Web Based Reference Preferences of MBA Students in Aegis Global Academy, Coimbatore. A Study

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ABSTRACT *Purpose:The purpose of this paper is to provide a comment and speculations as to the current MBA trends in usage of e-resources for the professional development and study purpose.*

Design/method logy/approach: Analysis of students usage and web based reference and reading preference of materials for their study.

Findings: It is found that all the students and users are willing and adapt the new services provided by the web world/generation. They accepted the digital transition.

Research implementations: The scenario has changed for the new dimension of comfortable and digital mode of devices than the traditional materials

With the computer being more integrated into daily life, more and more people need to read online information than the hard materials. Online information is oftern formatted in a similar fashion to prited information. But are they similar in their effectiveness? On this study , investigates the effect and preference of information format on users and reading place and time when people read online information or printed information in a MBA academy,Coimbatore. Library in the digital age has shadowed the traditional concept of restoring materials for use. The exploration in technologies has emphasized the methods of accessing the resources. The services are most valued in terms of professionals, which give an enormous growth towards the career. The study brings the updated knowledge of the professionals, towards the rapid increase in technology, which eases access of resources using these technologies. The usage patterns are studied to comply with the vast change in accessing e-resources.

Introduction

Today e-resources became an essential part of all education field especially in higher education. Most of the academies investing more to provide access e-resources for supporting learning, teaching and research. Learning objects were defined by Cohen and Nycz (2006) as knowledge-based objects that are self-contained and reusable. Learning objects as units of instructional content that facilitate content mastery and link to learning outcomes; and learning objects frequently include a variety of multimedia learning materials. Teaching as a design based profession where educators see to use resources digital and otherwise to enhance the learning experiences of students and explain that learning objects because of their customizability can become "catalysts for the creation of locally relevant solutions to support learning" (p. 198). "Library is a growing organism" the father of Library Science S.R. Ranganathan pointed in his Five Laws of Library Science. The concept of information is always changing and growing. We can find the world is changing and the information seeking behavior brings challenges in all Educational institutions.

The research study mainly focuses on the reference materials usage preference among MBA students and their likeness, using convenience of time, place, model and other impact among study. The author try to find out their reference preferences and extend usages of e-resources in the digital environment.

Objectives of the Study

The following are the overall objectives of this study;

❖ To identify the problem of information using behavior of faculty and scholars/students in the this college;

❖ To explore the usage of digital resources by the users;

❖ identify the impact of modern technologies among the users;

The main aim of the study is to assess the status of the digital materials and a comparative study with print materials. In this academy what is the respondents Utilization and usefulness of educational materials.

Review of Literature

Another research (Annand, 2008) probing into the preference of e-books over printed resources and its effect on learning (N=109) has unraveled that students generally prefer printed materials and as regards learning there is no significant differences between two formats. A different study (Woody, Daniel, Baker, 2010) parallel to the findings of previous research has also provided the conclusion that as course material, students prefer printed textbook rather than e-book (N= 91). In a study which demonstrated the ratio of e-book use as 37,1 % (Letchumanan, Tarmizi, 2010) it has been detected that use is basically dependent on access and the students who have no previous familiarity with this technology have no tendency to use e-books either. shift towards digital text is also evident in the academia, where already today, most texts are read in a digital format (Heider et al., 2009; Nelson, 2008). Concurrently, Prensky (2001) reports that the new generation of students entering higher education, the "Millennials", are fascinated by new technologies and considers it as a natural part of their environment.

Hypothesis

The major hypotheses of this study are…

➢ all age groups are agreeing on convenience in both materials;

➢ full study materials are very difficult to download;

➢ able to access partial documents or content page only;

➢ lack of concentration to full mode study;

➢ primary information doesn't meet the satisfaction level;

➢ required cross verification on primary informations;

➢ Retrieved information's are not authentic;

➢ Users are not satisfied with the speed level of NETWORK.

Methodology and Data Collection

The sample of data is collected only the Aegis Global Acad-

emy , Coimbatore . The questionnaire was created according the purpose of study and collected from the third batch students alone. The questionnaire is divided as three parts, personal data, professional data and direct questions which meet the research study.

Data collected from this sample is to study the effectiveness or usage of digital resources and print materials in their study.

Data Analysis and Interpretation
This study specifically emphasis the users opinion and usage preference of the print resources and soft resources on their study.

AEGIS GLOBAL ACADEMY, COIMBATORE
A name of International repute in the world of outsourcing services, Aegis is a leader in total customer lifecycle management and an innovator in customer care and acquisition for over two decades. Aegis is from the house of "Essar", areas of expertise is extensive –Healthcare and Insurance, Financial Services, Travel and Hospitality, Industrial/Technology, Consumer Products, Telecom and Education etc.

Aegis Global Academy an institute of customer experience wholly focused on promoting a deeply rooted culture of customer centricity as an imperative for success. The curriculum is heavily oriented towards applying theories into practice. This ensures the participants who go through the portals of our institute are job ready and productive form day one in the industry. Academy is running with the association of IIM Indore and Service Quality Centre (SQC) in Singapore. Aegis is an institution created by the service industry for the service industry, produce the graduates who are fit for the services industry. 21 st century organizations compete for mindshare which leads to better market share. Making a difference with "Mission First, Me Next", mindset.

Aegis Global Academy is located at Coimbatore , nestled on the banks of river Noyyal, rich greens , oozing with culture, perfect holiday destination with temples, sanctuaries , hill station like Ooty, Coonoor and Kodaikalnal. Coimbatore has earned a reputation for being one of the greates industrial cities in Southern Inda. With more than 25,000 small, medium and large scale industries and textile mills. Today is a major industrial hub. It is a 15 th months full time residential programmers (11 months on – capus and 4 months of intership), focusing on creating "professionals" who would Master the 'art'of managing customers in service industry. The complete programme has been divided into three terms Offering four specializations(subject to minimum umber of participants in each of the specializations)which the participant needs to select at the end of 1 st term. The specializations are Telecom, Retail, ITEs, Business Analytics and Banking

## DATA ANALYSIS AND INTERPRETATION
Data were collected students and some faculties. The population of the study is mostly Faculties and Students. The classification of gender according to the respondent's are out of 40 37.5% are Females and 62.5 % are males. Most of the respondents were of the age group between 21 to 25(57.5%) and only 7.5 % are above 30 years. The most interesting fact of the respondents marital status, 72.5 % respondents were answered "No", only 27.5 % is mentioned their status as married. As the population was students, the variation about the experience mentioned by the respondent's is believable , 57.5% were experienced and rest 42.5 % were mentioned as fresher's. The qualification of respondents were impressive most of them joined the professional course after their completion of post graduation only. 70 % are mentioned their qualification is Postgraduation , 22.5% were completed their under graduation, only 7.5 % respondents were completed their Professional courses.

favourite E Resources

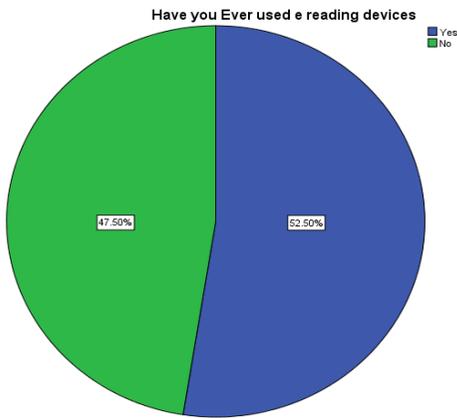|		Fre-quency	Per-cent	Valid Percent	Cumu-lative Percent
Valid	Wikipedia	27	67.5	67.5	67.5
	e-books	6	15.0	15.0	82.5
	e-journals	4	10.0	10.0	92.5
	White papers/ Blogs	3	7.5	7.5	100.0
	Total	40	100.0	100.0	

favourite E Resources
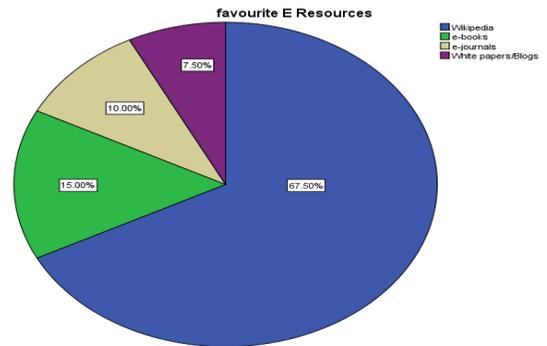
From the above chart we can infer that the favorite e-resource for the 67.5% of the respondents is Wikipedia and from this we can say that after the emerging of e-books and e-journals the readers are still persisting with the Wikipedia as their main online resource.

Preference in readings

|		Fre-quency	Per-cent	Valid Percent	Cumu-lative Percent
Val-id	hard materials	7	17.5	17.5	17.5
	Soft materials	6	15.0	15.0	32.5
	Both Hard/Soft Materials	27	67.5	67.5	100.0
	Total	40	100.0	100.0	

Preference in readings
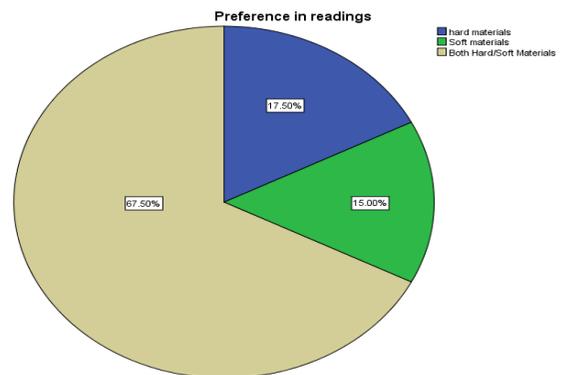
From the above chart we can infer that 67.5% of the respondents are using both hard and soft materials for their reading purposes and only 17.5% of the respondents have responded that they are using hard materials.

Have you Ever used e reading devices

|		Fre-quency	Percent	Valid Per-cent	Cumulative Percent
Valid	Yes	21	52.5	52.5	52.5
	No	19	47.5	47.5	100.0
	Total	40	100.0	100.0	

Have you Ever used e reading devices

From the above chart we can infer that 52.5% of the respondents have not used any e-reading devices and 47.5% of the respondents have used e-reading devices.

Downloading Modes					
		Fre-quency	Percent	Valid Percent	Cumulative Percent
Valid	PDF	24	60.0	60.0	60.0
	JPG	2	5.0	5.0	65.0
	VIDEOS	4	10.0	10.0	75.0
	WORD	5	12.5	12.5	87.5
	Others	5	12.5	12.5	100.0
	Total	40	100.0	100.0	
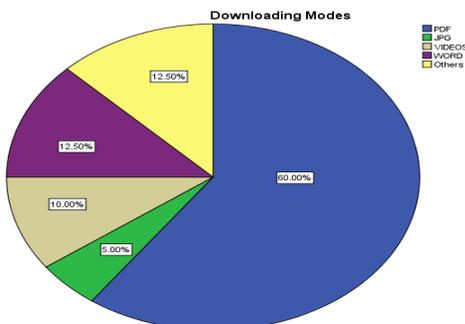
Downloading Modes

From the above chart we can infer that 60% of the respondents were downloading e-reading materials in PDF format and 12.5% of respondents were downloading e-reading materials in JPG format. From this we can say that the preferred mode of the respondents for e-readings is PDF.

Are you satisfied with the downloading modes
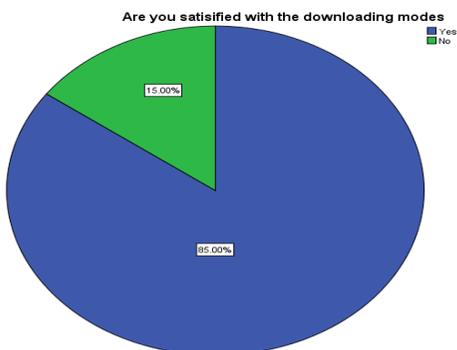
From the above chart we can infer that 85% of the respondents are satisfied with the present downloading modes and only 15% of the respondents are not satisfied with the present downloading modes that they have opted.

| The most comfortable in net reference	Corresponding Score
easy to access	1470
easy to copy	1250
save for future	1160
save the paper	1080
Compatibility	1040

For the above table the data has been collected in the ranking method and here 1 is being high and 5 is being low. After collecting the data it has been converted as follows

The score for rank 1 is 50, rank 2 is 40, rank 3 is 30, rank 4 is 20 and rank 5 is 10.

Finally the total score has been calculated and tabulated in the above table from that table rank one is for easy to access, rank two is for easy to copy, rank three is for save for future, rank four is for save the paper and rank five is for compatibility.

Are you fully satisfied with primary Search Results					
		Fre-quency	Percent	Valid Per-cent	Cumulative Percent
Valid	yes	35	87.5	87.5	87.5
	No	5	12.5	12.5	100.0
	Total	40	100.0	100.0	

From this study the researcher has been found that 87.5% of the respondents are satisfied with their primary search results and only 12.5% of the respondents are not satisfied.

Have you Ever verified primary Search results
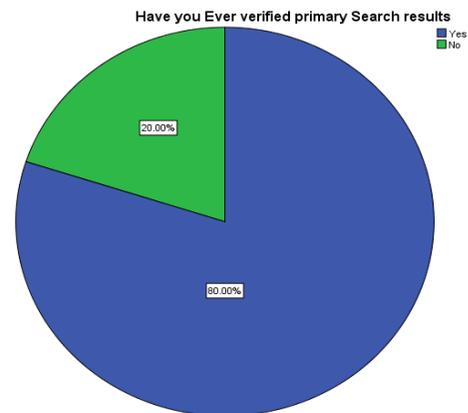
From the above chart we can infer that 80% of the respondents have verified their primary search results and only 20% of the respondents failed to do so.

your purpose of net searching	Corresponding Score
Higer education ,career, course details ..etc.	1800
e-purchase of mobiles, apparels, and others	1940
Decision making	1840
Placements	2020
Personal references ,enquiries etc	1990
Comparative study of courses, colleges , fees etc	1440
Download videos, games , entertain-ments etc.	2250
Watch you tube of faculties and classes etc	1120

The data has been collected for the purpose of using net of the respondents in the ranking method and the responses for the same have been converted in to scores as follows

For rank 1 score is 80, rank 2 score is 70, rank 3 score is 60, rank 4 is score 50, rank 5 score is 40, rank 6 score is 30, rank 7 score is 20 and rank 8 score is 10.

And the final has been calculated and tabulated against each variable in the above mentioned table according to that the first rank has been given to Download videos , games and entertainment and followed by placements, personal references, e-purchases, decision making, course details, comparative study of courses and last preference is to watch the you tube videos.

Findings:
The study observes the following…………
❖ Majority of faculties are visiting the library to access e-resources;
❖ Internet is highly preferred source for any e-materials;
❖ Network issues to redressed immediately once gets out of order:
❖ Users still demand the speed of network to be done effectively;
❖ Users expect more computers or facilities like printer, CD, DVD, etc. to be placed;
❖ Users suggest cost reduction in downloading printing materials.

Conclusion:-
"Librarians should understand that what they do is create space, cognitive space in the environment. It can look like a public library, a website . . . . or whatever. Librarians need to make sure that they provide a rich space, where human beings can gather, interact, and become more than themselves. If librarians can do that, and do it well, they will be a part of the future."

John Perry Barlow . Lenin emphasized the importance of libraries by stating that-" without libraries and without an efficient use of books by readers there can be no cultural revolution". But the new generation are called as innovative people and always moving behind the trends.   For many users, Google is the first and last resource of research and reference. Getting or availing all the point of need. According Eric Childress," the net generation doesnot love a wall".

On conclusion, the researcher finds that the user's expectations are changed to a high level. They expect more e-resources with effortless access facility. Library denotes as a well-organized information system, which enables the users to find out the required information in minimum time with the help of modern technologies. Libraries are in a transition period, many are dealing with it alone, we no longer have monopoly over the authoritative knowledge. Need to keep new agendas…. Infrastructure, large database, video –audio-multimedia collections, bold leadership, greater collaboration and new strategies and new curriculum for library education. Libraries mus adopt a cyber infrastructure model with deep functional collaborations.

In spite of all the efforts and electronic gadgets and gizmos, still the digital library cannot replace our traditional library. Definitely, it can improve the physical appearance or standards of library professionals and quality of services. The primary definition of the "library" will change, but I trust it will remain the intellectual hub of its community. The next generation will define the "library"as content and services available on the Internet or its incarnation.

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