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21st CENTURY LIBRARIAN LEAD TO AN EFFECTIVE ACADEMIC LIBRARY SERVICES & DEVELOPMENT

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ABSTRACT

The study discovering library profession that contributes to the professional development in academic libraries. The purpose is to find out the strategies that librarians should consider in improving the accomplishment of ICT in operating the libraries. Hence, the study also carried out to determine the level of knowledge and skills required to be a professional librarian, as well as to explore the roles of academic librarians in providing the extension services to the library. In spite of the fact that running an academic library is now supposed to be much more sophisticated than before, the assistance of computerized systems seems to be extra demanding.

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1. Introduction

These days, as a consequence of information literacy rapidly growth in the academic libraries daily routines and activities, the librarians need to have more focused set of skills in teaching the library instruction programs and activities effectively. An excellent professional librarian should be capable enough in transforming tremendous facilities provided by the library to demonstrate that the actual roles of the professional librarians are not merely on operating the library daily operations and duties, but also responsible as an excessive instructor, educator and coordinator of the knowledge and information control activities.

The library profession has for a long time been concerned with its image and reputation. Consequently, the massive significant changes in the information field, the re-structure of higher education information control activities, the conjunction between the information and information providers and the new roles and conditions under which information organizations operated, need to be brush up. Ayoku & Okafor, (2015) claimed that conventionally, academic libraries have served and performed their duties of collection development, user instruction, reference services and current awareness services using physical materials to provide information to their users. Nevertheless, with the advent of information and communication technology (ICT), libraries and librarians need to be aware of and understand this new element to their services. Generally, the professional librarians in academic libraries need to be proficient enough to solve the variety of obstacles and challenges in order to accomplish tasks and duties in the library daily operations and activities. Challenges faced by librarians in the recognition of professionalism includes lack of sponsorship to attend conferences and workshops, limited exposure to relevant and timely information (possibly because of lack of uninterrupted internet facility to keep abreast of trends), dearth

of professional mentors in the Southeast zone and slow acquisition of emerging ICT skills such as digital archiving, data mining and web technology skills. On the other hand, the study focuses on the issues regarding the librarian's leadership skills, knowledge, and excessive roles in order to urge the academic libraries development of proficiency.

Then again, the tendency of academic libraries in creating online methods for guiding and instructing users in using libraries and its facilities has embarked to the knowledge and data loaded culture, incorporated and general technology demands, expansion within the services and performances, digital collection in academic library storage, and new approaches towards knowledge and information handling. The study also explores tasks and obstacles confronted by academic librarians which the main tasks contains the general advertising of the documents. Nevertheless, good communication between the library staffs and management will promote impressive culture of knowledge sharing. It can build the atmosphere of user-focussed solutions instead. This circumstances may lead to the cost lessen, increased working performance and produce more engaged library staffs, as well as the happy and satisfied library users.

Since the leadership roles of the librarians appeared to be comparable to leadership skills in other areas, e.g. business, politics, it is therefore valuable to take a brief look at some of the leadership qualities commonly found in the leadership literature. The changing roles needed by librarians in the future are also widespread issues discussed in the literature. Professionalism without alteration of changes in the contemporary world is not something to be proud of. It is with the outlook of adopting new technologies and seeing how to apply them in one's field that professionalism is said to be alive, growing, practicable and impactful. Therefore, librarians as the professionals must extremely embrace the challenges of taking on new roles as educators and instructors in guiding users successfully.

The study also examines on how the professional growth chances can assist the librarians to locate abstract data into the way, relate inclusive perception to clearly identifiable tasks and develop into recognizable with the occupation circumstances. Leaders can also extend, prevent change, and cause provocation throughout the ranks. When employees leave their jobs, they are often, in fact, leaving behind incompetent bosses. Whom a library selects as a leader is essential for the library's success. Academic libraries must not only be survived, but also talented to show and prompt towards an extreme paradigm shift to the future development of knowledge and information art of science. Lee (2015) stated inspect the expansion, skills, and styles of library leaders. The literature replicates the changing skill sets and styles necessary of library leaders, with most of the change a current phenomenon. Peter Hernon, Ronald Powell, and Arthur Young sought to verify the needed skills for today's academic library directors by examining several cause of data. Libraries will need to adopt knowledge administration to provide modern library services, this becomes even more applicable in the age of connectivity, mobile usage, huge digital data, and an increasing mix of digital and physical worlds, where knowledge is not just managed by a library (books or periodicals) but formed within the library.

Thus, libraries necessitate influencing employee and user knowledge, along with hastily developing technology. While there have been limited previous studies on knowledge management in libraries, none of them focuses on collective service improvement and knowledge management in the academic library perspectives. Many of the former studies concentrating on the external speculative lens, i.e. developing the knowledge of customer needs through librarian-patron relations. While enabling of cooperation and combined relationships, which are decisive for innovation. Subsequently, function is one of the administration assorted activities in the knowledge management sequence of creation,

gathering, sharing, and leveraging of knowledge, etc. which to achieve authority to for timely within reach and intellect assembly for the innovation procedure. Then make certain that the knowledge remains obtainable and accessible, to aid in the modernization process. Thus, knowledge management generates a civilization conducive to innovation and inventiveness. It helps create a culture within which the value of knowledge and submission thereof is acknowledged and embraced of. In academic libraries, integrated knowledge management would guide to formation and improvement, with new services and products. Managing the implied and clear knowledge of both library employees and users are important. In this context, the role of librarians as educators is established to be more necessary than ever. The capable data literacy programs for dynamic contribution in civilization, ultimate learning, and the prospect statement skill possibly will finding facts; including guide librarians to support an independent learning. In this perspective, “librarians can and should be essential, educational partners as well as a catalyst for students’ knowledge improvement and intellectual inquiry” (Johnston & William, 2015).

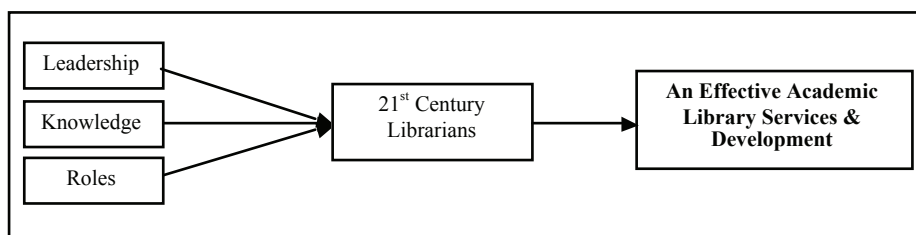


Figure 1.1: Conceptual Framework of the Study

2. Literature Review

2.1 Academic library leadership skills

Since the library leadership skills to be discussed seem to be similar to leadership skills in other areas such as business, politics, it is therefore worthwhile to take a concise look at some of the leadership qualities normally found in the leadership literature, Martin (2015) provided an interdisciplinary and broad theory on leadership, highlight “moral leadership” or what he termed modal ethics and end values. Specifically, according to O’Connor (2014) leadership is collective, dissension, causative, morally purposeful, and elevating. Mierke (2014), in the leadership Challenge, stated, “When getting extraordinary things done in organizations, leaders seem to possess the ability in managing the skills throughout communication, and positive self-regard. The Association of Research Libraries (ARL) on their studies regarding university library directors leadership skills revealed the following; First, managerial qualities, managing as likely results oriented, communicates effectively with staff, leading as build a shared image for the library, manages and shapes change that is planning for examples set priorities, responds to needs of various district; Second, personal characteristics dealing with others from even dispense, self-assured, individual traits, able to handle stress, devoted to a set of value integrity, individual traits (leadership) which stressed on focused on change, and exercises good judgement.

To meet the demand of online clients, libraries must be equipped with the required technology (tools and infrastructure), and human expertise (Potnis et al., 2016). This suggests that the skills of

librarians should equivalent the technological infrastructure. Robinson et.al. (2015), wrote that a survey of an international group of senior academic librarians indeed exposed that, with regard to skills of future academic librarians, technology and communication skills remain the most highly required skills to strengthen up. Ayoku & Okafor (2015) concluded that librarians need to be aware of how to administer technology and how to attach it for their own ends. Zhou, also cited in Ezeani, Eke & Ugwu (2015), comprehensive study of processor skills for academic librarians and accessible a record of computer skills is essential. Added in his studies, (including general data of library automation), online database penetrating, microcomputer request, are essential skills. In addition, Okojie, refer to in Johnston & William (2015), included information literacy skills, Internet search skills, finance raising, advocacy, marketing and management skills, electronic information services, virtual libraries and intellectual property/copyright laws as very important knowledge for librarians.

Recent consultation regarding the skills needed by library professionals have determined on a number of aspect including employer needs, generic skills vs. specific skills and the competencies needed for more involvement of librarians in information technology or digital environments. Bell (2014), note that the trend of LIS programmes has been to reallocate the emphasis from “library” to “information”. However, regardless of the trend of digital courses assimilation into LIS programmes, research recommend that although there is an emphasis on technical skills and knowledge in today’s digital environment, traditional LIS skills are still sought and needed in the library and information profession (Mamtora, 2013).

2.2 Librarian’s knowledge in academic library demands

Knowledge management in libraries may enrich the involvement among staff/management, and endorse a culture of sharing. It can make libraries more effective by enabling user-focussed solutions and eliminating unnecessary dealings. Finally, it can help improve competence by reducing reaction time. These will reduce costs, enhancing library staffs performance, as well producing the satisfied yet knowledgeable library users. Essentially, the knowledge management is move along towards the application and migration to the digital libraries (Eze, 2014) and the equipment and infrastructure is needed to support the sustainability of digitization and good information handling in the libraries (Edwards, 2015).

More to the point, developing knowledge of customer needs through librarian-patron communication consumer knowledge is a major component of knowledge management. Shan (2015) conceptualizes customer knowledge management as the employment of knowledge for, from and about customers to enhance the customer-related capacity of organizations.

In academic libraries, knowledge for patrons includes knowledge on services, timing, etc. Knowledge about patrons includes met and unmet user needs. Furthermore, initial librarian’s knowledge of originality and what’s out there or what’s feasible: library workers need to produce imaginative and implementable ideas based on their knowledge from undeviating customer contact.

2.3 Roles as librarian in academic library

In the illumination of social, technical, learning and economic, the information professionals’ conservative roles have changed and new ones have come into prospect. Information professionals’ implementation of different roles was also discovered by Dotson (2015) and Lacy & Copeland (2013). In addition, through the previous literature, Dotson (2015) examined that the roles of librarians,

government bodies, professional organizations and Library and Information Science (LIS) schools have implemented. However, the study is very broad and neglects the developments occurring within the past five years, which embarks to the rapid modify in both technology and education. Weiner (2015) reported on librarians' new specialties in academic libraries. Nevertheless, it focused only on the roles academic librarians had assumed.

The current literature review to the roles that information professionals working in different libraries (e.g. academic and public) and in different sectors (e.g. public organizations and businesses) have adopted. The category "librarian as information specialist" advises on the best information foundation and ways to the admission of information. The information professionals acting as "knowledge managers" who contribute in the produce, management and distribution of knowledge in an organization. "Subject librarians" are responsible for promoting the developing needs of higher education. A search was accomplished on (March, 2014) on the same databases using as search expressions the particular roles identified (librarian as an educator, skills expert, surrounded librarians, information qualified, information administrator and topic librarian). In adding up, the academic, school and public libraries are known for their educational role (Edwards, 2015). Different terms were recognized in the literature that expressed the librarian's instructional role by the researchers. However, all referred to the librarian's responsibilities in developing information literacy and actively appeal in teaching and learning procedure.

The role of information consultant was also explored in the circumstance of business society. Weiner (2015) stated that librarians were move forwards designed for towards "do more with less" in an instance of funds and team cuts. They boast to obtain on roles such as skilled hunters, information controllers and patent advisors. Widen the research, Vassilakaki (2015) referred to the characteristics a librarian should acquire to serve as an information consultant in a small business. Vassilakaki (2015) listed leadership ability, positive recognition of change, knowledge management, keeping up with technological changes, systematic skills and the ability to learn speedily and to be in touch with different types of audiences.

3. Methodology

According to the study, at the helm to discover the expertise, knowledge, and responsibility, the major purpose is to extract responses from the major individuals who hold positions in the academic libraries towards the major challenges they faced; the leadership skills needed to successfully respond to these challenges; and the best ways to obtain or develop these academic leadership skills. The respondents in the study are leading level academic library administrators, such as deans/directors/heads/university librarians; associate deans/associate directors/ associate university librarians, and assistant deans/assistant directors/assistant university librarians. The information that has been composed were academic libraries accessible in the country. The implementation was pre-tested to fill out the survey to verify the question, phrasing concern, and recommended minor modification. The survey and study intended were legalized by the (anonym zed) Institutional Review Board. The statistics compilation and data analysis are also included.

4. Conclusion

In winding up, this paper study the professionalism in the related field through an examination of current trends, needs and opportunities. The findings are essential to know about the library's profession that contributes to the professional's development in academic libraries. In broad phrase, it stated

the leadership skills, librarian's knowledge and roles as librarian in academic library. In doing this, specific purposes of the study were delineated to provide sufficient reporting for the title. The study exposed that librarianship is an important profession, and academic librarians are progressively making huge steps.

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