CHAPTER 34

LIBRARY AND INFORMATION SCIENCE

Doctoral Theses

01. MAHALA (Avijit)
Research Output of Select Universities in India in the Field of Science: A Scientometric Analysis.
Supervisor: Prof. Margam. Madhusudhan
Th 29147

Abstract

Scientometrics refers to the quantitative study of scientific publications to measure aspects like research productivity, impact and visibility. This study uses scientometrics to analyse research productivity in the field of science at the top five Indian universities - University of Delhi (DU), Banaras Hindu University (BHU), Anna University(AU), Jadavpur University (JU) and Panjab University (PU) for the time period of 2011- 2020. Web of Science (WoS) was used as the source of data. Scientometric indicators, namely Citation per Paper (CPP), Relative Citation Index (RCI), H-Index, Co-Authorship Index (CAI), Collaboration Coefficient (CC) and Compound Annual Growth Rate (CAGR) were used to analyse the retrieved data. Statistical analysis was done using MS Excel, IBM SPSS and R. Hypotheses were tested using Chi-Square and Pearson Correlation methods. The objectives of the study include quantification of research output of the selected universities, analysis of their growth trends, distributional pattern of publications, authorship and citation patterns, international and institutional collaboration patterns, journal preferences, and proposing evidence-based recommendations for future. The analysis and observations showed an upward growth in publication volume for all the five universities. BHU produced the highest output while PU the lowest. Journal articles dominated the publications and English was the preferred language in all the five universities. Journal distribution followed a Bradford-type pattern and highly cited works were associated with collaborations with countries such as, the USA, England and the Netherlands. Multi-authored papers received higher mean citations than single-authored papers and international journals brought more visibility. Papers including international collaborations received higher citation impact. A growing trend of interdisciplinary research was observed in all the universities. The study recommends strengthening research infrastructure and improving funding. Promoting international collaborations and interdisciplinary research while a parallel attention to domestic Indian journals can improve the quality and visibility of scientific research in the country.

Contents

1. Introduction 2. Review of Literature 3 Research Methodology.4. Overview of Sciences 5. Data Analysis and Interpretation 6. Findings, Suggestions and Conclusion Bibliography.

02. SHARMA (Priti)
Marketing of Library and Information Science Products and Services of the Select Medical Libraries in Delhi: A Study.
Supervisor: Prof. R. K. Bhatt
Th 29148

Abstract

Medical libraries play a vital role in supporting medical education, research, and healthcare delivery by providing access to reliable and up-to-date information resources. In today's digital environment, where electronic resources dominate scholarly communication, libraries must not only provide quality services but also effectively promote them. Marketing of library and information products has thus become crucial to enhance visibility, accessibility, and utilization of library resources. The study "Marketing of Library and Information Science Products and Services of the Select Medical Libraries in Delhi: A Study" examines marketing practices in selected medical libraries in Delhi and assesses how well these libraries promote their resources to users. It focuses on six major institutions: AIIMS, MAMC, LHMC, UCMS, VMMC, and VPCI. A descriptive survey method was employed using two structured questionnaires for library professionals and users, including students, faculty, researchers, and healthcare staff. Data were analyzed with descriptive statistics such as frequency distributions, percentages, tables, and interpretative analysis to identify marketing practices, promotional tools, user awareness, and challenges. Findings show that although library professionals recognize the importance of marketing and maintain positive attitudes, systematic strategies are rarely implemented. Marketing activities are largely limited to traditional methods like user orientations, personal communication, notice boards, and email alerts, with minimal use of structured digital marketing. Challenges include lack of marketing training for staff, limited funding, absence of dedicated marketing units, and low user awareness of library services. The study concludes that adopting structured marketing strategies, expanding digital communication, and providing professional training in marketing skills can significantly enhance the promotion and use of library and information services. These findings contribute to Library and Information Science research and offer practical suggestions to strengthen marketing practices in medical libraries.

Contents

1. Introduction 2. Review of Related Literature 3. Marketing of Library and Information Science Products and Services: A Conceptual Overview 4. Profiles of the Medical Libraries under Study 5. Data Analysis and Interpretation 6. Findings, Suggestions and Conclusion. Bibliography Appendices.