

Information Seeking Behaviour of Users in MBA Departments of Symbiosis International University Pune: A Study

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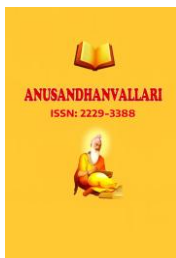
Abstract

This study explores the information seeking behaviour of students and understand the frequency, purpose, challenges, sources, and extent of information use in the library of users, scholars of MBA Management Department of Symbiosis University Pune, A questionnaire was prepared to collect data from the information users, and the responses were analysed using comparative and statistical techniques. The study found some similarities and differences in the methods of searching for information. There was a general preference for databases, e-resources and other electronic resources, but differences in library usage habits and awareness of library services were observed, and the findings suggested the need for user training programs, development and planning of improved resources and library services to better support the academic and research needs of MBA users in both universities.

Keywords: - Information Seeking Behaviour, Library Services, Management Students, Library Resources, Information Needs.

Introduction

In today's rapidly evolving environment of higher education, the ability to quickly search, access and use information in the library is an important skill for management students. The information seeking behavior of students and their information needs reflects how they identify the information sources they need to find information and the various strategies they use to find relevant information. This is essential to understand to enhance academic support services and develop various library resources and integrate information literacy in studies. The Colleges of Business Administration (MBA) at Symbiosis International University Libraries provides library services to a diverse group of postgraduate students who require comprehensive information services for academic and professional purposes. These students are engaged in searching for various types of information such as academic books, research journals, online databases, case studies, government reports, digital resources, various professional newspapers, and internet services. The ability to navigate through this vast information space has a significant impact on their academic performance, decision-making skills and their professional development. The aim of this research is to explore the information seeking behavior of MBA



colleges students of Symbiosis International University Pune. What kind of information do students search for from the library, what kind of resources do they rely on? The aim is to focus on the challenges, problems and their information need while accessing for information, what is the role of digital tools library information services. The findings of this study will help in structuring library resources to meet the specific demands of management education, promoting information literacy, and providing excellent information collection and good information services.

Literature Review: - Siddiqui (2002) conducted a study on the use of library resources. Users of the Jawaharlal Nehru University library, New Delhi, India, were grouped as staff members, researchers, postgraduate students, graduate students and others. It was found that most of the users are visiting the library continuously to refer course material, research resources and to circulate the books.

Rajeev Kumar and Amritpal (2006) analysed the internet use by teachers and students in engineering colleges of Punjab, Haryana, and Himachal Pradesh in India. Questionnaires were distributed among the 1980 teachers and students of all the engineering colleges of the three states. The response rate was 80.9 percentage. The main purpose of the study was to know whether the internet can replace libraries. Survey revealed that 77.5% users felt that the internet cannot replace library services, whereas 22.5% felt otherwise since they found it was comfortable to locate information on the internet than in library.

Regarding implementation of information technology, especially the automation of libraries, Raza and Amar Nath (2007) conducted a study to establish some co-relation between quality in libraries and use of IT. In this connection a survey was conducted on four university libraries namely Punjab University Library, Chandigarh, Himachal Pradesh University, Shimla; Punjabi University Library, Patiala and Guru Nanak Dev University Library, Amritsar in India. The study was conducted based on a survey with the help of using questionnaires, interviews and observation methods. The study revealed that Punjab University Library and Guru Nanak Dev University Library only have provided with computerized access to in-house database.

Kumbar and Mallaiah (2008) who studied the changing pattern of user expectations regarding the library catalogue as an information retrieval tool. The study elaborated the efforts of Mangalore University Library in India, in developing an online public access catalogue based on a survey conducted on the usefulness of the library catalogue, frequency of use, users' approaches, user opinions about the adequacy of bibliographical details, sources of guidance in the use of catalogue. The survey was conducted with the aim of increasing the information retrieval efficiency and providing easy access to the users. The result showed that a joint effort of library professionals and software development experts were required to find out solutions to meet the user expectations effectively.

Biswas and Pandey (2009) explored through their study on the information seeking behaviour of the students at University of Kalyani, West Bengal, India, that providing training and guidance in the use of library resources and services were necessary to help students to meet their information requirements. The data was collected through questionnaire from 60 students. It was found that journals, textbooks and lecture notes were the most popular sources of information for the students' course work. The study recommended that the CD-ROM databases of journal archives and reference books be added and users should be guided to use the resources of the library.

Mahato (2015) investigated the information seeking behaviour of MBA students from four universities in West Bengal. The survey found various reasons to visit the library such as looking for information for project work, generating new ideas, and basic searching. The study found that most of the participants searched for information in textbooks/monographs. Preprints were the least preferred source of information by respondents. Analysis showed that the largest number of participants searched for information on the Internet.



Profile of Library:

The library of MBA symbiosis international university is very modern, fully resourced, fully equipped with all the facilities and has a huge collection of literature. All the institutions of MBA, Symbiosis International University have their own libraries and a central library is located at Lavala Complex, Pune. This central library controls the libraries of all the institution of MBA. It has a large collection of books that cater to the entire academic and research growth of the courses, including printed books, theses, journals, audio literature, extensive digital holdings, thousands of e-books, hundreds of online databases (e.g. EBSCO, Emerald, Web of Science, Scopus, JSTOR, Manupatra, WARC). Searching the collection through OPAC (KOHA based Chiu Online Portal) emphasizes on promoting modern academic and research growth. Symbiosis University library provides access to remote databases for authorized users. The library has textbooks, research journals, magazines and daily newspapers as well as reference materials and book bank services to meet the needs of research and curriculum. The library emphasizes on knowledge creation along with print digital resources for educational dissemination. Symbiosis Central Library and other MBA College Libraries are functioning under the metrics under the University policy and approval. All the libraries provide quality services which include modern WiFi, reading room services, counter rapid technology, librarian cabins, internet labs, office photographic services, electronics resources, user-friendly database search, free internet, washrooms, all other services are available in the library.

Table 1. Collection Details of Symbiosis International University Libraries (KRC)

Library Name	Books	Journals Volume	Thesis	CDs	Database	E-Book Subscription
Symbiosis (SCIT) Pune	11038	15	N.A.	13000	03	25
Symbiosis (SIU) Central Library Pune	433672	700	525	13768	180	83747
Symbiosis School of Banking and Finance, Pune (SSBF) Pune	310000	764	104	14000	180	313000

Objective of the study: - The aim of the research study will be:

To assess information seeking behavior of management users and analyses the students,

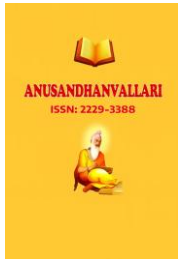
To study the methods used by them to get the literature on desired topic and form of literature preferred by them.

To analyze information needs of users and methods used to get the information in digital era.

To identify information sources in management science, information resources used by the users for meeting their needs, types and forms used and expectations from the libraries by management users. (students)

To propose recommendations in respect of developing management libraries tune to present situation.

Scope and Limitation of the study: - The main focus of this study in general and is to know the usage of information access and information seeking behavior by the students, research scholars of management schools, this present study is limited to the P.G. Business Management Schools (MBA) affiliated to Symbiosis International University Pune. The geographical area of the study is restricted to management department in symbiosis international university MBA department. are taken for the study.



Methodology

Research method is basically selected based on the nature of study and work. In this study the research methodology used will be descriptive research and used survey method. This type of research design that aims to obtain information to systematically describe a phenomenon. Situation, it helps answer the what, when, where and how question regarding the research problem, in order to fulfill objectives of the study, a well-structured questionnaire will be designed and administrated directly to them by using simple random sampling technique. An extensive literature survey will also be conducted to track the developments in the field of management science and their libraries and asses the view of other researcher in which they work to avoid repetition. Secondary data will be collected from literature of the subject, reference books, journals, Ph.D. Thesis and published articles. The data will be analyzed and presented in tubular and graphical forma.

The data will be collected from the following sources.

- Questionnaire
- Interviews and Discussion
- Observation
- Survey and Library Visit

Analysis and Interpretation of Data

Table 1. Status wise distributions of respondents

Respondents	Questionnaire Distributed		Response Received		Response %
	Male	Female	Male	Female	
MBA Students	30	35	26	27	81.54
Total	30	35	26	27	81.54

Table 1 Shows the population survey of MBA students. It is clear from the above table that total 65 questionnaires distributed randomly basis. 53 questionnaires were received back out of respondents 30 male students the male response is (86.67%) and 35 female students' response is (77.14%). Gender wise distribution of respondents is show in the above table and overall response rate is (81.54%).

Table. 2 Frequency of Visit to Library

Frequency	Respondents (n=53)	Response (%)
Daily	12	22.64 %
Twice in a week	9	16.98 %
Weekly	21	39.62 %
Monthly	15	28.30 %
Specify /Occasionally	0	0.00 %
Total	53	100 %

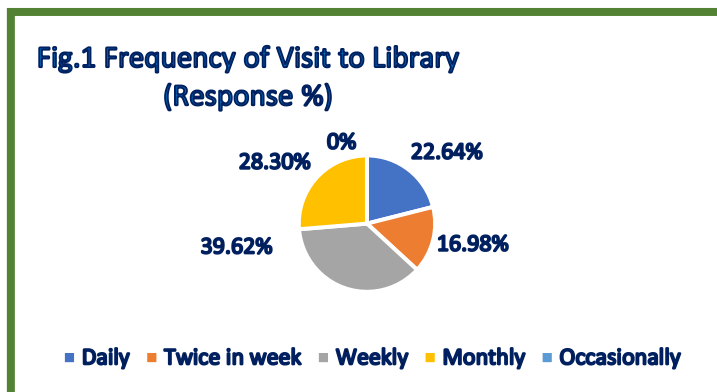
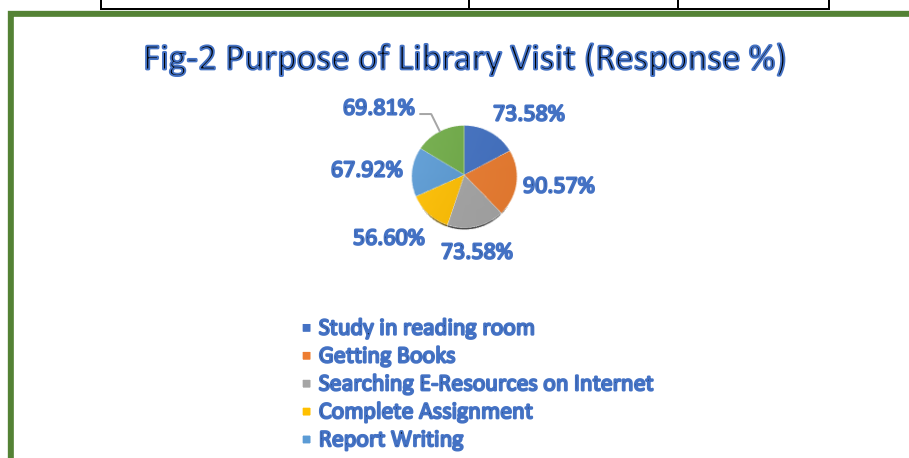


Table- 2 and pie chart figure 1 Illustrates the majority of the respondent’s usage pattern. That is (39.62%) using the library weekly followed by monthly. (22.64%) respondents were using the library daily. (16.98%) respondents visit the library fortnightly.

Table 3. Purpose of Library Visit for information seeking

Purposes	Respondents (n=53)	Response (%)
Study in Reading room	39	73.58
Getting Books	48	90.57
Searching e-resources on internet	39	73.58
Complete Assignment	30	56.60
Report writing	36	67.92
Reading Newspaper	37	69.81
Any Others	4	7.55



From the above table-3 and Pie-2 chart shows that (90.57%) respondents’ purpose of library used is course related print resources getting followed by (73.58%) respondents’ purpose of library is searching E-resources on

internet and studying in reading room. (69.81 %) users' purpose is newspaper reading. (67.92%) respondents used the library for completing their report writing and (56.60%) majority of respondents used the library for completing their assignments. Whereas only (7.55%) respondents visit the library for any other course related purpose.

Table 4. Types of Information sources used most frequently in the library

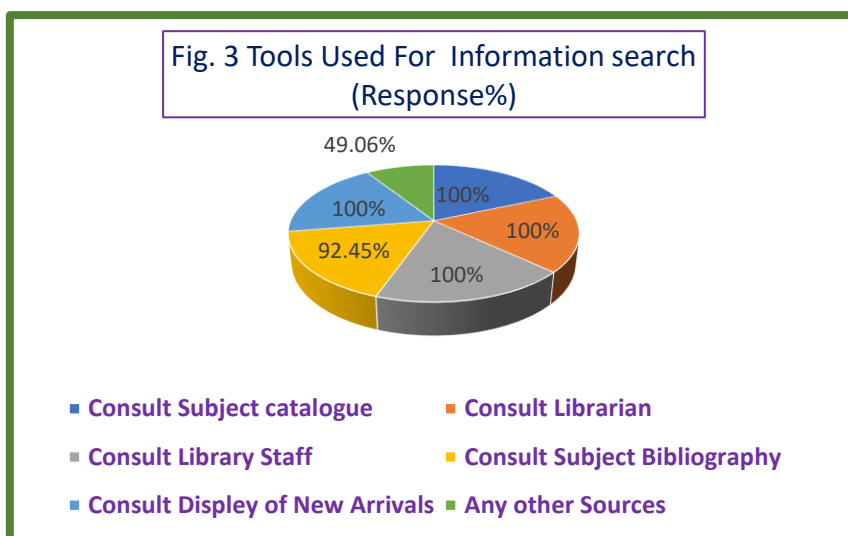
Information Sources	Respondents (n=53)	Response (%)
Textbook/handbook	53	100.00 %
Reference books	45	84.91 %
Print journals/Periodical	51	96.23 %
Technical report	30	56.60 %
Proceeding Conf/Seminar	18	33.96 %
Patents	0	0.00 %
Thesis/ Dissertation	27	50.94 %
Index/Abstract	0	0.00 %
Bibliographies	0	0.00 %
Electronics Information		
CD-ROM Database	0	0.00 %
Internet	53	100.00 %
E-Journals /E Books	36	67.92 %
Any Others	35	66.04 %

Table 4 Describe the various types of information sources used by the students to seek the desired information. It is clear that from the above table, all the respondents were using and consulting the textbooks and Internet for getting different types of information. (84.91%) of respondents were use Journals and periodicals to get information. More than half of the respondents were using technical reports, thesis, dissertations and e-journals, e-books for acquiring information's. (66.04%) respondents were using any background information from the library.

Table 5. Tools used for Information search

Information Sources	Respondents (n=53)	Response (%)
Consult the Subject Catalogue	53	100.00 %
Consult the Librarian	53	100.00 %
Consult the Library staff	53	100.00 %

Consult published subject bibliography	49	92.45 %
Consult the display of new arrivals	53	100.00 %
Any others sources	26	49.06 %



As per the table 5 and figure .3, it has been revealing that the (100%) respondents use the information searching tools to directly contact to the librarian, library staff and the display of newly arrived books and subject catalogue. Followed by 92.45% of the respondents are to consult the subject bibliography tool for their searching information. Whereas (49.06%) respondents have consulted for the other information searching tools.

Table 6. Library sources used by the respondents satisfied them.

Facilities Provided by the libraries	Respondents (n=53)	Response Yes (%)
Textbook/Newspaper/Yearbook/Encyclopedia /bibliographical sources	53	100.00%
Reference Book / Internet	53	100.00%
E-resources / Digital Library	34	64.15%
CDs /Audio /Video sources	53	100.00%
Dictionaries / Institutional Projects	48	90.57%
New article Indexing sources	32	60.38%
Project Report	39	73.58%
Journals/Periodicals /Magazine (Print copy)	45	84.91%
Government Publication	45	84.91%
Patents	12	22.64%

Private papers	27	50.94%
Education programme on Television	33	62.26%
Personal Interview	18	33.96%

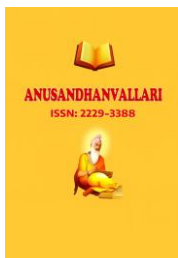
From Table No. 6, describe various types of information sources it is clear that 100% of the respondents are completely satisfied with the library services/facilities such as textbooks, reference books, internet, CD facilities and audio/video facilities. Similarly, 90.57% and (94.91%) are satisfied with the use of dictionaries, project reports, government publications, journals, magazines, and 64.5% of the respondents are satisfied with the use of e-resources and digital library. Less than 50.0% are satisfied with the use of such resources as Patents, Private papers, Education program on Television, Personal Interview.

Table 7 How Frequently use the varies information Sources. (Responses)

	Library Sources	Very often	Often	Occasionally	Never	Total
1	Textbook	30	23	0	0	53
2	Reference book	30	20	3	0	53
3	E-Resources	9	18	24	0	53
4	Internet/CD, Audio	6	12	7	17	53
5	Article Indexing	0	0	39	14	53
6	Magazines	3	15	33	2	53
7	Project Report	3	6	30	15	53
8	Web OPAC/OPAC	28	17	8	0	53
9	Newspaper	30	16	7	10	53
10	Photocopy / Scanner	3	31	4	15	53
11	Educational Programme /YouTube	9	33	7	4	53
12	Reading Room	31	12	9	1	53
13	Yearbook	15	18	0	20	53
14	Dictionaries	5	3	3	42	53
15	Encyclopedia	0	30	9	14	53
16	WhatsApp's media	43	0	00	10	53

Very Often use sources

The analysis of responses regarding the frequency of use of various information sources shows that there is a significant difference in the user preference. As per the table, the most preferred sources are textbooks (30 times and 23 times), reference books (30 times and 20 times) and reading rooms (31 times and 12 times). This shows



that they are more dependent on traditional printed resources and physical resources. Similarly, the most used source is WhatsApp media (43 times), which highlights the role of social platforms in information consumption. Newspapers also played a role as a source of information (30 times and 23 times) and were used as a regular source of information (16 times).

Often /Medium use sources:

Educational programs on YouTube (9 times and 33 times) Photocopy and scanning facilities are used 31 times Encyclopedias are used 30 times Often and moderately. The table below shows that students supplement the main resources with digital learning tools and information materials when needed.

Occasionally/ Sometimes use sources:

The respondents, e-resources are sometimes used 24 times and magazines are sometimes used 33 times and project reports are sometimes used 30 times. Article indexing services (sometimes 39 times) are used. This shows that although e-resources are available, they are not considered essential for daily educational needs but are used selectively for specific needs.

As per the above table, some resources are found to be used less, including dictionaries, 42 yearbooks, project reports 15 times, and CD audio video resources are never used. This shows that perhaps due to the availability of online resources, traditional resources and physical forms are losing their relevance

Conclusions: This table shows that students are increasingly using digital resources like social media and YouTube instead of relying heavily on traditional educational resources like textbooks, reference books and periodicals. Also, resources like dictionaries, yearbooks and article indexing services are not being used at all, hence the need to consider more awareness training in the current digital learning usage.

Table 8– Information Barriers: Difficulty faced by user’s while seeking information with percentages:

Barriers	Respondents (n=53)	Response (%)
Information not readily available	20	37.7%
Inadequate library services	9	17.0%
Information about ongoing research N.A.	39	73.6%
Information Scatters in many sources	47	88.7%
Inadequate library staff	6	11.3%
Interdisciplinary nature of literature	48	90.6%
Lack of access of information material	0	0%
Lack of reading material	0	0%
Lack of knowledge of library services	0	0%

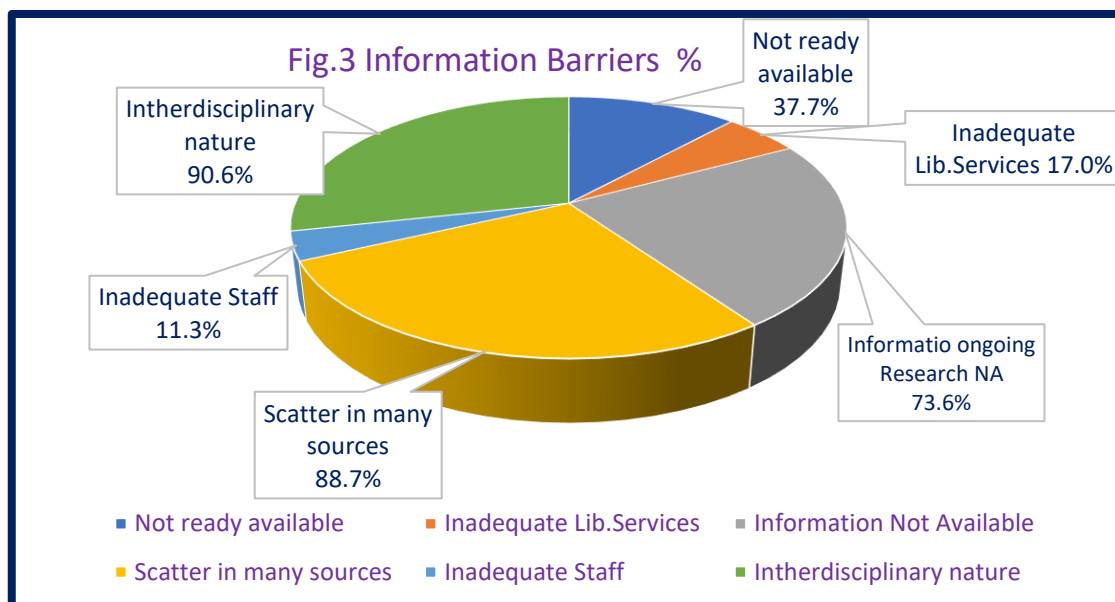


Table 8 reveals that (90.6%) respondents while seeking or searching desire information problems faced due to the interdisciplinary nature of the information. And (88.7%) users find the second major obstacle to be the fact that the required information is scattered across many sources. Similarly, (73.6%) respondents find it is not happy with searching for information for ongoing research. Followed by resources that are not easily available in sufficient numbers, such as (37.7%) and (17.0%) respondents say that library services are inadequate. Least number respondents i.e. (11.3%) problem faced that cooperation of library staff. respectively, no one can respond regarding the lack of library materials and lack of proper knowledge of library services. From the above observation, it is evident that the university library provides all the resources, but due to the large amount of scattered information and interdisciplinary information, searching for the required information from it is more complex.

Table 9: Overall Uses of Library Services Awareness

Kinds of Library Services	Respondents (n=53)	Response (%)
Reference Services	46	86.79%
Newspaper clipping	47	88.68%
Computer database/internet	47	88.68%
Interlibrary loan	3	5.66%
Bibliographic services	13	24.53%
CAS/SDI Services	32	60.38%
Translation services	12	22.64%
Indexing/Abstracting	34	64.15%
Computer/Internet	53	100.00%

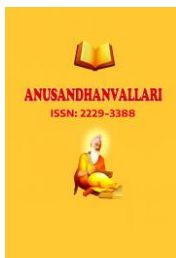


Reprography service	53	100.00%
E-. Mail Services	53	100.00%
Web OPAC/OPAC service	31	58.49%
Remote Access	30	56.60%
Book Reservation	21	39.62%
SMS service	48	90.57%
Question Paper Accessioning	34	64.15%
Course Syllabus accessing	33	62.26%
Inflib-Net Nlist	33	62.26%
DELNET Accessing	13	24.53%

From the table 9 analysis done, library service awareness, it is evident that basic ICT based services like computer, transcription and email are known and used by all the respondents (100%). Similarly, problem services (90.57%), newspaper clippings (88.68%), computer databases (88.68%) and reference services (86.79%) are highly appreciated. Media awareness is seen for Index and Summaries (64.15%), Question Paper Access (64.15%), Course Syllabus Access (62.26%), Inflib-Net N-List (62.26%), CAS/SDI Services (60.38%), Web OPAC/OPAC Services (58.49%) and Remote Access (56.60%) while awareness and usage of advanced and specialized services such as Book Reservation (39.62%), Bibliographic Services (24.53%), Del-net Accessing (24.53%), Translation Services (22.64%) and Interlibrary Loan (5.66%) are low. This highlights the gap between the availability of modern library resources and the knowledge or propensity of users to use them, which indicates the need for more promotion, training and orientation to maximize the benefits of these specialized services.

From the data analysis the following major finding may be drawn.

- Over all response rate of (81.54 %) out of 65 distributed questionnaires, the male response rate was (86.67%) and the female response rate (77.14%) It is showing the balance in gender presentation in this study.
- In the frequency of library users (39.62%) majority of students visit the library on weekly followed by (22.64%) visited daily and (16.98%) students visited fortnightly. This indicates consistent engagement with library resources.
- The purpose of library visit is for curriculum-related study material (90.57%) followed by the use of e-resources and reading rooms facilities (73.58%). Newspaper and report writing is (69.81%) and (56.60%) was assignment completion.
- All the respondents were consulted to textbooks and Internet. (84.91%) Journals and periodicals are consult respondents. Thesis, dissertation, e-books and e-journals are consulting more than half. (66.04%) of background materials are used by respondents.
- Most of the respondents consulting tools for information search to librarians, library staff, subject catalogs, and display of new arrivals (100%). and (92.45%) subject bibliography is more used. Whereas other sources are consulted by nearly half (49.06%).



- Near about all respondents expressed library facilities satisfaction from textbook, reference book, internet access and audiovisual resources. (50.0%) above were satisfied with an institutional project, government publication and journals. Satisfaction with the private paper was low.
- From given preference the respondents demonstrate on traditional resources such as textbook, reference books newspaper and reading rooms. And digital platforms like WhatsApp, YouTube plays an increasing supplementary role. Other resources like dictionaries, yearbooks, and article indexing services are underutilized.
- Major barriers observed for information seeking is interdisciplinary nature of information (90.6%) and scattered information across multiple sources (88.7%) and (73.6%) also face the challenges in finding research related information. (11.3%) inadequate staff and (17%) inadequate services include lesser barriers.
- All the respondents (100%) aware on ICT base services such as computers, transcription and emails. Followed by references services and database service. (39.62%) respondents aware of specialized service such as book reservation, (24.53%) bibliographic services, (22.64%) translation services and interlibrary loan services (5.66%) remain low awareness.

On the basis of acquired results, the following suggestion is given.

1. Promotion of special and advanced services.

User training programs, awareness campaigns should be implemented to increase the use of services like Inclined, Del net, OPAC, CAS/ SDI services.

2. Promotion of use of digital resources.

Training programs should be conducted to promote e-journals, databases, indexing services and yearbooks, so that students develop in using both print and electronic materials.

3. Increase frequency of library use.

Organizing various programs in the library, for example, book exhibitions, book talks, workshops, reading workshops, etc. will help in increasing the frequency of their visits.

4. Improve access and navigation.

Development of specific subject guides, and online dashboards. Platforms like QR codes can help in navigating time-distributed and interdisciplinary information more effectively.

5. Efforts should be made to make traditional and digital resources available.

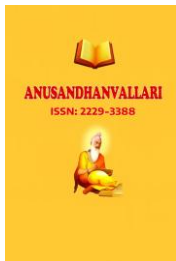
Approaches that integrate digital resources with traditional tools (e.g. YouTube, WhatsApp) should be encouraged to search for information. Complement traditional and digital learning.

6. Information literacy training programs should be organized to help students find information by managing interdisciplinary information scattered on a global level, and efforts should be made to remove personal barriers of users.

7. Libraries should establish online and physical feedback systems to provide services according to the needs of students by continuously assessing user satisfaction and monitoring under-utilized resources.

Conclusion:

The present study highlights that MBA students actively use the university library, with a significant preference for traditional resources such as textbooks, reference books, and reading rooms, while gradually integrating digital platforms like e-resources, social media, and YouTube into their academic routine. Although satisfaction with core library facilities is high, the study reveals underutilization of advanced services such as Del



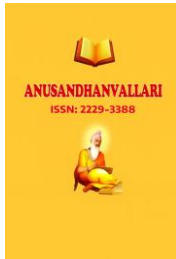
net, interlibrary loan, and bibliographic tools, primarily due to lack of awareness and training. The findings further indicate that the major challenges faced by students are the interdisciplinary and scattered nature of information, which complicates the process of information seeking. Nevertheless, the overall response demonstrates that the university library plays an essential role in supporting curriculum-based learning, research, and self-study.

To maximize its effectiveness, the library should bridge the gap between traditional and digital resources, enhance user awareness of specialized services, and provide targeted information literacy programs. By doing so, the university library can evolve into a more dynamic, accessible, and user-centered learning hub, fully aligned with the academic and research needs of MBA students.

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