

Original article

# Innovating Library Information Services through Reinvention and Reengineering

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**Abstract:** The digital age has transformed libraries' services and offered unprecedented opportunities for innovation. The emergence of technology and the changing expectations of our users necessitate that all libraries innovate and continue to re-engineer and re-invent their services based on the needs of their patrons. This article describes how libraries can transition into innovative information services through re-engineering and reinventing existing services based on changing user requirements, as well as demonstrating the ability of libraries to use new technologies to meet the needs of their patrons. Additionally, the article discusses the changing ways libraries have historically operated, including the growing trend for collaborative partnerships.

**Keywords:** Reinvention, Reengineering, Innovating Library Information Service, Digital Transformation

## 1. Introduction

Libraries have the opportunity to explore the digital world and meet the ongoing demands of their patrons and stakeholders. Libraries will be better prepared to provide superior levels of information services to their patrons. Libraries have the opportunity to rethink the delivery of information and knowledge through innovative uses of technology. A Library can take advantage of Technologies & methodologies for Reinvention & Reengineering to modernize their services, thereby continuing to provide meaningful, valuable services to their patrons in the fast-paced world of information. The

concept of Reinventing Library Information Services refers to a major strategic overhaul of the existing role of the Library, but also a Major Rethinking of what Libraries Can Do, Their Purpose(s), and Value to Their Communities. This may be achieved by moving toward a Community Centre for Innovation, Collaboration, and Learning. Libraries will

need to develop new ways of thinking about, and defining their Library identity & Community Engagement, Technology, and Partnerships for Inclusive Access to Various Forms of Information.

Reengineering library information services is the process of radically redesigning certain processes and systems in a library with the goal of making the library more efficient, accessible, and user-friendly through such means as streamlining catalogue and circulation processes, integrating advanced search and discovery tools, and optimizing digital resource management. Reengineering may also involve the introduction of automation and artificial intelligence to enhance the ways in which users are able to retrieve information, analyze data, and receive personalized services, enabling libraries to provide the most relevant, personalized content to their patrons.

As such, while reengineering and reinvention are different concepts, they share a common goal of fundamentally changing the way businesses operate, how they do business and how they change to meet the demands of a constantly changing marketplace.

### **Background**

With the rapid advancement of technology and the rise of digital resources, libraries are facing the challenge of remaining relevant and indispensable in the modern information landscape. Traditional library services such as book lending and reference assistance are no longer sufficient to meet the diverse and evolving needs of patrons. To stay competitive and continue to serve their communities effectively, libraries must embrace innovation and reengineer their information services to align with current trends and user preferences.

### **2. Aims and Objectives**

- To explore how libraries can reinvent and reengineer their information services to better meet the changing needs and expectations of patrons in the digital age.
- To examining innovative strategies and technologies, the goal is to enhance the overall user experience and increase the relevance and impact of library services.

### **3. Reengineering**

Hammer & Champy (1993) describe several technology advances that have helped facilitate reengineering of business processes. There are shared databases that permit multiple access points for information. Generalist professionals can now utilize specialist capabilities through expert systems. An organization has the ability to centralize or decentralize its communications networks simultaneously. Decision-support tools become integrated into everyday work, providing everyone with the opportunity to make informed, objective decisions as part of their job.

Radically rethinking, redesigning, and implementing business processes, systems, and structures in a manner that dramatically improves all aspects of an organization's performance, efficiency, and effectiveness (i.e., reengineering). In reengineering efforts, the existing processes and practices are re-evaluated entirely, eliminating unnecessary and duplicated processes or steps. Reengineering takes a fundamentally different view of what has been done in the past, driving radical change to create overwhelming productivity gains. Business-process reengineering (BPR) is similar to the concept of Business Process Reengineering; both will produce major transformations for organizations and became popular in the 1990s.

#### **Reengineering of Library Services:**

Reengineering Library Services is the term used for the method of redesigning Library Services to address the changing demands of Library Patrons, caused by the rapidly evolving Library Environment.

Re-engineering Library Services is a strategic restructuring and redesign of Library Services delivery methods, to ensure that they are attuned to current user expectations, as well as advances in technology and evolving user behaviours regarding how they consume information. The re-engineering process will provide a unified framework for improving

the overall quality, accessibility, and relevance of Library Services, while simultaneously increasing the efficiency of the operation of Libraries.

The reengineering of library services requires a culture of continuous improvement, adaptability, and a commitment to meeting the evolving needs of library users. It involves the collaborative effort of library staff, administrators, and stakeholders to embrace change, innovation, and the integration of emerging technologies and best practices into the fabric of library services.

#### **4. Reinvention**

Reinvention can be defined as the process of reimagining, transforming, or reviving something in order to make it relevant, effective, or successful in a new context or under changing circumstances. It involves fundamental changes or innovations aimed at bringing about a fresh and often improved version of a concept, product, service, or organization. Reinvention may involve adapting to new technologies, embracing different approaches, or responding to evolving needs and trends in order to remain current and purposeful.

Reinvention involves a thorough and comprehensive transformation of an organization, going beyond mere incremental change. It encompasses a broader scope of change that may include redefining the organization's purpose, vision, and strategic direction. Reinvention often involves a fundamental shift in mind-set, culture, and values to adapt to new challenges and opportunities. Organizations that engage in reinvention typically seek to redefine their relevance and position in a rapidly evolving environment. Reinvention may involve a deep re-examination of the core identity, value proposition, and stakeholder relationships of an organization. This concept is often associated with the need for organizations to evolve and innovate to remain competitive and sustainable over time. Reinvention may be driven by disruptive technologies, shifting market dynamics, changing consumer preferences, or other external forces that necessitate a fundamental repositioning of the organization.

##### **Reinvention of library services:**

The reinvention of library services: this really is an exciting and worthwhile endeavor. It appears that the world is constantly evolving and improving, and the library must do the same to ensure that it remains relevant and valuable to the community that it serves. Clearly, there are a number of areas that could use a reinvention when it comes to providing library services.

Among the most important developments in recent years is the fact that there has been a transformation from using traditional materials to digital resources in books and learning platforms in general. Nowadays, there is provision for e-books and audiobooks from libraries as they continue to transform and adapt to technology by offering digital learning platforms and digital creativity spaces for innovation and learning. Through this transformation, they can offer digital platforms and events as part of their innovation and creativity transformation for learning and innovation purposes.

Another major sector that needs reinvention is community engagement. Libraries are becoming a community centre, not only providing books, media, and other such material, but a whole array of diverse services. These would include, for example, classes and training sessions for different age groups, training sessions for job seekers, and assistance for new immigrants.

**Here are some key ways libraries can innovate their information services through reinvention and reengineering:**

**Digital Transformation:** A necessary step for libraries to reimagine their information services is to embrace digital change. This includes the digitisation of collections, introduction of digital lending platforms and access to e-books, e-journals and other electronic content. Furthermore, libraries can build up digital repositories and unique collections so that rare materials are not restricted to the public.

**User-Friendly Services:** We need re-engineering of library information services to service the user. Such activities can include user surveys, reviewing data on borrowing and use patterns and applying it to the design of programs that meet the specific needs of various groups of users. Availability of kiosks, catalog access using mobile apps and online booking can add value to users and provide better conveniences.

**Collaborative Space:** Libraries can reimagine physical space by providing work spaces for collaboration, maker spaces and technology labs. Such places are where innovation, creativity and civic engagement can thrive. A redesign of the library's physical space to support these shared spaces will bring in new customers and offer resources not typically available in other city-based small business start-up environments.

**Information Literacy Programs:** Reimagining library services may include broadening our overall information literacy programs for the teaching and learning of digital literacy, critical thinking skills and research skills. This may involve workshops on evaluating information online, searching through digital databases, and utilizing citation management tools. These initiatives can teach consumers valuable skills to enable them to better access resources in the digital world.

**Personalized services:** Reengineering library services for personalized recommendations and support to increase the user engagement. By offering systems that supply customized reading recommendations, personalized research support or individualized learning plans, the library experience can become a more intimate and meaningful one for its patrons.

**Community Outreach:** Rethinking LISS requires that the outreach mechanisms are redesigned to serve the community more effectively. Libraries can partner with local schools, community groups, and businesses to offer specific services and resources.

**Technology Integration:** New technologies such as augmented reality, virtual reality and artificial intelligence are being integrated into library information services through reengineering in order to provide greater opportunities for the end user in addition to enhancing the overall library experience by providing interactive displays, virtual learning experiences, and enhanced search ability.

**Data Management and Analysis:** The librarians can bring about innovation in information services by improving their data management and analysis process. By studying data about users and analyzing their patterns and preferences, they can make informed decisions about where to allocate resources and what services they should offer to their users.

**Multilingual Services:** In a diverse environment, reinventing library information services can include a review of multilingual services to cater better to a non-English-speaking clientele. This can include a review of collections of books and materials for diverse languages, language learning materials, and multilingual staff and services.

**Continuous Learning:** The libraries can reboot their information services through the creation of a continuous learning culture in their institutions. The libraries can offer training and up-skilling programs for their employees in collaboration with different departments to make them capable enough to provide innovative services.

## 5. Recommendations

**Digital Transformation:** The libraries should emphasize digital transformation projects that can improve the availability of the resources and services. These projects include digitizing resources, developing online catalog management systems, and providing virtual tours of libraries.

**Personalization:** Leverage insights and knowledge from data analysis and user behavior to offer personalized services to the patrons. The libraries can provide services based on the preferences and requirements they can identify from the user behavior.

**Collaboration:** Encourage collaboration between other institutions, such as libraries within other universities, community organizations, and technology corporations, for the purpose of enhancing services to reach more people. Collaboration may result in new and innovative initiatives.

**Training and Development:** Providing training for the library staff is necessary so that they can be equipped in all ways for providing effective information services. Updating and upgrading are also an essential part of it.

**User Centric Design:** Emphasize user experience design principles when developing library services and interfaces. User centric design is essential since it aims at developing services that are intuitive, engaging, and usable for all patrons.

**Promotion and Outreach:** Offer effective marketing and outreach to promote library services, helping to attract new library patrons. Use social media, community events, and partnerships to reach a diverse audience and engage with the community.

**Assessment and Feedback:** Establish a routine of collection of feedback from users through surveys, focus groups, and user testing with the aim of assessing the effectiveness of the new services being offered, thus bringing into view areas that may require further improvement. Continuous feedback loops are required in order to maintain alignment with user needs and expectations.

## 6. Conclusion

The reinvention and reengineering of library information services can be considered essential for libraries to remain relevant and effective in the digital age. Innovation-oriented and collaboration-driven approaches, combined with user-focused design, can be effective in reinventing and reengineering library services to cater to the changing requirements and expectations of users. With this approach, libraries can position themselves as vibrant centres of information and knowledge, functioning with excellence in serving users. It can be considered imperative for libraries to adapt to changing trends and technologies to remain relevant in an increasingly digital world.

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