

Capacity Building for Excellence

Kerala Library Association : National Seminar
Content Management and Libraries : New Vistas in Harnessing
Information

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Competencies demanded

- Supply Chain Management Expertise
- Negotiation skills
- Customer Management and Marketing
- Project Management
- Knowledge of IPR law
- Information Security Expert
- System and Network administrator

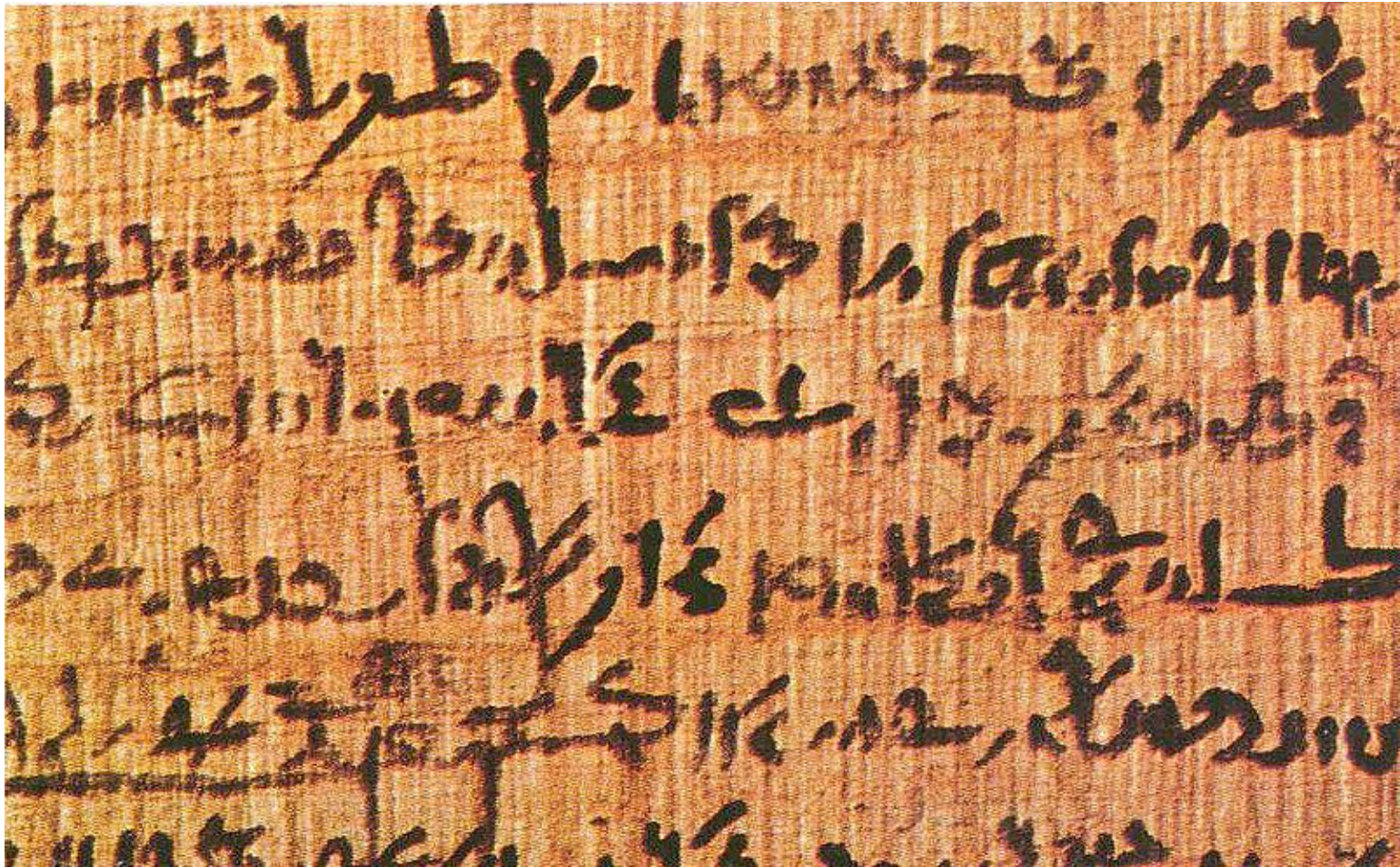
The early days



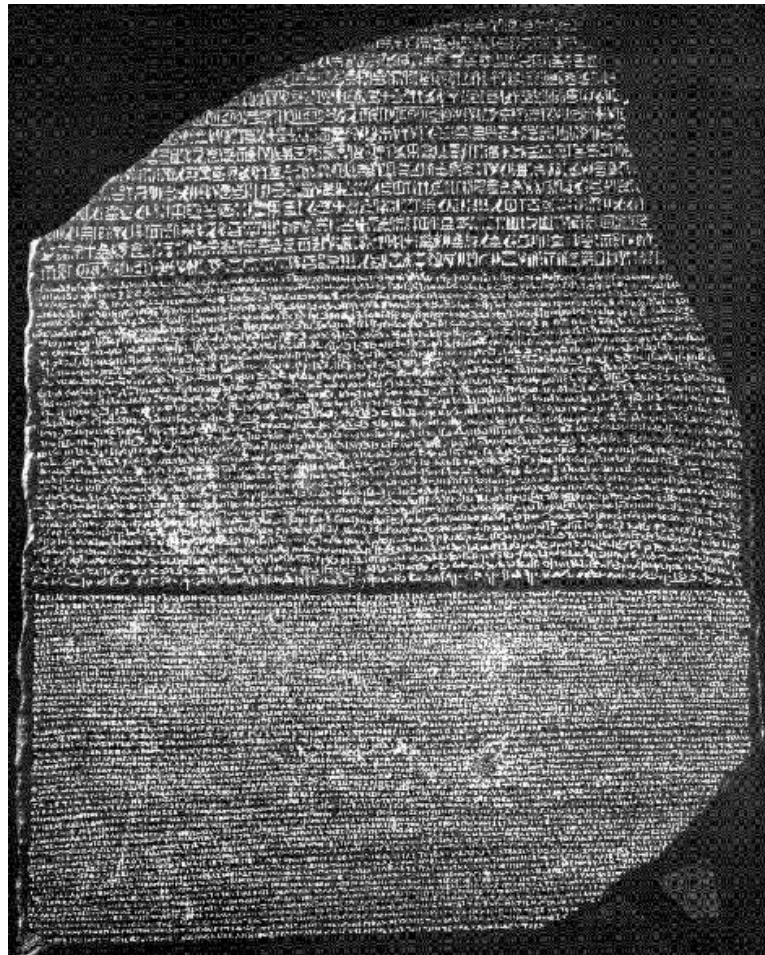
The early days



The early days



The early days



KLA National Seminar, 14-16 July 2011,
Thiruvananthapuram

The early days



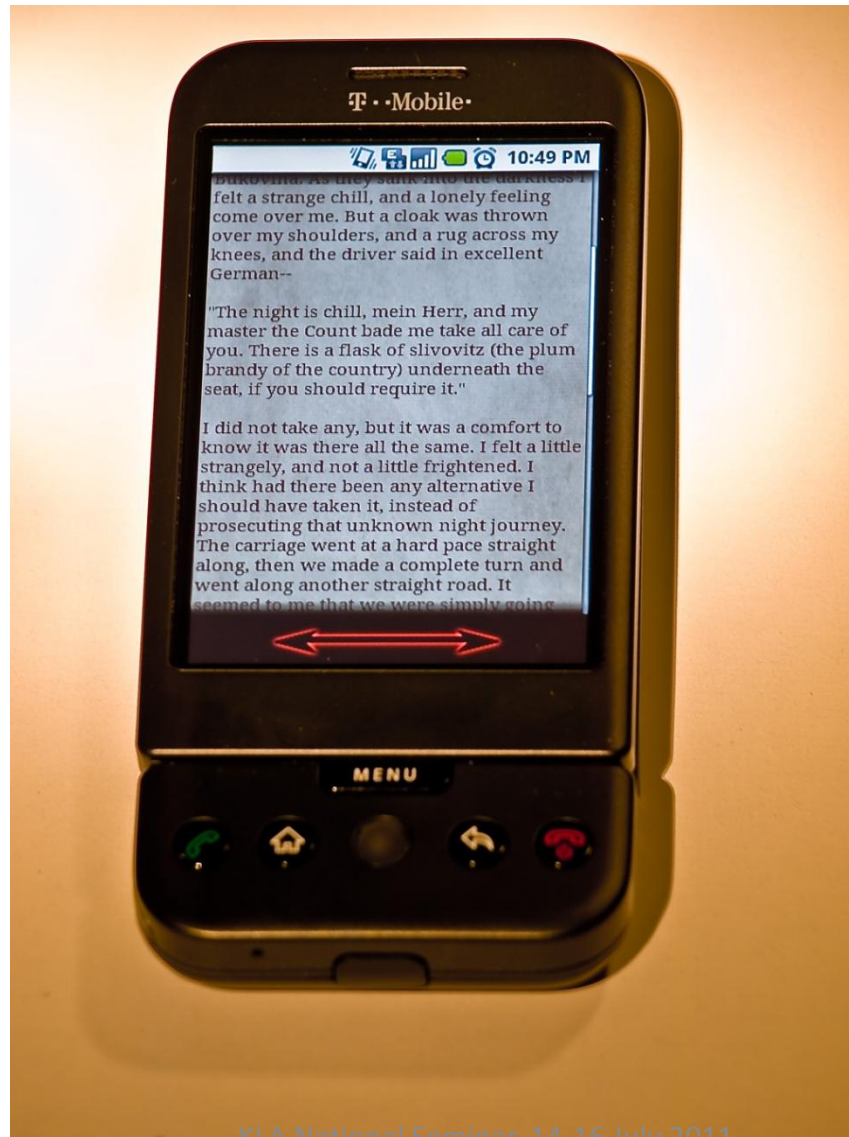
KLA National Seminar, 14-16 July 2011,
Thiruvananthapuram

The early days



Present and Future





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The early days

- Preservation of Information
- Dissemination of Information
 - Oral tradition
 - Lyrics
 - The sophistication of Veda Recital

Is Mobile Phone the next convergence device?

– Mobile Phones Replace

- Audio video players, FM radio, Watches and Alarm Clocks
- Dictaphones, Cameras
- Notebooks, GPS devices
- ATMs, Calculators

– 1/3 of 600 million facebook users also access facebook on their mobiles

– By year 2014, mobile web users will overtake desktop web usage

– 200 Million Youtube mobile views per day

– 81 minutes per day on mobile while 74 minutes on desktop surfing the web

The New Age : 5 C

- **Content**
 - Creation and dissemination of rich content, learning no more text based.
- **Conversion**
 - Digitization of content and cost effective storage retrieval and fast search
- **Connection**
 - Networks and standards
- **Communication**
 - Access, Sharing , user friendly interfaces
- **Collaboration**
 - Working together, enabling technologies

An Example

The screenshot displays the Mendeley Desktop application window. The main area shows a list of papers under the 'STA paper' collection. The selected paper is 'An Extended Paradigm for Measurement Analysis of Marketing Constructs Applicable to Panel Data' by Baumgartner, Hans; Steenkamp, J. The right-hand pane provides details for this paper, including its title, authors, journal, year, and an abstract.

Authors	Title	Year	Published In	Added
Alford, B	Measurement validation in marketing research A review and commentary	2004	Journal of Business Resear...	Feb 6
Anderson, James C.; Gerb...	An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment.	1988	Journal of Marketing Resea...	18-06-09
Anderson, James C.; Gerb...	On the Assessment of Unidimensional Measurement: Internal and External Consistency, and Overall Consiste...	1987	Journal of Marketing Resea...	18-06-09
Bagozzi, Richard P.Youjiae ...	Representation of measurement error in marketing variables:	99	Journal of Econometrics	Feb 6
Barr, Terri Feldmann; Kellar...	Susceptibility to Advertising; An Individual Difference with Implications for the Processing of Persuasive Messages.	2007	Advances in Consumer Rese...	Feb 11
Baumgartner, Hans; Steen...	An Extended Paradigm for Measurement Analysis of Marketing Constructs Applicable to Panel Data	2006	Journal of Marketing Resea...	Feb 6
Bearden, William O; Netem...	Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research	1999		Feb 21
Bearden, William O; Netem...	Further Validation of the Consumer Susceptibility to Interpersonal Influence Scale	1990	Advances in Consumer Rese...	18-05-09
Brahma, Siddhartha S.	Assessment of Construct Validity in Management Research.	2009	Journal of Management Re...	Feb 21
Brown, Tom J.Churchill Jr.	Research Note:		Journal of Retailing	Feb 6
Churchill Jr., Gilbert A.	Better Measurement Practices are Critical to Better Understanding of Sales Management Issues.		Journal of Personal Selling ...	Feb 6
Churchill Jr., Gilbert A.	A Paradigm for Developing Better Measures of Marketing Constructs.	79	Journal of Marketing Resea...	Feb 6
Churchill Jr., Gilbert A.Peter	Research Design Effects on the Reliability of Rating Scales:	84	Journal of Marketing Resea...	Feb 6
Clark, Lee Anna; Watson, ...	Constructing validity: Basic issues in objective scale development.	1995	Psychological Assessment	Feb 6
D'Rozario, Denver	A Cross-Cultural Re-Assessment of the "Consumer Susceptibility to Interpersonal Influence" Trait.	2001	Marketing Management Jo...	Feb 21

Details | Notes

Type: Journal Article

An Extended Paradigm for Measurement Analysis of Marketing Constructs Applicable to Panel Data

Authors: H. Baumgartner, J. Steenkamp

Journal: *Journal of Marketing Research*

Year: 2006

Volume: 43

Issue: 3

Pages: 431-442

Abstract:

In an effort to advance measurement analysis in marketing research, the authors propose three extensions of the current scale development paradigm. First, the authors focus attention on the trait--state distinction and present a model that separates stable sources of substantive variation in a construct from transient sources. Second, the authors develop a classification of measurement error that distinguishes six types of error on the basis of (1) whether the error is stable or transient and (2) whether the error affects individual items, subsets of items, or all items in a scale. They also show how these errors can be modeled using a factor-analytic specification. Third, the authors argue that marketing researchers should make the means of scale items an explicit component of measurement analysis and should test for the invariance of item load...

2.0 frameworks

- Transition to a new mental model of Services on a Platform
- Collaboration models and User contributed Content
 - Wikipedia, youtube
- Co-Creation of value
- Content is the key
 - Content management technologies and skills

2.0 frameworks

- Cloud Computing , Applications (Apps) and Apps markets
- Multiple Access Points
 - Mobile Phones, tablets
- Rich User Experience
 - Text is not the Only knowledge
- Communities and peer to peer networks
- Open standards

The new information user

- Multiple access points
- Browser based interfaces
- Multiple formats in which knowledge is created and disseminated
 - Learning is not only text based
- Asynchronous search
 - Multiple paths of locating information
 - Hyperlinks

The new information user

- Sharability of information
 - Peer to peer networks
 - Compulsive sharing
- Outside in to Inside out Models

Transition in Information

- Structured to Unstructured
- Private to Public
- Proprietary to Shared
- Consumers to Producers
- Text to Rich Content

Emerging Challenges

- Identify methods of managing knowledge in the new digitized , networked , shared and Collaborative environment
 - Manage digitized multimedia content
 - Managing multiple device access and services
 - Creating and Managing communities

Ten “I” s

- Interoperability
 - Network standards and protocols
- Integration
 - Integration of rich content from Multiple sources
 - Managing supply Webs
- Interfaces
 - User friendly , multi-access
 - Special needs
- Interactivity
 - Search engines,

Ten “I” s

- Intellectual Property Rights Regulations
 - No more authenticated production of content
 - Plagiarism and DRM
- Intermediation
 - New role of information professional
- Information literacy
 - Marginalized users and enabling the use of new landscape
- Innovation
 - Being Entrepreneurial than reactive

Ten “I” s

- Infrastructure Management
 - Shorter life cycle
 - Bandwidth management
 - Maintenance
- Information Security
 - Threats to security of content
 - Authentication

HR Challenges

- From a staff specialist to a Managerial role
 - Infrastructure management
 - Technology Management
 - Project management
 - Supply Web (chain) Management
- Ability to work with a loosely structured open environment
 - Outsourcing and Collaborators
- What is your competency
 - What are you good at doing? How do you add value?

HR Challenges : New Skills

- Technical Skills
 - A strong foundations in networks technology, CRM, Knowledge management,
- People Skills
 - Work with loose networks and independent providers
 - Engage and Disengage
 - Managing Virtual organizations
- Conceptual and Design Skills
 - Envision the Future