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Name :

Che Zainab Haji Abdullah

Title :

E-Book Selection Practises And Initiatives Planning Towards Return On Investment In Malaysian Academic Libraries : Moving Into Patron-Driven Acquisition

Supervisor :

Prof. Dr. Norliya Ahmad Kassim (MS)

Associate Prof. Dr. Wan Abdul Kadir Wan Dollah (CS)

This study investigates the e-book selection practices pertaining to patron-driven acquisition and library's initiatives planning on providing e-book services toward return on investment in selected Malaysian academic libraries. This research employs a concurrent mixed-method through semi structured interviews and a survey. Ten experienced acquisition librarians informed in this interview. The qualitative data were transcribed and analysed manually. The common purchasing models of e-book in Malaysian academic libraries are subscription, packages, pick and choose and one-time purchase. None of the libraries adopts the patron-driven acquisition model as being investigated. The questionnaire used as an instrument in a quantitative approached to determine librarian perception on common e-book selection practices (resource sharing, accessibility, support distance education, sustainability, collection features, cataloguing e-structure and user friendliness) and library initiatives planning (technical support, personnel and training). The relationship between e-book selection practices, library initiatives planning and return on investment was further examined. Using stratified sampling, questionnaires were distributed to 150 librarians who are handling e-book in either acquisition, automation

or reference department. The statistical analyses include descriptive statistics, independent-samples t-test, the one-way analysis of variance (ANOVA), Pearson's coefficient of correlation and Simple Regression analysis. The various analyses were undertaken using SPSS. The findings indicate that the *collection feature of e-book selection practices* is perceived by the librarians involved in the study as being relatively the most dominant dimension. This is followed by *technical support*, a dimension of *library initiative planning*. Fourteen dimensions (of e-book selection practices, library initiative planning and return on investment) are perceived to be important. The *accessibility* and *training* are perceived to be moderately important. Six dimensions of *e-book selection practices* (accessibility, support distance education, sustainability, collection features, cataloguing e-structure and user friendliness) are positively correlated in varying strengths with *return on investment*. Three dimensions of *library*

initiatives planning are positively correlated with *return on investment*. Female respondents had better perceptions on *resource sharing* and *support distance education* than male respondents; respondents in the youngest age group (21-29 years) had a poorer perception on *collection features* and *user friendliness* than those from the other two age groups; perceptions on *e-book selection practices* are the same regardless of respondents' grades, *levels of education and lengths of service*. Methodologically, the research illustrates the effective use of the mixed-method approach within the pragmatic research paradigm. The findings of the study are useful for the top management of libraries to realise that purchasing e-book would consequently contribute to the library's *return on investment* (librarian's time saving, cost saving, job commitment and increase in quality). The insight thus gives a better understanding of e-book selection practices within the context of Malaysian academic libraries.