Journal of Knowledge-Research Studies



MoradiMoghadam, Hossein; (2023). The Opinion of Librarians Regarding Entrepreneurship in Public Libraries through the Establishment of Information Consulting and Readers' Advisory Services. *Journal of Knowledge-Research Studies*, 2(2) : 85-102.

Doi: 10.22034/jkrs.2023.53299.1027

URL: https://jkrs.tabrizu.ac.ir/article_16655.html The paper is an open access and licensed under the Creative Commons CC BY NC license.



The Opinion of Librarians Regarding Entrepreneurship in Public Libraries through the Establishment of Information Consulting and Readers' Advisory Services

Hossein Moradimoghadam¹

Received: May, 24, 2023

Accepted: July, 23, 2023

Abstract

Purpose: Information consulting services and readers' advisory services are often overlooked in public libraries, which are widely recognized as centers for learning. This research aims to assess the feasibility and implementation of information consulting and readers' advisory services in the public libraries of Semnan, with a focus on entrepreneurship in public libraries.

Methodology: A mixed exploratory approach was used for this research. Qualitatively, semi-structured interviews were conducted with librarians from public libraries in Semnan to identify key concepts related to information consulting and entrepreneurship in libraries. Quantitatively, these concepts were evaluated using a survey distributed to librarians from public libraries in Semnan.

Findings: The findings revealed that over 74% of public library librarians in Semnan were interested in establishing information consulting and readers' advisory services in their libraries. According to librarians, these services would attract more library users, maximize the utilization of library resources, and increase satisfaction among library patrons. Librarians also emphasized the importance of strong public relations and communication skills, expertise in the field, and a genuine interest in helping others as essential characteristics for those providing information consulting and readers' advisory services.

Conclusion: Entrepreneurial opportunities within the field of Knowledge and Information Science can include electronic information consulting and readers' advisory services, the establishment of information consultation phone lines (subject to the necessary permits), and the provision of family counseling and psychology services. It is also suggested that specialized information consulting courses and training be provided to librarians to create employment opportunities for graduates. This entrepreneurial approach can generate income for public libraries.

Value: Information consulting and readers' advisory services in public libraries, particularly in Semnan province, offer potential for entrepreneurship and employment, fostering professional growth within the field of Knowledge and Information Science.

Keywords: Information Consulting and Readers' Advisory Services, Public Libraries, Semnan Province, Entrepreneurship

1. Assistant Professor, Semnan University, Semnan, Iran (Corresponding Author) h-moradimoghadam@semnan.ac.ir

Extended Abstract

Purpose: Public libraries distinguish themselves from other types of libraries through the diverse range of users and collections they serve. Entrepreneurship involves the transformation of ideas into viable businesses. One overlooked service within public libraries, which are recognized as centers for learning, is information consulting and readers' advisory services. The establishment of these services can foster an entrepreneurial environment for professionals and graduates in the field of Knowledge and Information Science.

This research aims to assess the feasibility and implementation of information consulting and readers' advisory services in public libraries in Semnan province, focusing on entrepreneurship in public libraries.

Methodology: A mixed exploratory approach was employed for this research. Semistructured interviews were conducted with librarians from public libraries in Semnan city to identify fundamental concepts related to information consulting, readers' advisory services, and entrepreneurship in libraries. These concepts were then quantitatively assessed through a survey distributed to librarians from public libraries in Semnan province. The sequential method was used, with qualitative research used to explore librarians' perspectives and quantitative research used to gather data and explore key topics, concepts, and issues related to information consulting, readers' advisory services, and entrepreneurship.

Findings: The research findings revealed that over 74% of public library librarians in Semnan province expressed a willingness to establish information consulting and readers' advisory services in their libraries. According to librarians, these services would attract more library users, optimize the utilization of library facilities and resources, and increase patron satisfaction and productivity among librarians. Librarians emphasized the significance of strong public relations, effective communication skills, professional commitment, expertise, and a genuine interest in helping others as essential qualities for those providing information consulting and readers' advisory services.

Conclusion: The field of Knowledge and Information Science offers entrepreneurial opportunities through the provision of online information consulting and readers' advisory services. Additional avenues for expanding information consulting services include establishing telephone consultation services after obtaining the necessary permits and providing family counseling and psychology services. Specialized courses and training for librarians can create employment opportunities for graduates in the field of Knowledge and Information Science. To maximize these opportunities, the establishment of information consulting service offices within public libraries nationwide is recommended, contributing to entrepreneurship and income generation.

Given the high level of interest expressed by over 70% of public library librarians in Semnan province to offer information consulting services in their libraries, it is suggested to explore the feasibility of establishing an information consulting desk on a trial basis in other provinces as well. In addition to in-person counseling, it is recommended to offer electronic information consulting services through the public library's website, including online chat, email, web forms, and telephone services for libraries equipped with the necessary resources.

Value: Information consulting and readers' advisory services in public libraries, particularly in Semnan province, offer new entrepreneurial opportunities and



Journal of Knowledge-Research Studies (JKRS)

Vol 2

Issue 2

employment prospects, promoting professional growth within the field of Knowledge and Information Science.

References

- Alimoradi, Z., Zerehsaz, M., & Azimi, A. (2022). Desirable Job Competencies for The Position of Information Consulting Job in Iran. *Human Information Interaction*, 9(3), 64-76.20.1001.1.24237418.1401.9.3.8.8. [In Persian].
- Bagheri, M. (2012). Effect of group Information consultingon library anxiety and library behaviors among users of Institution of Iran's Public Libraries (A case study: Isfahan-Fooladshar-Shahid Tavakoli). MA. Dissertation, Information science and knowledge studies, Isfahan University. [In Persian].
- Bagheri, M., Shabani,A.,& Abedi,A. (2014). Effect of group Information consultingon library anxiety and library behaviors among users of Institution of Iran's Public Libraries (A case study: Isfahan-Fooladshar-Shahid Tavakoli).*Research on Information Science and Public Libraries*, 19(4), 569-581. 20.1001.1.26455730.1391.18.4.3.2. [In Persian].
- Bagheri, M., Sharif, A., & Tajafari, M. (2017). Categorization of Public Services in the Information Center and the Central Library of Ferdowsi University of Mashhad based on Kano's Model of Customer Satisfaction. *Library & Information Science*, 7(1),192-217. [In Persian].
- Bagheri, M., Zamani, B. E., & Abdollahi, S. M. (2013). Effectiveness of information counseling courses on information seeking behavior of public library users: A case study. *Research on Information Science and Public Libraries*, 18(4), 385-400. 20.1001.1.26455730.1391.18.4.3.2. [In Persian].
- Fadaie, I., Gh.(2013). Editor's Note: Information consultingis a forgotten thing in libraries and information centers. *Research on Information Science and Public Libraries*, 18(4), 357-361. 20.1001.1.26455730.1391.18.4.1.0. [In Persian].
- Fadaie, I.Gh. (2012). New Functions for Libraries and Information Centers. *Research on Information Science and Public Libraries*, 18(1), 7-24. 20.1001.1.26455730.1391.18.1.1.4. [In Persian].
- Frank, D. G., Raschke, G. K., Wood, J., & Yang, J. Z. (2001). Information consulting: The key to success in academic libraries. *The Journal of Academic Librarianship*, 27(2), 90-96. https://doi.org/10.1016/S0099-1333(00)00180-4
- Galyni Moghaddam, G.(2010). Information consultingin the information society. *Ketab e Mah Koliat*. 13(5), 22 -23. [In Persian].
- Ghanadinezhad, F. (2022). Entrepreneurship in Public Libraries: A Review of Studies Using the Meta-Synthesis Method. *Library and Information Science Research*, 12(1), 100-120. doi: 10.22067/infosci.2022.24194.0. [In Persian].
- Joung, H. T. (2008). A Study On Establishment Plan of Consulting System for the Construction and Operation of a Public Library. *Journal of the Korean Society for Library and Information Science*, 42(2), 255-275.
- Noruzi, A., & Velayati, K. (2009). Information consulting: Principles, methods, and techniques. Tehran: Chapar. [In Persian].
- Ocholla, D. N. (1998). Information consultancy and brokerage in Botswana. Journal of Information Science, 24(2), 83-95. https://doi.org/10.1177/016555159802400203
- Shahrzadi, L., & Ashrafi-rizi, H. (2016). Health information consulting: Key role of medical Librarians. Journal of Medical Education Development, 9(21), 1-4. 20.1001.1.22519521.1395.9.21.10.7
- Shahrzadi, L., & Ashrafi-rizi, H. (2016). Health information consulting: Key role of medical Librarians. Journal of Medical Education Development, 9(21), 1-4. 20.1001.1.22519521.1395.9.21.10.7
- Shokri, M.,& Rahaei, S.(2005). The role of academic librarians in information counseling. *Informology*,2(5),157-168. [In Persian].



Journal of Knowledge-Research Studies (JKRS)

Vol 2

Issue 2