library and in present context the social networking sites can prove to be very useful in converting the non-library users into regular users.

4.3 Podcast and Vodcast - Podcasting is a "software and hardware combination that permits automatic downloading of audio files (most commonly in MP3 format) for listening at the user's convenience". With increasing bandwidth, the availability of easy-to-use video-editing tools, and the introduction of the video iPod, many Podcasters are now offering video Podcasts, also known as vodcasts. A vodcast combines audio and video to create an entire episode. It takes podcasting one step farther (as television did for radio) and adds the visual element to an otherwise auditory only experience.

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Available online at www.lbp.world

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5. GROWTH OF ELECTRONIC RESOURCES-

Although information in electronic format was created with the ad-vent of the computer in the 1950s, it was not until the early 1960s that the first database suitable for searching was developed. MEDLARS were the first on-demand computer based information retrieval service, and it was developed primarily for the medical profession. Many of the first CD-ROM products offered to libraries were versions of larger online databases and were supplied on a subscription basis with ownership of the data remaining with the publisher/producer.

6. THE INTERNET-

A communication network called Advanced Research Projects Agency network (ARPANet) was created in the **1960s** and **1970s** by the Department of Defense to support military research and linked some military, research, and academic computer centers. Recognizing the value of connecting computer centers for all kinds of research, the university community created its own internetwork in **1981** which was soon called the Internet. Gradually other networks developed, including NSFNet which connected the six NSF supercomputer centers in the United States.

7. DIGITAL REFERENCE LIBRARY SERVICE TODAY-

During a conference in 2006 on the difference between print and electronic libraries, the directors of two very large university libraries expressed dissatisfaction with the prevailing provision of library service to undergraduates and, especially, reference service (Lee, 2007). One concern was that professional librarians would staff the reference desk from 9 a.m. to 5 p.m., but students often preferred to do their assignments in their dorm rooms using their laptops from 9 p.m. to 5 a.m. Not many reference collections are open from 9 p.m. to 5 a.m. and not many students would want to go to visit one at that time even if it were. The professional literature of reference service explores the feasibility of making reference librarians available with 24/7 call center technology, which doubtless has a useful role but which would still require librarians to work from 9 p.m. to 5 a.m., constitutes only one component of reference library service, and does not seem likely to scale. What is wrong with this picture? What could be done about it? The problem is, of course, much larger. For students being taught by distance education and, indeed, for most users of most libraries most of the time a visit to a reference library is more or less inconvenient.

8. OPEN SOURCE SOFTWARE FOR LIBRARIES-

1. Digital Repositories- DSpace is a turnkey institutional repository application. Greenstone is a suite of software for building and distributing digital library collections. It provides a new way of organizing information and publishing it on the Internet or on CD-ROM. Greenstone is produced by the New Zealand Digital Library Project at the University of Waikato, and developed and distributed in cooperation with UNESCO and the Human Info NGO. It is open-source, multilingual software, issued under the terms of the GNU General Public License.

Word Press is web software you can use to create a beautiful website or blog. We like to say that Word Press is both free and priceless at the same time. The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of plug-in and themes available to transform your site into almost anything you can imagine.

9. CHANGE IN RELATION BETWEEN LIBRARIES AND USERS DUE TO WEB 2.0-

9.1 Web 2.0- The term web 2.0 was first used in January 1999 by Darcy DiNucci, a consultant on electronic information design in her article, "Fragmented Future", but the term was made more popular by Time O'Reilly the founder of the company, then followed up discussion with a famous paper, "*What is Web 2.0: Design Patterns and Business Models for the Next Generation of Software*", outlining in detail what the company thought they meant by the term. Web 2.0 offers a means by which data and services previously locked into individual web pages for reading by humans can be liberated and then reused, in ways

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sometimes referred to as "mashing up" or "mixing". Importantly, it also introduces the notion of a "platform", meaning that others can build applications on pre-existing foundations and thus benefit from economic scale without reinvention.

CONCLUSION-

Knowledge Management is a complex process, which deals with creations, acquisitions, packaging and application of knowledge. It is the systematic, explicit and deliberate building renewal and application of knowledge related effectiveness and returns from its knowledge assets. Library & Information Science professional and Knowledge Manager have realized the importance of Knowledge management. Library and information professionals develop appropriate knowledge management system in our organization or libraries. The library and Information professionals are best knowledge creators. The precise role of the librarians and the libraries will depend on the organization structure and knowledge needs. In the 21st century everyone may go through many occupational changes. Librarian's position is change. To prepare for future librarianship, there are new professional we all can learn to improve our products, activities and services.

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