

Universitatea Babeş–Bolyai, Cluj–Napoca
Facultatea Istorie și Filosofie
Anul universitar 2007-2008
Semestrul I

I. Informații generale despre curs, seminar, lucrare practică sau laborator

Titlul disciplinei: Economia informatiei si pietele de informatii

Codul: HBR 4102

Numărul de credite: 7

Locul de desfășurare: BCU

Programarea în orar a activităților:

This course will be held by Prof. Wolfram Neubauer

This course needs 12 hours for lectures and about 25 hours for self studies
There will be 2 sub-moduls with the following content:

bLiterature short list:

Benson, Amy; Favini, Robert: Evolving Web, evolving librarian. –In: Library High Tech News (2006) 23, No, 7, p. 18-21.

Chillingworth, Mark: Library automation market is tracking big IT vendors. – In: Information World Review (2006) 220, No.1, p. 4.

Daum, B.; Scheller, M.: Electronic Business. Methoden, Werkzeuge, Techniken und Systeme für den Unternehmenserfolg im Internet.- München: Addison-Wesley, 2000.

Frazer, Robbie: The changing face of subscription agents. – In: Managing Information (2006) 13, No.8, p. 46-48.

Dempsey, Lorcan: Libraries and the long tail. Some thoughts about libraries in a network age. – In: D-Lib Magazine (2006) 12, No.4.

Kürti, Tímea Melinda: Hochschulbibliotheken als Verlage. – Krems: Donau-Universität Krems, 2006. – 84 p.

Malone, T.; Yates, J.; Benjamin, R.: Electronic markets and electronic hierarchies.- In: Communications of the ACM (1987) 30 (http://www.ebf.wiwi.hu-berlin.de/2/v11/malone_et_al_electronic-markets.pdf)

Olivieri, Rene: Context is everything. – In: Learned Publishing (2006) 19, No.2, p. 83-84.

Tebbutt, David: Can the internet remain neutral? In: Information Today (2006) 23, No.7, p. 18-20.

Weiss, A.: A brief guide to competitive intelligence. How to gather and use information on competitors. – In: Business Information Review (2002) 19, No.2, p. 39-47

1: Global information economy

As a result, students should be able to understand the importance of information for business processes, they should be able to explain the necessity of relevant standards and they should be able to describe the basic concept of “Application Service Providing”.

Benson, Amy; Favini, Robert: Evolving Web, evolving librarian. –In: Library High Tech News (2006) 23, No, 7, p. 18-21.

Chillingworth, Mark: Library automation market is tracking big IT vendors. – In: Information World Review (2006) 220, No.1, p. 4.

Daum, B.; Scheller, M.: Electronic Business. Methoden, Werkzeuge, Techniken und Systeme für den Unternehmenserfolg im Internet.- München: Addison-Wesley, 2000.

2: Theoretical models of electronic markets

Students should understand the concept of “Electronic Business”

Chillingworth, Mark: Library automation market is tracking big IT vendors. – In: Information World Review (2006) 220, No.1, p. 4.

Daum, B.; Scheller, M.: Electronic Business. Methoden, Werkzeuge, Techniken und Systeme für den Unternehmenserfolg im Internet.- München: Addison-Wesley, 2000.

Frazer, Robbie: The changing face of subscription agents. – In: Managing Information (2006) 13, No.8, p. 46-48.

3: Acquisition politics/strategies

The students should learn how libraries organize their acquisitions strategies, how they realize these goals in an operational way, which qualitative instruments are useful to do this and which quantitative instruments can be used.

Daum, B.; Scheller, M.: Electronic Business. Methoden, Werkzeuge, Techniken und Systeme für den Unternehmenserfolg im Internet.- München: Addison-Wesley, 2000.

Frazer, Robbie: The changing face of subscription agents. – In: Managing Information (2006) 13, No.8, p. 46-48.

Dempsey, Lorcan: Libraries and the long tail. Some thoughts about libraries in a network age. – In: D-Lib Magazine (2006) 12, No.4.

4/5: Selection and purchasing of library materials

Students should be able to define the specific characteristics of a selected number of information sources. They should also be able to name the expectations of

vendors, libraries and users and they should know how to organize the detailed acquisitions processes. Besides this the special aspects of selecting and purchasing online materials should also be mentioned.

Frazer, Robbie: The changing face of subscription agents. – In: *Managing Information* (2006) 13, No.8, p. 46-48.

Dempsey, Lorcan: Libraries and the long tail. Some thoughts about libraries in a network age. – In: *D-Lib Magazine* (2006) 12, No.4.

Kürti, Tímea Melinda: Hochschulbibliotheken als Verlage. – Krems: Donau-Universität Krems, 2006. – 84 p.

Malone, T.; Yates, J.; Benjamin, R.: Electronic markets and electronic hierarchies.- In: *Communications of the ACM* (1987) 30 (http://www.ebf.wiwi.hu-berlin.de/2/vl1/malone_et_al_electronic-markets.pdf)

7/6: Book trade and publishing

Students should know the characteristics of the publishing business and especially the socio-economic context of purchasing library materials.

Olivieri, Rene: Context is everything. – In: *Learned Publishing* (2006) 19, No.2, p. 83-84.

Tebbutt, David: Can the internet remain neutral? In: *Information Today* (2006) 23, No.7, p. 18-20.

Weiss, A.: A brief guide to competitive intelligence. How to gather and use information on competitors. – In: *Business Information Review* (2002) 19, No.2, p. 39-47

8/9: Securing and archiving collections

Students should understand the complexity of mass conservation and should get a feeling about the organizational and technical problems of long-term storage of electronic documents.

Hauffe, Heinz: Langfristige Verfügbarkeit elektronischer Medien, Referat am Kolloquium "Speicherbibliotheken - Digitale Bibliotheken", Graz, 3. April 1997. (<http://www.uibk.ac.at/sci-org/voeb/texte/hhgraz.html>).

Holden, Daniel: JSTOR: 1999 and Beyond, in: *Ariadne*, 18(December 1998). (<http://www.ariadne.ac.uk/issue18/jstor/>).

Hutzler, Evelinde: Angebot und Nutzung elektronischer Zeitschriften. Erfahrungen aus einem Projekt an der Universitätsbibliothek Regensburg. (Vortrag gehalten Berlin, 1998). (<http://www.iuk-initiative.org/b98/rf/ezbnutz.htm>).

10/11: Economic information through online databases

Students should know the classical economic databases, especially those for bibliographic information; besides this they should also be generally familiar with numerical and facts databases and the strategies to check them.

Keller, Alice (2001a): *Elektronische Zeitschriften: Eine Einführung*. Wiesbaden: Harrassowitz Verlag, 2001. 142 S. (Bibliotheksarbeit, 9).

Keller, Alice (2001b): Elektronische Zeitschriften im Wandel: Eine Delphi-Studie. Wiesbaden: Harrassowitz Verlag, 2001. 158 S. (Bibliotheksarbeit, 10).

Klötgen, Stephanie: Elektronische Zeitschriften in ausgewählten Wissenschaftsgebieten: ein Vergleich. Fachhochschule Köln, Fachbereich Bibliotheks- und Informationswesen, Köln 2000. 103 S.

12: WWW, internet and searching for proofed information

Students should know about the differences between searches in the WWW and the quality-proofed online databases

Mogge, Dru: Seven Years of Tracking Electronic Publishing: The ARL Directory of Electronic Journals, Newsletters and Academic Discussion Lists. Originally, publicată în: Library Hi Tech, 17(1999)/1, 17-25.

(<http://dsej.arl.org/dsej/2000/mogge.html>).

Okerson, Ann: The Electronic Journal: What, Whence, and When, în: The Public-Access Computer Systems Review, 2(1991)/1, 5-24.

(<http://info.lib.uh.edu/pr/v2/n1/okerson.2n1>).

Persing, B.: Seeking Philosophy Journals on the Web: Scholarly, Full-Text, and Free, în: Serials Review, 28(2002)/3, 225-231.

13/14: Marketing for Libraries with a special emphasis on Public Relations

Students should get an overview about the topics "mission statements", "image" and "advertising" in the context of science libraries.

Shackel, B.: Progress of the Blend-Linc Electronic Journal Project, în: 7th International Online Information Meeting, London 1983. Oxford: Learned Information 1983, 131-145.

Turoff, Murray / Hiltz, Starr Roxanne: The Electronic Journal: A Progress Report, în: Journal of the American Society for Information Science, 33(July 1982), 195-202.

Zhang, Zhongdong: Building Electronic Scholarly Journals as Communication Forums. Bergheim b. Würzburg: Deutscher Wissenschafts-Verlag, 1999.