

2018 Annual Report

Library, IT & Library Centre,
China Europe International Business School

In the first half-past of 2018, CEIBS Library team completed the benchmark analysis. By benchmarking the libraries of first-class business schools, the Library learned the gaps on services and resources. To fill gaps with other business libraries, the Library has taken a series of actions. The library staff members will innovate to develop resources, enhance services to adequately meet the information needs from the school's teaching, research and administration, and made contributions to the progress to CEIBS.

New Initiatives & Operations During 2018

Obtained information on the coverage of the Library core journals through citation analysis in support of the research

The Library investigated the articles published over the past 3 years and those articles are indexed in WOS, and has made changes on extending library electronic holdings of back issues

It is a common problem for universities and academic libraries to provide abundant electronic resources for researchers and to balance the resources on different disciplines. The Library faces the same situation as well. To make the best use of subscribed electronic resources, the library has developed a self-evaluation and created a proper electronic resources acquisition workflow based on CEIBS current situation. The implement of this workflow will be a strong support for CEIBS researchers.

Enriched the reading promotion activities and promoted information literacy instructions

It is the development of technologies that brings a great convenience for people to using various media and switching among different Apps in their daily life. It does not only change

the life rhythms, styles, leisure activities but also change the way of reading. As a business school library, the library plays as a guide role in the reading promotion activities and publishes new books notice and recommendations via email, WeChat, library webpage and Intranet and other media. The library held three reading sharing sessions in 2018 and a reading star contest on the World Book Day.

The library team has provided 36 training sessions through 2018. Flipping classroom was used in the new MBA student library instruction session and it showed a great result on increasing library interactions and attracting students. Students and librarians gained a close communication through this year's activities and the library become a popular place which students prefer to go to.



MBA 2020 Student Library Orientation

Introduced the new information technology and platform to promote library services

It is the aim of strengthening academic connections, providing in-depth reference service and improving patron-experience on library guide that CEIBS Library purchased LibGuides system to create and publish patron-friendly guides in 2018. Over 120,000 librarians in the 5,700 libraries from more than 80 countries are using LibGuides and have created greater than 500,000 guides for 10,000,000 or more patrons. The a large of guides sharing among LibGuides community and convenient guide editing steps fulfill the library's goal on information sharing and save the time on creating library guide. The old guides were migrated into the system and new subject guides such as Patron Guide on Cases and Patron Guide for New MBA Students were published. The usage of guides can be detected through this system and the records will help librarians know better about patrons' needs on information searching. The library team plans to use LibGuides for course guide creation,

activity publishing, resources promotion and other library extension services.

The accomplishment of integrating the library system and the School's SSO system is convenient to patrons using on library services and resources and benefits the library's web service promotion.

Provide references to the teaching & case writing by information

visualization

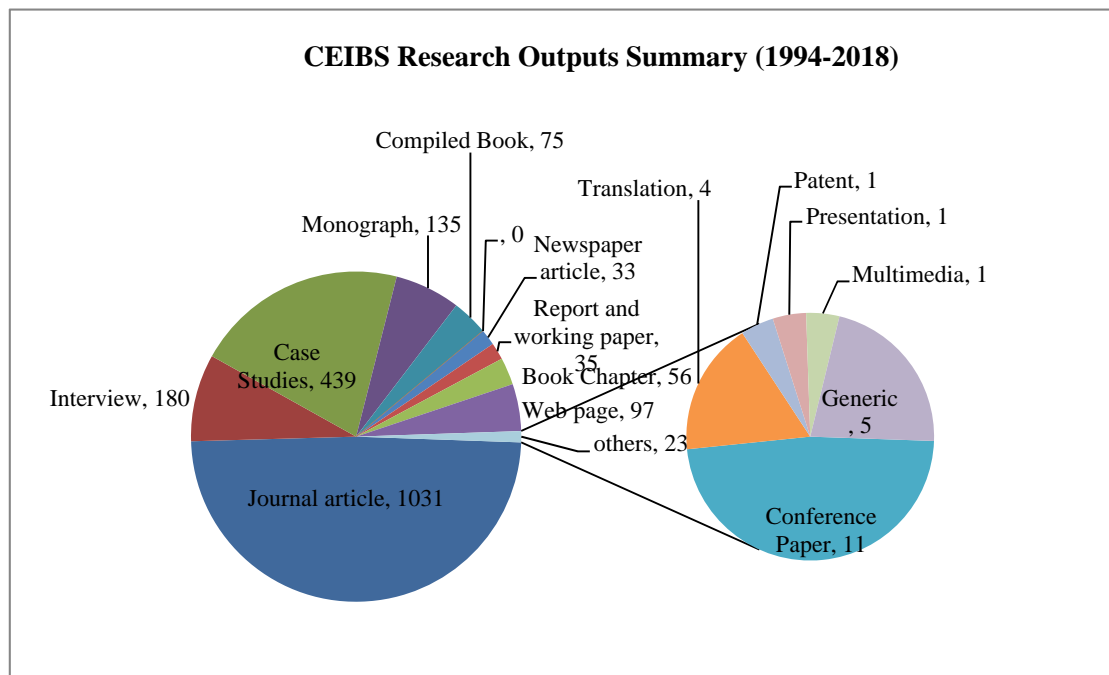
The library has been in charge of the acquisition of textbooks & cases. About 30 titles of textbooks and 2894 titles (176 812 copies) were purchased in the past one year. The librarian analyzed the case usage data within the last 2 years by the information visualization. By data analysis, the whole picture on the case usage by all programmes could be displayed, e. g. the quantity of cases used by different teaching programmes, the peak demand for cases, the favorite cases used by professors from different departments, What program is more likely to use the CEIBS cases? What cases are more heavily used or frequently used? And what changes on case usage have been made along with the progress of Real Situation Learning Method (RSLM)? And, those can provide references to the teaching & case writing.

Continuously develop CEIBS IR, propel open access and research dissemination

CEIBS Institutional Repository (IR) has been launched since 2017 and it also attracted wide attentions by patrons. In addition to its standard iteration, CEIBS IR was tailor made for the School that includes the display of paper keywords and journals that articles published in. Also, the interface language for submitting research outputs was changed into English that made it possible for scholars to submit and claim research outputs by themselves.

The recent upsurge of the open movement among the academic community contributes to open access (OA), open data and open science. As a business knowledge creator and disseminator, the School actively responds to this call and motivates researchers to issue OA papers. Research outputs need to be deposited into the IR according to the requirement of OA papers. The established IR has well prepared to support the open access initiative of the School.

CEIBS IR now includes more than 2,000 items produced by members of CEIBS during their time at CEIBS. These items include research in digital form such as articles, books, conference papers, patent, case studies and more.



CEIBS Institutional Repository Record Statistics

To explore EBA mode for E-textbooks

The Economics and Management collections are core collections of CEIBS Library. To keep pace with changes in science, technology and information formats, the Libraries are in constant pursuit of new e-resources, as well as print resources. In 2018, collection has been gained steady developments. The librarian has being explored the Evidence-based Acquisition (EBA) mode for acquisition of E-books.

Currently, E-textbooks are widely used by patrons. However, the unavailability of E-textbooks from owned subscription and the restriction of Digital Right Management have brought inconveniences to our patrons. And the library is going to make more explorations on the use of E-textbooks and set up its service scheme afterwards.

Library in Numbers

	2017	2018
Reference services		
Questions answered	1277	1058
Document delivery requests	81	66
Interlibrary loans requests	10	4
Instruction sessions and workshops	21	36
Electronic resources		
Unique periodical titles	59735	60065
Databases	51	52
E-books	36583	67942
Patrons' searches in Summon	20000+	14000+
Print collection		
Circulated books	7700	6672
Periodical issues checked in	2448	2928
Newly added books	1900	2012
Inter-campus loan requests	50+	20
Course materials acquisition		
Copies of case studies for taught programmes	167 788	176812
Titles of reference materials for MBA	24	27
Titles of reference materials for faculty & other departments	75	60
Cataloging		
Original cataloging titles	1000+	1200+
Copy cataloging titles	712	623

Library Staff

In 2018, the librarians participated in the training on the application of advanced knowledge service tools. After the training, the librarians can apply their know-how into practices. The Library had an in-depth discussion and exchange with other member libraries in 2018 APBSLG meeting. Hanna Huang as a new librarian who made a speech on “How to provide library services for patrons of next generation” and has got well recognized from attendees. The Library will continuously create and provide variety of opportunities for librarians’ up-skilling. In order to provide quality library services for the teaching and research, librarians should be knowledgeable in the basic knowledge of business principles more than just library science. Thus, the librarians are encouraged to gain the knowledge and practice their crafts from day in and day out.

Roster:

David Xue	Director
Miranda Hu	Assistant Director
Lisa Lu	Technique Service Librarian
Hanna Huang	Public Service Librarian
Yao Lingli	Public Service Librarian
Mable Ji	Assistant Librarian (Technique Service)
LiXiaoqian	Library Assistant
Gu Yin	Library Assistant
Bu Chenghong	Library Assistant
Jia Yang	Library Assistant

2019 Outlook

It brings chances and challenges to the library by the fast growing information technologies such as big data, cloud computing and smart campus. The library will continue insisting patron-centred services and technology-supported work to improve the performance and satisfaction of resources and keep the library as a luxuriantly growing organism.

The main focuses of the library's work in 2019:

- [1] To combine online and physical instructions further to satisfy student success needs in this digital age of self-learning and lifelong learning.
- [2] To participate in the preparation of big data labs and support the implementation of new teaching models.
- [3] To keep improving patron experience of using library resources and services including increasing online guides, adding more library mobile services and WeChat services, and providing a pleasant reading and learning library environment.
- [4] To introduce bibliometric analysis tools to increase the efficiencies and effects of resources; to continue promoting CEIBS Institutional Repository and propel open access and research disseminations.
- [5] To draw up the library annual marketing plan for library resources and services broadcasting and strengthen patrons' community networking.