

# 2019 Annual Report

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

The library's new work plan has been set up at the start of 2019. The plan clarifies the essence of enhancing librarian's professional capabilities and follows the principle of recourse diversity enriching service variety. The library communicates and corporates widely with libraries in China and overseas to gain advanced methods and experiences to provide in-depth support on school's teaching, research and operation needs. It's the 25th year of school's establishment. The library keeps up with our school's missions and contributes to the school's long-term development.

## ***New Initiatives & Operations During 2019***

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### **Established the big data lab to support the innovative research and practices of big data and artificial intelligence**

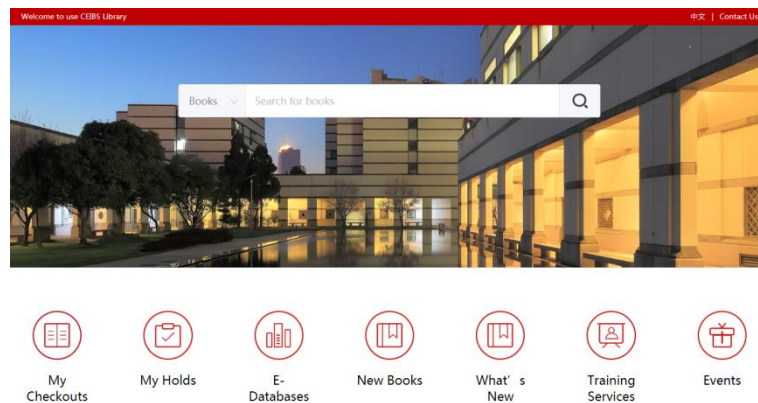
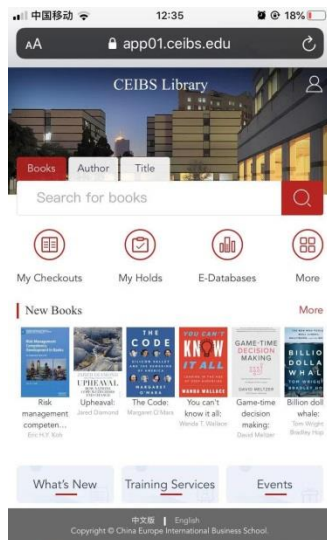
In order to fulfill the teaching and research needs of big data and artificial intelligence, as per suggestions of our professors, the IT and library center discussed with professors from time to time and relevant departments to develop a proposal on the big data lab that meets the actual needs of our school. The big data lab will be built using the most advanced, universal virtual desktop architecture (VDI) and ultra-converged cloud computing platform (HCI) technology, with due regard to data security, capacity and future management, rather than the traditional physical lab. The completion of the lab will provide great convenience for carrying out the teaching innovation practice and research of big data and artificial intelligence.

## **Took charge of the school's textbook acquisition to ensure smooth operations of teaching**

The library has taken over the textbook acquisition tasks of all programmes in Beijing, Shanghai and Shenzhen campuses since the start of 2019. According to the programme textbook usages in previous years, the library adjusted the previous process of textbook acquisition and is trying a new process of acquisition. The process which includes a complex set of nodes needs more attentions to be paid by the library. The librarians take extra energies and time on this new task to make sure every acquisition's effectiveness and efficiency though the library does not have enough staff to cover this new tasks. The library has completed 301 orders involving 236 courses and has acquired 23,275 copies of English and Chinese textbooks.

## **Created the library mobile service to add more channels and advertised the library services**

Information sharing from multi-screen and internet brings the increase of information as a speed of explosion. More information is published on different platforms which contend for users' time and energies. The library also considers to consolidate library resources and spread library service to get users' attention via different platforms. Currently, the library publishes and updates resources, service and activities from the school's website, Intranet, library official WeChat, Faculty Centre, Blackboard and so on. The release of mobile library adds a new way for users to learn and use the library. Considering the users' customized needs and the limitations of mobile devices, the mobile library shows the popular content which users care about and different types of users have different library service after logging in to their accounts. Comparing with other platforms, users can place holds on books and check their e-library cards on the mobile library in an express way. The mobile library is in test stage. It can be used alone and also can be imbedded into various applications such as iCampus, student portals and our library official WeChat.



## Continues revamping library reading and learning environments by users' feedback

To establish a business school library commensurate with the school's global status, it is necessary to have a first-class library in line with the characteristics of the new era and welcomed by the new generation of users. In recent years, the library has been very concerned about this problem, and has been soliciting users for their needs and opinions on the building, facilities and the use of various spaces. Accordingly, the library also submitted the demand for space renovation to the logistics department. After deliberation, some facilities in the library, such as power supply and lamps, were updated. At present, some new facilities are available including self-service coffee machines, telephone booths, enclosed discussion rooms and lounge sofas. The library will no longer be just a place for self-study where literature resources can be obtained, but also a social place in a sense where users can interact, speculate or brainstorm, so as to meet the demand of the new generation of users for the library space. In order to make good use of the library's space, the library will also try to open up and integrate new services in the new space.

## Enhancing scholarly communication and improving subject services

The evaluation of resource usage becomes more important with the increasing of our library resources in types and quantities. The library introduces a resource evaluation system to analyze the resources' performance on support our school's subject development and build a healthy

resource development system. In recent three years, the library added range of years' core journals and online economics and management collections to strengthen the support of our school's research. CEIBS as a research institution in China can use the full text journal collections purchased by National Science and Technology Library (NSTL) for free such as Wiley back issue collections. Our library has submitted the application to NSTL in this year. Encountering the business schools' high reliance on data, the library also collects the resources from non-profit organizations besides the normal data acquisition to satisfy the needs of our scholars. For example, National Bureau of Economic Research (NBER) is a non-profit organization which publish authoritative and high-quality open data. It is listed on our library database list and other related resource pages for researchers' convenience. The measures above improve our library's quantities and qualities of subject resources.



The librarians keep regular links with the school research committee and dean's office and have library new faculty visits as usual to learn our scholars' research needs timely and clearly. The library resource and service menu has created for researchers to find out our library's new resources and service in a quick time. Responding to the constant demands on electronic resources especially on factual data resources, the library acquires ORBIS, WRDS and other related resources. It has increased 70% compared with last year's that the total amount of literature retrieval reference cases with our heavy users who are research faculty and staff. The library has organized more than 10 database trainings and is trying to push academic trainings, conferences and publication chances to heavy users. The library satisfies the exhibition needs of school's research centres and holds the exhibitions of family heritage centre, wealth centre and special topic shelves.



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## Family Business Studies: CEIBS Centre for Family Heritage

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Industry Studies	Journals and Magazines	CEIBS Centre for Family Heritage
Overview		
 <p>The CEIBS Centre for Family Heritage, founded by CEIBS under the sponsorship of the Kaifeng Foundation, is a knowledge centre committed to helping China's family businesses go global and foreign enterprises better understand China's family businesses.</p> <p><b>Vision</b></p> <p>The Centre aims to become a leading academic and research institute on family business, create and share resources and knowledge concerning family business in emerging markets, and provide a platform for exchanges between eastern and western family businesses.</p> <p><b>Mission</b></p> <ul style="list-style-type: none"> <li>• Create and enrich the theories, methodology, and best practices for family businesses in China</li> <li>• Influence the long-term development of Chinese family businesses</li> </ul>		
CEIBS Family Heritage Library		
 <p><b>LIBRARY</b> 图书角 CEIBS Center for Family Heritage 中欧家族传承研究中心</p> <p><i>An exhibit of selected publications is always on view in library's ground floor Room 1.07.</i></p>		
Gifts from CFH		
<b>Magazines</b> <ul style="list-style-type: none"> <li>• 传承</li> <li>• 福布斯</li> <li>• 家族企业</li> </ul>		

## ***Library in Numbers***

	2019	2018
<b>Reference services</b>		
Questions answered	1300+	1058
Document delivery requests	160+	66
Interlibrary loans requests	15	4
Instruction sessions and workshops	31	36
<b>Electronic resources</b>		
Unique periodical titles	48775	60065
Databases	52	52
E-books	32830	67942
Patrons' searches in Summon	23830	14000+
<b>Print collection</b>		
Circulated books	7848	6672
Periodical issues checked in	2547	2928
Newly added books	1800+	2012
Inter-campus loan requests	27	20
<b>Course materials acquisition</b>		
Copies of case studies for taught programmes	227000	176812
Titles of reference materials for all programmes	120+	27
Titles of reference materials for faculty & other departments	80	60
<b>Cataloging</b>		
Original cataloging titles	1240	1200+
Copy cataloging titles	410+	623

## ***Library Staff***

In 2019, the Library provided each librarian with training opportunities in their respective fields, 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 2019 APBSLG meeting. In the meeting, Miranda Hu, on behalf of CEIBS library, made a speech on how to develop the research services by leveraging the CEIBS Institutional Repository, which was well received by the participants. In a new information environment, libraries are facing great challenges. If libraries want to play new roles and launch new services in today's highly connected digital information field, they need to make appropriate changes to the traditional service model and contents of the library services, so it is essential for librarians to develop new skills not only to stay competent, but to better serve patrons in the digital age. In 2020, the Library will continue creating opportunities to develop and upgrade the skills of librarians.

### Roster:

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

## **2020 Outlook**

University libraries are filled with a variety of new technologies and new stuff in library science and practices comes one after another. University libraries are facing both chances and opportunities. However, the core value of the library which should be insisted obeying is still the same: literature retrieval and collaboration and humanism. Sayings from the Great Learning, plan ahead and then take action; know the goal and then achieve it. In 2020, our library will hold the core values and missions, enhance the user-driven service, and use data to optimize the resource development. The library will innovate to move forward, and make due contribution to the progress to the school.

The 2020 Library focuses are below:

- [1] To keep optimizing the current processes of acquisition and cataloging and adjust the emphasis of these processes.
- [2] To intensify the marketing of library resources and service and keep close relationships with different user groups
- [3] To strengthen academic communications between scholars and librarians and explore the proper subject service
- [4] To improve the institution repository development, distribute open access related issues and promote knowledge dissemination
- [5] To foster the students' information literacy via online and onsite training especially digital literacy
- [6] To continue enhancing the user experience of our library resources and service
- [7] To explore the electronic course material collaboration platforms or methods
- [8] To survey the next generation of library administration system and current status of institutional repositories for our library's future development