

## CONTEMPORARY LIBRARY RESOURCES IN THE DOMAIN OF ECONOMICS AND MANAGEMENT

### EXPERIENCE FROM SERBIAN DIGITAL ACADEMIC ENVIRONMENT

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#### ABSTRACT

*This article is focused on digital and electronic resources in Serbian academic libraries. The text emphasizes the role of materials in economics and management. Statistical as well as an empirical access is used in order to describe the situation in the academic libraries of Serbia. The article explains also the role of open digital repositories such as PHAIDRA and DART-Europe. The census from 2011 shows that 7.120.666 persons live in Serbia. There are 242.848 students among them including those who are postgraduate students as well as those who study according to the previous programme. Statistical data show that 89.287 students and 1.700 postgraduate students attend the University of Belgrade which is almost 37,69% of the total number of students in Serbia. At this university 4.289 persons work in the educational process. The structure of library collections shows the potentiality of a university for educational and scientific work. The library collections in academic Serbia are illustrated in the paper. The retrievals of electronic information resources are carried out. All library materials in all the languages are taken into consideration having in mind economics and management. The number of bibliographic descriptions which refer to the economics and management of Serbia, ex-Yugoslavia, Balkans, and generally speaking Europe are compared. The aim was to present realistically the structure of collections in Serbian academic librarianship. The retrieval of the cumulative e-catalogue COBIB.SR which has approximately 2.822.600 bibliographic descriptions is carried out. It is obvious that it exists only 381 references on human resources in Serbia, four on those in ex-Yugoslavia, zero on those on the Balkans and only five on these resources in Europe. It is out of approximately 43.000 references published in 2014 which have their bibliographic description in e-catalogue COBIB.SR that only 5 references on human resources generally speaking exist, only 98 references on entrepreneurship, and 129 on economic development. This is relatively little having in mind that library materials include not only books but also articles. This paper didn't go in for the quality of acquired library materials. It is clear on the base of presented results that the acquisition of publications on human resources should be increased particularly on those in ex-Yugoslavia, on the Balkans and wider – in Europe, then on entrepreneurship on these locations having in mind the importance of multinational companies. The collection of The “Svetozar Markovi” University Library in Belgrade is particularly retrieved. Linguistic structure of the acquired library materials is presented in the paper after the retrieval of the cumulative e-catalogue COBIB.SR was carried out.*

**Key words:** libraries; resources; economics; management; Serbia.

## 1. INTRODUCTION

The quality of an academic librarianship will depend very much on the structure of the literature on economics and management, upon its acquisition, cataloguing and classification. Professional library materials are indispensable as every national economy faces different challenges such as: the rate of economic growth, a volume and the quality of exports, a volume and the quality of imports, the rate of inflation, the level and the structure of foreign investments, the limit in energy resources, financial results of banks and enterprises, the policy of interest rates, sustainable development etc. The census from 2011 shows that approximately 7.146.759 persons live in Serbia. There are 242.848 students among them including those who are postgraduate students as well as those who study according to the previous programme (Zvanični sajt Republičkog zavoda za statistiku Srbije). Statistical data show that 89.287 students and 1.700 postgraduate students attend the University of Belgrade which is almost 37,69% of the total number of students in Serbia. At this university 4.289 persons work in the educational process (Univerzitet u Beogradu, Vikipedija).

Essentially, human element was earlier, as it still is, the most important for the improvement of working process in librarianship and informatics. Focus can be changed sometimes because library users have to face problems looking for indispensable information and library materials. The libraries of different type, dimensions and level of digitization pass through different phases of their development. Their activity is determined by normative acts in Serbia. Librarians in Serbia unavoidably follow the trends in scientific and information development in the world. Therefore academic librarianship is being promoted by planning and carrying out projects which are oriented towards the realization of institutional decisions. New services in libraries are being introduced in order to make the work of librarians and library users more efficient for their profession and specialization.

## 2. SERBIA ON ITS OWN WAY TOWARDS EUROPEAN UNION

Serbia is oriented towards European Union. It makes efforts to fulfil indispensable criteria in order to become its member. Croatia officially became a member of the European Union in 2013. All the countries of Western Balkans are interested in membership in the European Union. Having this in mind, researchers of the institute Osteuropa from Munich carried out an evaluation in order to estimate whether these countries are ready for the membership.

**That evaluation is based on these 12 criteria:**

- ◇ Macroeconomic stability
- ◇ Liberalization of prices and trade
- ◇ Easy entrance a market and leaving it
- ◇ Privatization and the regulation of enterprises
- ◇ Arranging financial sector
- ◇ Consensus on natural policy
- ◇ Human capital, investment and infrastructure
- ◇ Trade integration with the European Union
- ◇ Adequate policy for the protection of competition
- ◇ The policy of development of small and medium enterprises
- ◇ State management, corruption and legal certainty
- ◇ Poverty and social cohesion (Vincentz, V. & Knogler M., 2004, p. 12).

The results of the analysis have shown that two criteria are fulfilled in the case of Serbia and Montenegro. These two criteria are: the liberalization of prices and trade, and the policy of development of small and medium enterprises (Ibid., p. 3).

Unemployment in Serbia is one of key problems the creators of macroeconomic policy should face in the following period. There is a lack of good and qualitative investments. Information and communication technologies are being used more and more intensively.

Therefore this sector needs qualified staff. Serbia has that staff. "An outstanding pool of intellectual capital, attractive labour costs, excellent worker skills, a good communications network and a high fluency in English are just some of the key competitive advantages that should persuade international companies to expand their business to Serbia" (Danilovic Grkovic G., Jevtic B., Cukic D., 2012, p. 157.).

### 3. THE STRUCTURE OF LIBRARY COLLECTIONS

Adequate literature is very often a main precondition for a high-quality professional and scientific work. Writing on disciplines which are included into the management of libraries, Thierry Giapiccony mentions, for example: the law and the administration of libraries, cultural policy, library marketing, strategic marketing of libraries, constructing and arranging libraries, the development of collections, bibliography, managing warehouses, and on-line services (Giappiconi, T., 1998, p. 28). The development of collections is very important for library management as well as for the studies of management in all other activities of human society.

Only the academic library with an adequate acquisition policy will be in a position to develop the loyalty of its users. As far as indispensable library materials are concerned, the staff responsible for marketing should follow the needs of users permanently. Although libraries are mostly non-profit institutions they may address useful suggestions to higher levels concerning the acquisition of book and non-book materials. If a library focuses on the end user, it would be desirable to carry out surveys and focus interviews regularly in order to meet users' expectations and satisfy their professional needs. Tables 1 and 2 illustrate the situation in the collections of the academic Serbia (table 1) as well as in the collections of The "Svetozar Markovi" University Library in Belgrade (2) which has a leading role in the practice of Serbian academic librarianship. It is in this library that there is a permanent lack of financial means for the acquisition of library materials. It means that economics and management are also partly neglected because all important editions cannot be acquired.

During the retrieval based on economic topics, all library materials in all languages were included. Cumulative e-catalogue has of course much more bibliographic descriptions which refer to economics and management in comparison to the e-catalogue of the central library of The University of Belgrade e.g. The "Svetozar Marković" University Library. It is not difficult to notice that the collections of this library are not rich as far as economics and management are concerned.

**Table 1. The number of bibliographic descriptions for library materials which refer to economics and management in Serbia, Yugoslavia, Balkans, and Europe: all forms of materials in all the languages**

Term (Serbian)	Serbia	Yugoslavia	Balkans	Europe
Business	231	4	2	33
Competition	528	27	10	71
Computing	2722	38	6	16
Costs	551	42	1	11
Economy	11198	1631	156	931
Economic development	1651	309	43	205
Economic information	356	47	4	10
Economic policy	2886	673	54	396
Entrepreneurship	476	16	1	16
Export	135	36	3	14
Finance	2730	317	25	186
Human resources	71	2	0	3
Import	36	11	1	3
Macroeconomics	213	21	0	8
Marketing	1451	120	17	63
Management	4383	93	19	159
Microeconomics	81	0	0	0
Multinational companies	33	2	0	3
Planning	2736	220	15	107
Prices	264	28	0	8
Quality	2160	64	15	65
Taxes	347	73	2	30
Trade	2625	288	35	189
Traffic	2552	259	6	58

**Resource: E-catalogue of The "Svetozar Marković" University Library in Belgrade (Access 17.04.2015.)**

This paper does not concentrate on the quality of the acquired library materials. However, every library performs its activity in accordance with the type it belongs to. Library materials are acquired by purchasing, exchange, gifts, or a compulsory copy if a library is included into that system. The system of compulsory copy is not always efficient in Serbia. As The National Library of Serbia does not receive compulsory copies in all the cases from editing houses, its position is becoming even more difficult. The e-catalogue of The "Svetozar Marković" University Library is retrieved. It is out of approximately 293.500 references which have been downloaded in it. There is a very small number of bibliographic descriptions for library units on entrepreneurship, human resources, multinational companies and micro-economics.

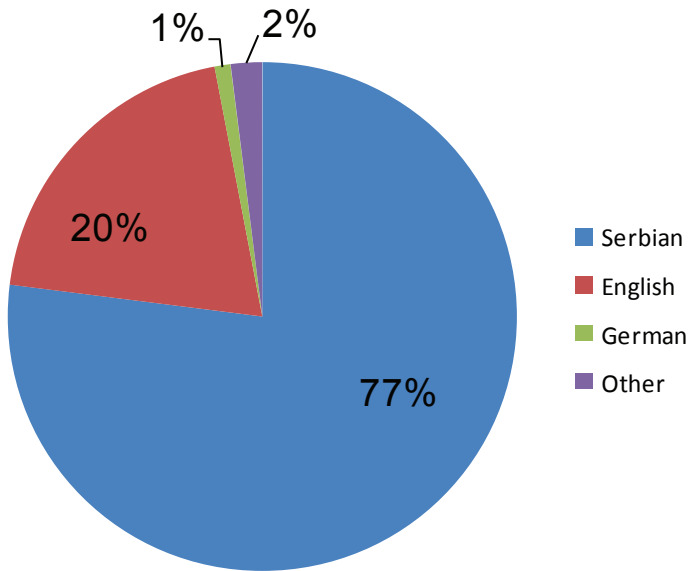
**Table 2. The number of bibliographic descriptions for library materials which refer to economics and management in Serbia, Yugoslavia, Balkans, and Europe: all forms of materials in all the languages**

Term (Serbian)	Serbia	Yugoslavia	Balkans	Europe
Business	1933	49	15	299
Competition	4715	379	52	536
Computing	23459	452	66	296
Costs	1862	177	0	44
Economy	52617	10550	796	5070
Economic development	10023	2592	205	875
Economic Information	2151	578	13	76
Economic policy	12443	2729	270	1909
Entrepreneurship	2563	151	20	92
Export	1626	584	32	113
Finance	19561	2701	137	1139
Human resources	381	4	0	5
Import	685	273	7	38
Macroeconomics	847	110	6	51
Management	31943	679	115	955
Marketing	9737	788	85	376
Microeconomics	255	4	0	6
Multinational companies	210	8	0	17
Planning	15922	1766	95	543
Prices	2118	483	7	40
Quality	13533	596	46	308
Taxes	3190	591	5	233
Trade	24221	3409	237	1478
Traffic	14348	3646	70	690

**Resource: cumulative e-catalogue COBIB.SR (Access 18.04.2015.)**

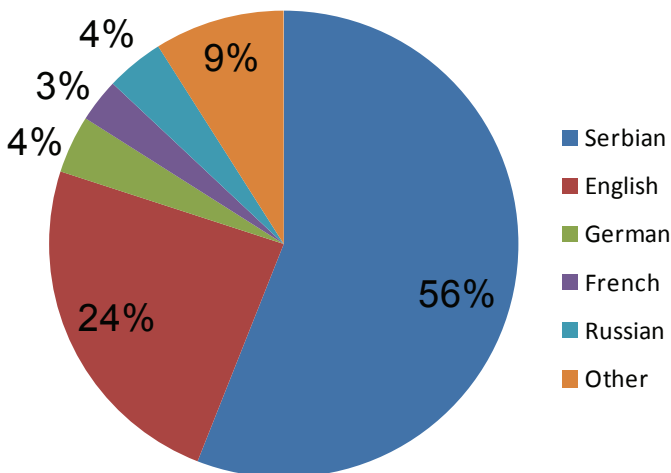
Cumulative e-catalogue COBIB.SR is retrieved. It is out of approximately 2.822.600 references that very small number of library units exists on human resources, multinational companies and entrepreneurship. Only four references on human resources refer to those in ex-Yugoslavia. There is a lack of literature in microeconomics. Only 20 references refer to the entrepreneurship on the Balkans.

**Chart 1. Linguistic structure of literature in management**



Resource: cumulative e-catalogue COBIB.SR (Retrieval 25 April 2015).

**Chart 2.**



Resource: cumulative e-catalogue COBIB.SR (Retrieval 25 April 2015).



**The linguistic structure of literature in management is as follows:**

77% of bibliographic descriptions e.g. library units (full texts) are in Serbian. It may be said that 20% of the total number of library units on management are in English. The rest is in other languages.

As far as literature on economics is concerned, 56% of library units (full text) are in Serbian. Even 24% are in English. It is not amazing because this is a leading business language in the world. Only 4% is in German, 3% in French, 4% in Russian, and 9% in other languages.

It is quite realistic that English will remain the leading one among foreign languages as far as literature is concerned. These monographies, articles as well as non-book materials are being acquired through the exchange of publications, by gifts and not so often through the process of purchasing library materials. Financial means for the acquisition of library materials remains a permanent problem in academic Serbia.

#### **4. THE ACQUISITION OF LIBRARY MATERIALS**

The problems of library materials in academic Serbia are old as the academic libraries themselves. Although digital resources compensate for the lack of literature in marketing, business, organization of enterprises, information sciences and management, printed form is the most reliable. Its importance is not under a question tag. The next two tables illustrate the acquisition of books in economics and management in Serbian academic libraries, particularly in The "Svetozar Marković" University Library in Belgrade.

**Table 3. The acquisition of books in economics and management by the central library of The University of Belgrade (editions 2011-2014)**

Term (Serbian)	2011	2012	2013	2014
Business	5	1	4	4
Economics	299	227	196	164
Economic development	55	66	46	28
Economic information	13	14	7	7
Economic policy	66	53	52	36
Entrepreneurship	20	22	35	41
Human resources	2	2	1	0
Marketing	42	27	27	18
Management	211	144	165	109
Trade	85	40	40	27

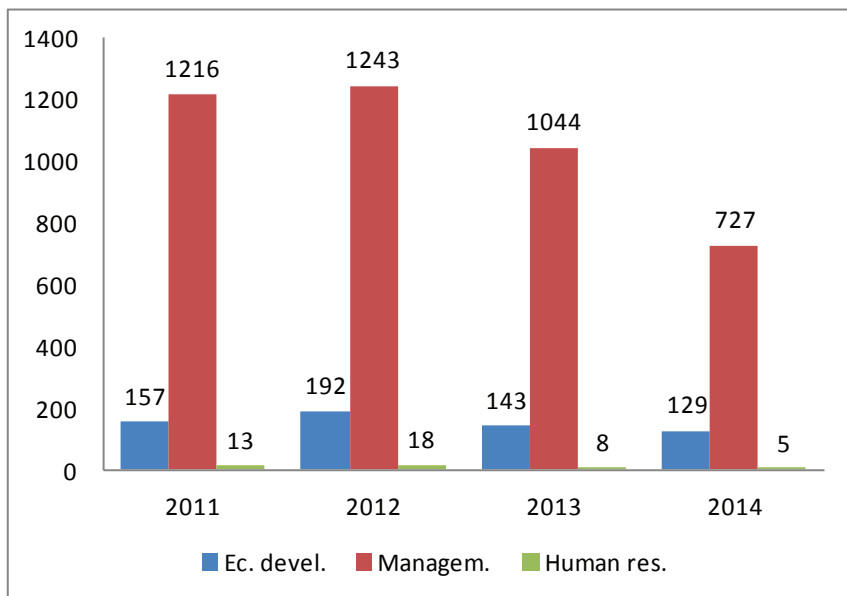
**Resource: e-catalogue of The "Svetozar Marković" University Library in Belgrade (Access 20.04.2015.)**

**Table 4. The acquisition of books in economics and management in Serbian academic libraries (editions 2011-2014)**

Term (Serbian)	2011	2012	2013	2014
Business	73	163	120	136
Economy	960	1259	777	633
Economic development	157	192	143	129
Economic information	41	43	43	28
Economic policy	210	230	182	145
Entrepreneurship	110	138	114	98
Human resources	13	18	8	5
Marketing	378	477	234	264
Management	1216	1243	1044	727
Trade	384	512	243	186

**Resource: cumulative e-catalogue COBIB.SR (Access 20.04.2015.)**

**Chart 3. Books on economic development, human resources and management in Serbian academic librarianship (editions 2011-2014)**



**Resource: cumulative e-catalogue COBIB.SR (Retrieval 20.04.2015.)**

As it may be noticed on the chart no. 3, the literature in management is being intensively acquired in Serbian academic libraries. As far as economic development is concerned, the situation is quite different. The literature on human resources is neglected. However, library units (full texts) on management may include also those library monographies and articles which refer to the human resources management.

## 5. ON E-JOURNALS AND E-BOOKS

The users of The “Svetozar Marković” University Library may, of course, retrieve Internet and the aggregated databases with e-articles in full text. The Consortium of Coordinated Acquisition of Serbian Libraries (KOBSON) created financial conditions for libraries – members to improve their offer of services. A library which would like to receive a subscription to an e-journal may succeed in it within KOBSON under more favourable conditions than if it would try to finance that subscription quite alone. Professional environment imposes a cooperation to the libraries. E-services which may be used for economic research in an academic library in Serbia are, for example: EBSCO, Emerald, Cambridge University Press, JSTORE, Science Direct.

In libraries – members of the Consortium, e-books may be found in PDF (Portable Document Format) by the retrieval of e-resources. The site of The National Library of Serbia is a very reliable for that purpose as well as for the retrieval of e-journals. E-service “Electronic Books” can be retrieved on the site of The National Library of Serbia. It is due to this service that more than 90.000 titles of e-books from all scientific fields may be found. The retrievals may be carried out according to the following criteria: ISBN number, title, author or editing house. The web address of KOBSON is: [kobson.nb.rs](http://kobson.nb.rs).

DOAB (Directory of Open Access Books) is, for example, a service due to which books in free access may be found. These are monographic publications by more than 20 editing houses. The publications are from all scientific fields and may be downloaded by users. It is possible to carry out the retrievals according to the name of an editing house, scientific field, title, or the name of an author, key words, ISBN (International Standard Book Number) etc.

Although it is not a public library, The “Svetozar Marković” University Library has similarities with such libraries. Its bibliographic descriptions are in free access due to e-catalogues. Classical catalogues are also being used. The library cooperates permanently with The National Library of Serbia particularly in the field of training courses for librarians of all professional ranks.

The central university library of The University of Belgrade is a non-profit institution. However it has precious book and non-book materials in economic development, economic policy, marketing, the organization of enterprises, international finance, statistics, economic planning, econometrics, etc. Methodological as well as theoretical editions in economics have been acquired in Serbian and in foreign languages having in mind the tasks of this library determined by its statute.

## 6. DIGITAL REPOSITORIES

Digital repository of The University of Belgrade – PHAIDRA relies on PHAIDRA of The University of Vienna (Universität Wien). Its digital repository was created earlier. PHAIDRA is also known as the net of academic institutions: Academic institutions which are included into the net are located in different European cities: Vienna, Graz, Linz, Padova, Belgrade, Kragujevac, Niš (PHAIDRA – Permanent Hosting, Archiving and Indexing of Digital Resources and Assets). The “Svetozar Marković” University Library is a deposit one for doctoral dissertations in all the scientific fields by those authors who finished their doctoral studies at the University of Belgrade. It has been since September 2013 that full texts of doctoral dissertations in economics and economic aspects of management have been downloaded into the digital repository of The University of Belgrade – PHAIDRA in PDF format (E-theses of The University of Belgrade).

Digital repository for similar purposes e.g. PHAIDRA is created also at The University of Kragujevac. Doctoral dissertations in PDF format are downloaded in it (E-theses of The University of Kragujevac). Except this, digital repository – PHAIDRA is also created at The University of Niš with the same purpose – to download doctoral dissertations in PDF format (E-theses of The University of Niš).

These three PHAIDRA repositories allow readers to access full texts of doctoral dissertations on-line. Many doctoral dissertations are in free access for real and potential library users which contributes much to the dissemination of knowledge. Although it is the content of doctoral dissertations which is downloaded into PHAIDRAS, it will be noticed whether some other materials (normative acts of the universities, tests for student exercises etc.) will be also downloaded into these repositories in the future.

The University of Novi Sad also made it possible for doctoral dissertations to be located in free access. Full texts of some free accessible doctoral dissertations from this university may be found by retrieving the site of The National Library of Serbia (Doktorske disertacije u slobodnom pristupu). It will be noticed in the future how many doctoral dissertations in economics and management will be found in free access.

## SUVREMENI BIBLIOTEČNI IZVORI U DOMENI EKONOMIJE I MENADŽMENTA

### ISKUSTVO IZ SRPSKOG AKADEMSKOG DIGITALNOG OKRUŽENJA

#### SAŽETAK

Ovaj rad se fokusira na digitalne i elektroničke resurse u akademskom knjižničarstvu Srbije. Tekst naglašava ulogu građe iz ekonomije i menadžmenta. U ovome članku koriste se statistički i empirijski pristupi kako bi se opisala situacija u akademskim knjižnicama Srbije. Ovaj rad pojašnjava ulogu otvorenih repozitorija poput PHAIDRA-e i DART-Europe-a. Prema statističkim podacima u Srbiji živi približno 7.146.759 ljudi. Studentska populacija broji ukupno 242.848 ljudi. Sveučilište u Beogradu pohađa 89.287 studenata i 1.700 studenata poslijediplomskog studija što je 37,69% ukupne studentske populacije u Srbiji. Osim toga, na ovome Sveučilišta radi 4.289 nastavnog osoblja. Struktura knjižničarskih fondova oslikava potencijal sveučilišta za obrazovno-znanstveni rad. U ovome radu ilustrirana je struktura knjižničarskih fondova u akademskoj Srbiji. Provedena su pretraživanja elektroničkih informacijskih resursa. Pri pretraživanju uzeta je u obzir cjelokupna knjižničarska građa na svim jezicima, imajući na umu ekonomiju i menadžment. Izvršena je komparacija knjižničarske građe koja se odnosi na ekonomiju i menadžment Srbije, zemalja bivše Jugoslavije, Balkana i općenito Europe. Cilj je bio da se na realan način sagleda struktura fondova u akademskom knjižničarstvu Srbije. Izvršeno je pretraživanje kumulativnog e-kataloga COBIB.SR koji ima približno 2.822.600 bibliografskih opisa. Očigledno je da postoji mnogo toga: 381 referenca o ljudskim resursima u Srbiji, četiri o onima u Jugoslaviji, nula o onima na Balkanu te samo pet o tim resursima u Europi. Od približno 43.000 referenci objavljenih u 2014. godini za koje postoji bibliografski opis u e-katalogu COBIB.SR, postoji svega 5 referenci o ljudskim resursima, 98 o poduzetništvu, kao i 129 o ekonomskom razvoju, što je relativno skromno s obzirom na to da građa obuhvaća ne samo knjige, nego i članke. Na osnovi prikazanih rezultata jasno je da bi trebalo povećati nabavu publikacija o ljudskim resursima, naročito u ekonomiji zemalja bivše Jugoslavije, ekonomijama Balkana i Europe, zatim o poduzetništvu na ovim prostorima, a posebnu pažnju obratiti pri tome na građu o multinacionalnim kompanijama. Pretražen je posebno fond Sveučilišne knjižnice „Svetozar Marković“ u Beogradu. Jezična struktura nabavljene knjižničarske građe prikazana je u ovom radu, nakon što je izvršeno pretraživanje kumulativnog e-kataloga COBIB.SR.

**Ključne riječi:** knjižnice; resursi; ekonomija; menadžment; Srbija

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