

# **EXPLORING KNOWLEDGE INNOVATION CULTURE: ROLE OF LIBRARY AND INFORMATION CENTRES**

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# INTRODUCTION

- Evolution of the “digital age”
- Changes in economy, education and learning, scholarly exchange, and information technology.
- Libraries have to take those challenges by various measures including organizational culture innovation.
- Innovation is one of the paths to maintaining growing and promising organizational performance and an essential element for sustaining competitiveness.

# INNOVATION

- “The development and implementation of new ideas by people who over time engage in transactions with others in an institutional context”. – Van de Ven
- Innovations - respond to a variety of new contributions ranging from new artifacts to more intangible outcomes.
- The adoption of an idea or behaviour, whether a system, policy, program, device, process, product or service, that is new to the adopting organization”.
- “Innovation cannot be understood without careful attention to the personal, organizational, technological, and environmental contexts within which it takes place” – Wolfe.

# ORGANISATIONAL CULTURE

- A pattern of common assumptions, values, beliefs, attitudes that influences organizational behavior.
- Organizational culture exists at three levels:
  - *Artifacts*, which are visible manifestations of underlying cultural assumptions.
  - *Espoused values*, which are the shared values of the organization, such as the strategies, goals and philosophies.
  - *Basic underlying assumptions*, which are the invisible but identifiable reasons why group members perceive, think, and feel the way they do about certain issues.

# LIBRARY CULTURE

- Summation of the material wealth and spiritual wealth created in the operation of libraries.
- Occurs at three levels from outer to inner: material culture, institutional culture, and spiritual culture.
- Material culture - library sign, building, layout, hall decoration, bookshelf arrangement, and document setting.
- Institutional culture - development of goal, leadership system, and rules and regulations.
- spiritual culture - operating libraries, core value, management mode and method, image, ethics, and work style.

- **Knowledge Innovation** - “The creation, evolution, exchange and application of new ideas into marketable goods and services for the excellence of an enterprise”.
- **Knowledge Innovation Culture (KIC)** - a kind of value, behavior and institutional system, which gains competitive advantages and sustainable development of libraries through knowledge creation.
- **Organisational Innovation Management (OIM)**
  - management of innovative ideas is an important step towards effective organizational innovation project management. It provides an organization with an underlying momentum for innovation, encouraging and facilitating the development of innovative ideas in a company. - Keegan and Turner

# INNOVATION MANAGEMENT TECHNIQUES

- Technical database where patents, articles and research projects are recorded. R&D professional tries to acquire existing knowledge in order to apply it to a new context (combination);
- Graphic simulation features, which facilitates internalization - that enriches explicit knowledge, adding to it tacit knowledge, most frequently through usage and experience, but also through simulation;
- Combinatory tools, which help to consider unusual possibilities in the design of innovations, supporting the creativity process. Tech Optimizer, a package made by Invention Machine, is an example.

# Organisational Management Concepts

Seven core values and concepts of OIM are identified as:

- **continuous innovation**
- **system adaptability**
- **leadership**
- **value of people**
- **focus on customer**
- **continuous learning and**
- **use of knowledge.**



# CASE STUDY OF KIC

Council of Scientific and Industrial Research (CSIR) libraries explored the KIC by establishing the E-journals consortium to serve the scientific communities and researchers by making them available approximately 5400 full text journal articles.

The Information Library Network (INFLIBNET), has established an e-journals consortium among University Grants Commission (UGC) approved libraries for providing the knowledge to the academic community with the students for innovate new ideas from the existing literature.

Even though the libraries are located at different locations, they are able to share their resources and innovate new ideas by collaboration and new KIC, which is of much useful to the community.

KIC is being explored in all kinds of libraries, by making their collection in digital environment for ease of use, anytime anywhere accessibility, with access to similar types of organisations' contents by web links.

# Strategy by KIC

Five factors, which affect the development of KIC in libraries, are:

- environment development
- organizational structure innovation
- fostering trust and cooperation
- organizational learning and
- human resources development.

The development of hard environment aims at providing the material basis for knowledge innovation, including establishing KMS and knowledge network in libraries.

Intranets have emerged as one of today's most effective ways of sharing information and knowledge in organizations.

# KIC Dependency in Libraries

- ✓ Knowledge creation
- ✓ Knowledge sharing (KS)
- ✓ Based on trust and cooperation
- ✓ Organizational learning
- ✓ Focusing on human-oriented.

# CONCLUSION

1. It is a long-term, arduous and very complicated task to develop the KIC of libraries.
2. A lot of strategies can be adopted to develop KIC of libraries.
3. The study identified the types of innovations predominant in the service sector and the degree of their innovativeness and how these types and degree of innovation relate to innovation performance and innovation management practices employed to implement innovation.
4. The creation of Institutional repositories also coming up in selected libraries, wherein the KIC depends upon the staff for the creation of digital repository.
5. Suggested that KIC should come into force in KM related activities, wherever it may be.

THANKS