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The Use of Emerald Management Database of Electronic Journals at Guru Jambheshwar University of Science & Technology, Hisar

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A B S T R A C T

Electronic journals have now become the indispensable source of information for the researchers working in Research and other Institutes of Higher Learning. In the present scenario, no library can cater to the informational requirements of its users without the accessibility of electronic journals. Since the databases of electronic journals are very costly, there is need to evaluate the usage. The present study is an attempt to review the usage of Emerald databases of electronic journals. Month-wise usage of data from the year 2011 to 2015 have been compared with regard to articles downloaded. Journal of Intellectual Capital, Personnel Review, European Journal of Marketing, British Food Journal, and Employee Relations: The International Journal have been found the highly used 5 Journals. The study reports that 53781 articles have been downloaded during the spell of five years and more than 52% articles have been downloaded amongst first 32 journals. The usage is unfortunately decreased after the year 2012 and there is dire need of marketing the database and making the users aware. The suggestions for improving the usage level have been discussed.

Keywords: information usage, emerald database, information retrieval

I. Introduction

The University is named after Guru Jambheshwar, an environmentalist and Saint of 15th Century who founded the Bishnoi sect in 1485 AD. His Twenty-Nine Commandments became the Bible for human growth and conservation of biodiversity. Guru Jambheshwar University of Science and Technology came into existence on October 20, 1995 under Haryana State Legislative Act No. 17 of 1995 at Hisar, Haryana State of India. The Major thrust areas of teaching and research are of Computer Science & Engineering, Information Technology, Electronics & Communication Engineering, Printing Technology, Bio Medical Engineering, Mechanical Engineering, Pharmaceutical Sciences, Physiotherapy, Applied Psychology, Physics, Chemistry, Mathematics, Management, Environmental Sciences & Engineering, Food Technology, Bio and Nano Technology, and Communication Management & Technology,

The University has been accredited 'A' Grade by National Assessment and Accreditation Council (NAAC), in 2002 as grade 'A' and has been re-accredited as grade 'A' with (CGPA 3.26), in 2009. Thereafter, the University has also been re-accredited third time as "A" Grade with (CGPA 3.28) by National Assessment and Accreditation Council (NAAC), Bangalore for a period of five years from 10.12.2014 to 09.12.2019.

The total number of papers published by the faculty in peer reviewed journals of national and international repute since 2009-10 is 1935. Of the total 1219 publications listed on Scopus. The H-Index of the University has also gone up to 50 at present from 17 in 2009-10 and the Impact Factor of the papers is up to 6.05.

Emerald is one of the renowned International publisher of electronic journals and established in the year 1967. Presently it is providing 298 electronic journals, 2500 e-books and more than 450 teaching cases. Guru Jambheshwar University has started the subscription of Emerald Mgt Xtra 175 database since 2007 and continued to subscribe until 2015. From the current year (2016), the Information Library Network (INFLIBNET) has provided the access of Emerald Complete database to the University having 298 e-journals, under its E-ShodhSindhu Project. All of Emerald

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journals are peer-reviewed and contained latest research. Its specialization is in Management, Business, Health Science, Engineering and Social Sciences.

Objectives of the study

This paper is concerned to study the Use of Emerald Management Database of Electronic Journals and to check the usage level. The objectives of the study are:-

- To analyse the month-wise usage of electronic journals/papers downloaded from Emerald Management Database of Electronic Journals.
- To compare the usage of downloads during the years 2011 and 2015.
- To prepare a list of journals in decreasing order of usage/ downloads.
- To give possible suggestions to improve the usage level.

II. Method

The present study is carried out by taking the usage data for the years 2011 and 2015 from the Emerald Publishing. The data is tabulated & analysed by using basic mathematical calculations and also shown pictorially.

Review of Literature

Many studies have been carried out to know the information seeking behaviour and usage pattern of the researchers. Evans and Peters (2005) in their study observed that “across all Emerald customers, 80% of usage came from 47.4% of titles”. A list of 15 most used journals has been published. Shearer, Klatt and Nagy (2009) carried out a study of electronic journal usage data and analysed the journals used as 0-24 times, 25-49 times, 50 to 99 times, 100-199 times and 200+ times. Some more relevant studies should be discussed related to know the usage level of electronic journals by its users. Nicholas, David, et.al (2010) found very high concentration levels to that 5 per

cent of journals accounted for a third to half of all page views. They quoted that “this is not surprising as the “80/20 rule”, or Pareto principle (Evans and Peters, 2005) normally applies to use of journals. This principle indicates that 80 per cent of the usage by all members coming from 20 per cent of the titles”. Chowdhury (2012) highlighted the list of 25 journals each of Oxford University Press, JSTOR, ABI/Inform and Emerald databases. It is further suggested that new consortia need to be created. He observed that use of Emerald database is more rational as compared to other three databases.

Moorthy and Pant (2012) collected the usage statistics for the period from 2009 to 2011 for all the DRDO Labs from the websites of 8 publishers and observed that the scientists of DRDO is utilizing the resources in a positive way and in some cases, where usage of e-journals is low, training programmes are being conducted from time to time. Ivwighrehweta and Oyeniran (2013) emphasised that now library should have electronic information resources in order to increase productivity of work, learning, teaching and research. Tyagi and Passi (2013) expressed their views that users of a medical library is very meticulous and so as their informational requirements. The information resources should be subscribed very carefully and need to be reviewed periodically at par with the changing informational requirements of the users in a medical library.

Analysis

Table 1 describes month-wise download of articles during the years of 2011-2015. It has been observed from this table that total 53781 articles at an average of 10756 articles per year have been downloaded. Within the five years highest 13873 and lowest 8260 articles have been downloaded in the years of 2012 and 2015 respectively in the campus of Guru Jambheshwar University of Science & Technology, Hisar. Further highest 6485 and lowest 2021 articles have been downloaded in the months of February and October respectively during the period of five years.

Table1: Month-wise download of Articles: 2011-2015

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg	Total
2011	1,379	1,620	867	1,224	909	665	1,177	1,117	869	380	592	654	954	11,453
2012	1,841	1,536	1,025	1,384	1,118	1,575	1,201	936	701	549	1,010	997	1,156	13,873
2013	1,308	1,530	1,562	1,754	877	537	803	654	528	302	506	761	927	11,122
2014	763	1,009	1,591	735	493	348	1,053	635	465	465	850	666	756	9,073
2015	608	790	665	782	1,357	655	514	741	404	325	525	894	688	8,260
Avg	1,180	1,297	1,142	1,176	951	756	950	817	593	404	697	794	896	10,756
Total	5,899	6,485	5,710	5,879	4,754	3,780	4,748	4,083	2,967	2,021	3,483	3,972	4,482	53,781

Figure 1 shows the month-wise downloads of articles ensued during the period of five years i.e. 2011 to 2015. It has been observed that in

a particular month, highest 1841 articles have been downloaded in the January 2012 whereas the lowest 302 articles in October 2013.

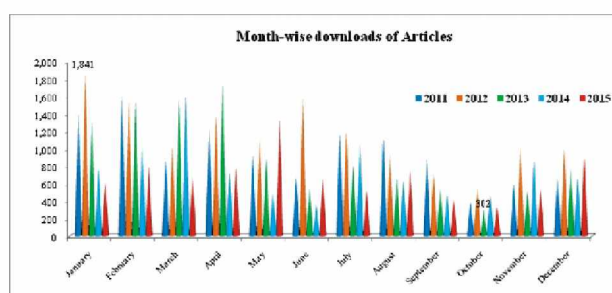


Figure 1

Figure 2 shows the information regarding month-wise average and total downloads observed during 2011 to 2015. Highest 6485 and lowest 2021 total number of articles have been downloaded in the months of February and October respectively against the average of 4482 articles. Likewise highest and lowest average of 1297 and 404 number of articles have been observed in the months of February and October respectively against the overall monthly average of 896 articles.

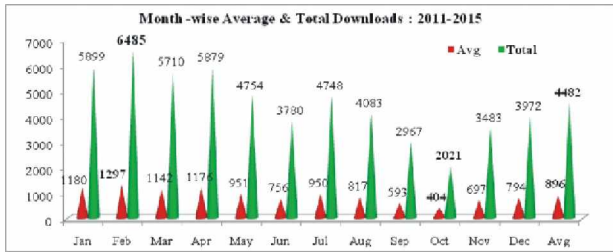


Figure 2

Figure 3 depicts the year-wise average and total downloads observed during the five years. It has been found that in total, maximum 13873 and minimum 8260 articles have been downloaded in 2012 and 2015 respectively against the overall yearly average of 10756 articles. Regarding month-wise yearly average, it has been found that highest 1156 and lowest 688 articles have been observed during the years 2012 and 2015 respectively against the overall month-wise average of 896 articles.

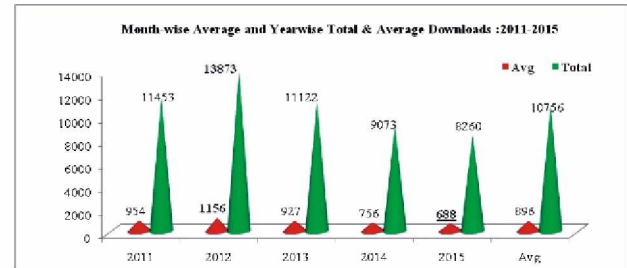


Figure 3

Table 2: Relationship between Parental Involvement and Academic Motivation

Sr.	Subject	2011	2012	2013	2014	2015	Avg	Total
1	Marketing	2,010	2,249	1,777	1,107	1,245	1,678	8,388
2	Human Resource Management	1,367	1,873	1,157	1,921	1,050	1,474	7,368
3	Accounting and Finance	708	930	971	802	952	873	4,363
4	Information and Knowledge Management	961	951	686	1,009	445	810	4,052
5	Industry and Public Sector Management	602	904	777	542	714	708	3,539
6	Managing Quality	828	729	391	227	355	506	2,530
7	Management Science/Management Studies	483	593	544	375	322	463	2,317
8	Economics	321	587	552	383	361	441	2,204
9	Library and Information Studies	343	448	385	382	354	382	1,912
10	Education	556	482	254	300	220	362	1,812
11	Learning and Development	403	389	361	261	216	326	1,630
12	Business Ethics and Law	224	511	317	191	287	306	1,530
13	International Business	288	454	324	171	275	302	1,512
14	Tourism and Hospitality	342	285	496	111	132	273	1,366
15	Operations and Logistics Management	367	392	327	142	137	273	1,365
16	Organization Studies	417	286	209	207	230	270	1,349
17	Health Care Management/Health Care	187	306	280	153	242	234	1,168
18	Performance Management and Measurement	230	306	289	130	137	218	1,092
19	Business Strategy	226	188	197	138	132	176	881
20	Built Environment	192	252	209	103	123	176	879
21	Enterprise and Innovation	111	314	166	99	93	157	783
22	Regional Management Studies	104	193	151	81	81	122	610
23	Food & Nutrition	91	83	127	57	86	89	444
24	Mechanical & Materials Engineering	47	80	119	59	35	68	340
25	Environmental Management/Environment	20	60	26	107	13	45	226
26	Electrical & Electronic Engineering	24	26	25	14	22	22	111
27	Health and Social Care	1	2	5	1	1	2	10
	Average	481	567	469	396	367	398	1992
	Total:	11,453	13,873	11,122	9,073	8,260	10,756	53,781

Table 2 highlights those 27 subject areas on which 53781 articles have been downloaded during the spell of 2011 to 2015. A peep on table 2 shows that the highest 8388 articles have been downloaded on the subject “Marketing” at an average of 1678 articles per year.

Maximum 2249 articles and minimum 1107 articles, on marketing, have been downloaded in the years 2012 and 2014 respectively. The subject-wise total and yearly average downloads have also been shown in Figure 4

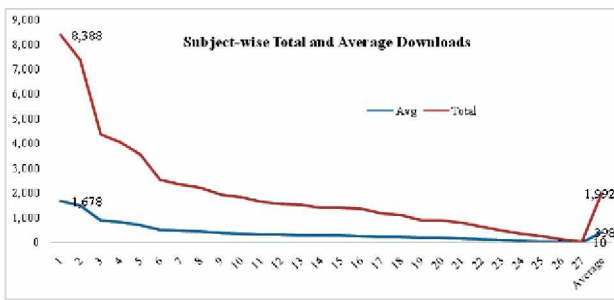


Figure 4

To highlight the subject-wise analysis of downloads, the subjects have been shown in six forthcoming figures.

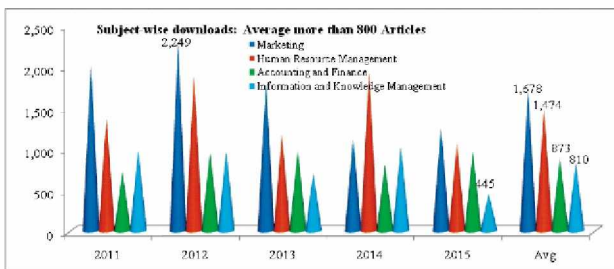


Figure 5

Figure 5 describes the top highly used subjects i.e. where average downloads in five years is more than 800 articles. Maximum average of 1678 articles per year have been observed for the subject “Marketing” followed by “Human Resource Management” (1474 articles) and “Accounting and Finance” (873 articles per year). The next subjects is “Information and Knowledge Management” where 810 articles per year have been used. In a particular year, maximum 2249 articles and minimum 445 articles for the subjects “Marketing” in the year 2012 and “Information and Knowledge Management” in the year 2015 respectively have been observed.

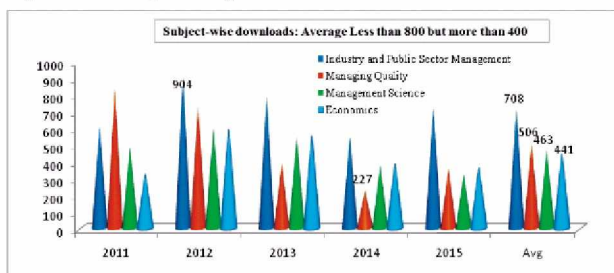


Figure 6

Figure 6 enumerates four subjects where average downloads is less than 800 articles but more than 400 articles. Yearly average for the four subjects -Industry and Public Sector Management, Managing Quality, Management Science and Economics has been observed as 708, 506, 463 and 441 articles. In a particular year, maximum 904 articles and minimum 227 articles for the subjects “Industry and Public Sector Management” in the year 2012 and “Managing Quality” in the year 2014 respectively have been observed.

Education, Learning and Development, Business Ethics & Law, and International Business are such subjects where yearly average of downloaded articles is less than 400 but more than 300 articles i.e. 362,326, 306 and 302 respectively. Figure 7 shows that highest 556 articles and lowest 171 articles have been downloaded for the subjects “Education” and “Business Ethics and Law” during the year 2011 and 2014 respectively.

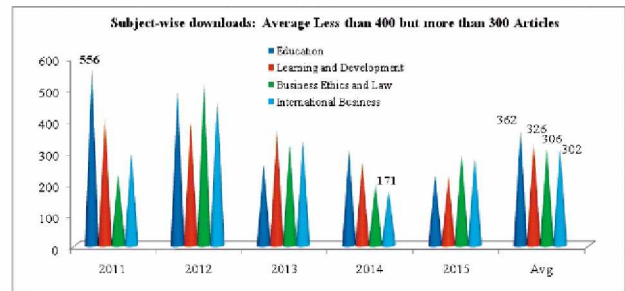


Figure 7

Figure 8 represents the subjects where yearly average download is less than 300 articles but more than 200 articles. It has been observed that highest 496 articles and lowest 111 articles have been downloaded for the subject “Tourism and Hospitality” in the year 2013 and 2014 respectively. The average of downloaded articles for the subjects- Tourism and Hospitality, Operations and Logistics Management, Organization Studies, Health Care Management/Health Case and Performance Management and Measurement have been observed as 273, 273, 270, 234 and 218 respectively.

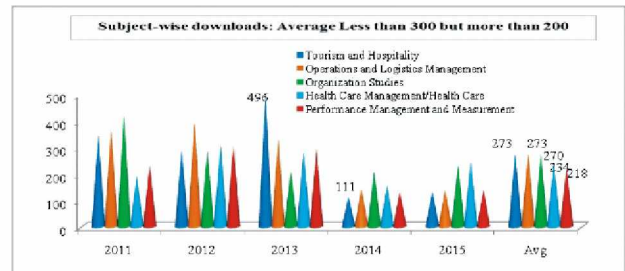


Figure 8

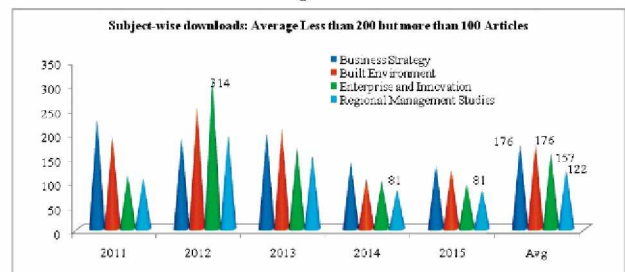


Figure 9

Figure 9 represents the subjects where yearly average download is less than 200 articles but more than 100 articles. It has been observed that highest 314 articles have been downloaded for the subject “Enterprise & Innovation” in the year 2012 and lowest 81 articles have been observed for the subject “Regional Management Studies” in the years 2014 and 2015. The average of downloaded articles for the subjects- Business Strategy, Built Environment, Enterprise & Innovation, and Regional Management Studies have been observed as 176, 176, 157 and 122 respectively.

Figure 10 represents the subjects where yearly average download is less than 100 articles. It has been observed that highest 127 articles have been downloaded for the subject “Food & Nutrition” in the year 2013 and lowest 1 article has been observed for the subject “Health & Social Care” in each year 2011, 2014 and 2015. The yearly average download of articles under this category of subject include Food & Nutrition (89 articles), Mechanical & Materials Engineering (68 articles), Environmental Management (45 articles), Electrical & Electronic Engineering (22 articles), and Food & Nutrition (2 articles).

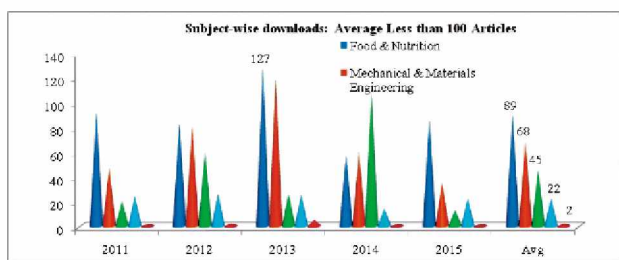


Figure 10

A list has been prepared on the basis of sum of articles downloaded during the period of five years (2011- 2015) and for the sake of better understanding this list has been divided in 4 tables. Table 3 describes such journals where total of downloaded articles is more than 500 articles. The table describes the journals use in the five years, average, total and series- showing the range of downloaded articles. It has been observed that series A has 9 such journals where total downloaded articles ranges 1001 to 2000. In the list of top 10 highly used journals series A has 9 journals - namely Journal of Intellectual

Capital (1930 articles), Personnel Review (1768 articles), European Journal of Marketing (1437 articles), British Food Journal (1224 articles), Employee Relations: The International Journal (1216 articles), International Journal of Retail & Distribution Management (1186 articles), International Journal of Contemporary Hospitality Management (1120 articles), Managerial Finance (1092 articles), Journal of Consumer Marketing (1061 articles). The 10th highly used journal is Management Decision (951 articles) has come from series B having 9 journals ranges from 701-1000 articles. The 3rd series of table 3 ranges from 501 to 700 and covered 14 journals.

Total 53781 articles have been downloaded and 'Journal of Intellectual Capital', 'Personnel Review', 'European Journal of Marketing', 'British Food Journal', and 'Employee Relations: The International Journal' have been found the highly used 5 Journals and 1930, 1768, 1437, 1224 and 1216 articles have been downloaded from these journals respectively during the spell of five years. More than 52% of articles have been downloaded from first 32 such journals where more than 500 articles have been downloaded during the last five years.

Table 3: Usage wise List of Journals: More Than 500 Articles

SN	Journal Title	2011	2012	2013	2014	2015	Avg	Total	Series
1.	Journal of Intellectual Capital	404	545	244	682	55	386	1,930	
2.	Personnel Review	284	321	270	664	229	354	1,768	
3.	European Journal of Marketing	338	323	389	187	200	287	1,437	A
4.	British Food Journal	140	415	321	198	150	245	1,224	2000-
5.	Employee Relations: The International Journal	153	319	206	375	163	243	1,216	1001
6.	International Journal of Retail & Distribution Management	265	218	212	152	339	237	1,186	
7.	International Journal of Contemporary Hospitality Management	285	170	448	101	116	224	1,120	
8.	Managerial Finance	140	267	266	149	270	218	1,092	
9.	Journal of Consumer Marketing	237	329	215	128	152	212	1,061	
10.	Management Decision	155	246	246	173	131	190	951	
11.	International Journal of Manpower	164	204	254	187	136	189	945	
12.	Management Research Review	235	219	178	143	118	179	893	B 1000-
13.	Journal of Managerial Psychology	157	208	171	113	138	157	787	701
14.	Gender in Management: An International Journal	172	172	85	246	111	157	786	
15.	Marketing Intelligence & Planning	184	207	116	125	138	154	770	
16.	Human Resource Management International Digest	130	300	86	104	98	144	718	
17.	Career Development International	195	228	68	145	79	143	715	
18.	International Journal of Bank Marketing	242	161	100	106	95	141	704	
19.	Social Responsibility Journal	107	192	171	74	151	139	695	
20.	European Journal of Training and Development	187	170	161	116	56	138	690	C
21.	Journal of Management Development	172	171	86	147	112	138	688	700-501
22.	International Journal of Productivity and Performance Management	154	159	215	76	74	136	678	
23.	Journal of Product & Brand Management	183	206	166	42	57	131	654	
24.	Managerial Auditing Journal	85	103	123	188	153	130	652	
25.	Industrial Management & Data Systems	168	166	140	86	88	130	648	
26.	Leadership & Organization Development Journal	224	135	80	91	93	125	623	
27.	The TQM Journal	188	203	92	42	95	124	620	
28.	Journal of Services Marketing	120	138	107	72	141	116	578	
29.	Corporate Governance	79	213	89	83	113	115	577	
30.	International Journal of Social Economics	63	184	145	78	102	114	572	
31.	International Journal of Educational Management	172	172	46	79	64	107	533	
32.	International Journal of Quality & Reliability Management	205	168	65	27	53	104	518	
	Average	187	226	174	162	127	175	876	
	Total	5987	7232	5561	5179	4070	5607	28029	

Table 4: Usage wise List of Journals: More Than 250 but less than 500 Articles

SN	Journal Title	2011	2012	2013	2014	2015	Average	Total	Series
1.	Industrial and Commercial Training	95	113	115	72	85	96	480	
2.	Equality, Diversity and Inclusion: An International Journal	43	110	110	83	105	90	451	D
3.	Journal of Service Theory and Practice	157	75	66	48	103	90	449	500-401
4.	Journal of Fashion Marketing and Management: An International Journal	89	136	106	63	54	90	448	
5.	Nutrition & Food Science	91	83	127	57	86	89	444	
6.	Asia Pacific Journal of Marketing and Logistics	86	155	69	48	86	89	444	
7.	International Marketing Review	135	116	70	62	43	85	426	
8.	International Journal of Operations & Production Management	140	129	58	44	49	84	420	
9.	Education + Training	106	98	108	81	26	84	419	
10.	Journal of Knowledge Management	168	70	83	59	38	84	418	
11.	International Journal of Emerging Markets	76	114	100	25	93	82	408	
12.	The Journal of Risk Finance	98	82	104	44	75	81	403	
13.	Benchmarking: An International Journal	103	121	93	31	46	79	394	
14.	Young Consumers: Insight and Ideas for Responsible Marketers	43	138	85	71	49	77	386	
15.	Internet Research	76	51	102	50	105	77	384	E
16.	Journal of Service Management	76	59	86	40	90	70	351	400-301
17.	Accounting, Auditing & Accountability Journal	58	74	46	72	99	70	349	
18.	Journal of Economic Studies	36	104	77	54	75	69	346	
19.	Journal of Business & Industrial Marketing	93	100	48	56	44	68	341	
20.	Journal of Small Business and Enterprise Development	23	169	80	41	28	68	341	
21.	Journal of Behavioral Strategy	78	63	71	61	35	62	308	
22.	International Journal of Health Care Quality Assurance	37	35	96	31	86	57	285	
23.	Review of International Business and Strategy	62	53	63	61	42	56	281	
24.	Competitiveness Review	33	130	49	14	50	55	276	F
25.	Qualitative Market Research: An International Journal	94	57	58	22	39	54	270	300-251
26.	Quality Assurance in Education	123	58	14	22	51	54	268	
27.	The Electronic Library	35	57	43	44	86	53	265	
28.	Journal of Manufacturing Technology Management	58	108	45	25	24	52	260	
29.	Cross Cultural & Strategic Management	69	56	56	25	53	52	259	
30.	Studies in Economics and Finance	29	51	75	38	64	51	257	
31.	Strategic Direction	77	50	53	28	44	50	252	
	Average	80	91	76	47	63	72	358	
	Total	2487	2815	2356	1472	1953	2218	11083	

Thus table 3 has three series and covers 32 journals. A peep on the table shows that the total of downloaded articles from 32 journals, during the spell of 5 years, is 28029 articles at an average of 5607 articles per year. The highest 7232 articles have been downloaded in the year 2012 and the lowest 4070 articles in the year 2015 against the overall average of 5607. Likewise the highest and lowest average of 226 and 127 articles have been observed in the year 2012 and 2015 respectively against the overall average of 175 articles per journal per year.

Table 4 has 31 journals and three series namely D, E and F. It is further observed that series D ranges from 401 articles to 500 articles and covered 12 journals and the average ranges from 81 articles to 96 articles per year.

It has also been observed that series E has 9 journals and ranges from 301 to 400 articles with an average from 62 to 79 articles. Likewise the series F has covered 10 journals with a range from 251 to 300 articles at an average of 50 to 57 articles per year.

A peep on the table shows that the total of downloaded articles from 31 journals, during the spell of 5 years, is 11083 articles. The highest 2856 articles have been downloaded in the year 2012 and the

lowest 1472 articles in the year 2014 against the overall average of 2218 articles per year. Likewise the highest and lowest average of 91 and 47 articles have been observed in the year 2012 and 2014 respectively against the overall average of 72 articles per journal per year.

Table 5 covers 59 journals and three series namely G, H and I. It is further observed that series G ranges from 201 articles to 250 articles and covered 19 journals and the average ranges from 40 articles to 49 articles per year.

It has also been observed that series H has 16 journals and ranges from 151 to 200 articles with an average from 30 to 39 articles. Likewise the series I has covered 24 journals with a range from 101 to 150 articles at an average of 20 to 30 articles per year. A peep on the table shows that the total of downloaded articles from 59 journals, during the spell of 5 years, is 10056 articles. The highest 2521 articles have been downloaded in the year 2012 and the lowest 1622 articles in the year 2015 against the overall average of 2010 articles per year. Likewise the highest and lowest average of 43 and 27 articles have been observed in the year 2012 and 2015 respectively against the overall average of 34 articles per journal per year.

Table 5: Usage wise List of Journals: More Than 100 but less than 250 Articles

SN	Journal Title	2011	2012	2013	2014	2015	Avg	Total	Series
1.	Journal of Workplace Learning	53	78	36	33	47	49	247	
2.	Library Management	75	54	49	31	35	49	244	G
3.	International Journal of Public Sector Management	48	59	53	56	26	48	242	250-201
4.	Health Education	35	90	40	26	49	48	240	
5.	International Journal of Managerial Finance	33	48	58	40	54	47	233	
6.	Journal of Health Organization and Management	30	96	46	28	32	46	232	
7.	Supply Chain Management: An International Journal	28	38	125	21	17	46	229	
8.	Management of Environmental Quality: An International Journal	70	82	29	25	21	45	227	
9.	Rapid Prototyping Journal	24	12	111	53	26	45	226	
10.	European Business Review	33	78	42	40	33	45	226	
11.	Library Review	47	55	51	35	35	45	223	
12.	Business Process Management Journal	78	44	21	46	33	44	222	
13.	Corporate Communications: An International Journal	38	61	65	28	28	44	220	
14.	Measuring Business Excellence	50	73	36	35	25	44	219	
15.	Journal of Research in Interactive Marketing	44	26	52	33	61	43	216	
16.	International Journal of Entrepreneurial Behavior & Research	48	76	40	28	22	43	214	
17.	Journal of Educational Administration	52	60	40	32	30	43	214	
18.	Development and Learning in Organizations: An International Journal	68	28	49	40	28	43	213	
19.	International Journal of Physical Distribution & Logistics Management	59	64	39	18	21	40	201	
20.	Team Performance Management: An International Journal	26	74	38	19	38	39	195	
21.	Online Information Review	27	31	50	39	42	38	189	
22.	EuroMed Journal of Business	38	35	63	39	14	38	189	H
23.	Baltic Journal of Management	36	74	35	17	23	37	185	200-151
24.	Journal of Organizational Change Management	40	48	26	27	41	36	182	
25.	The Learning Organization: An International Journal	65	40	33	19	23	36	180	
26.	International Journal of Sociology and Social Policy	23	59	29	38	27	35	176	
27.	International Journal of Workplace Health Management	42	38	30	28	38	35	176	
28.	Aslib Journal of Information Management	18	34	31	56	35	35	174	
29.	International Journal of Organizational Analysis	30	31	42	34	36	35	173	
30.	Participation and Empowerment: An International Journal	52	30	25	28	31	33	166	
31.	International Journal of Conflict Management	16	54	53	12	30	33	165	
32.	Journal of Enterprise Information Management	43	36	33	32	20	33	164	
33.	International Journal of Islamic and Middle Eastern Finance and Management	32	31	49	24	23	32	159	
34.	Engineering, Construction and Architectural Management	22	50	31	23	26	30	152	
35.	Journal of Financial Crime	31	13	18	50	40	30	152	
36.	Journal of Business Strategy	33	29	31	31	25	30	149	
37.	Journal of Financial Regulation and Compliance	28	34	37	23	23	29	145	
38.	Journal of Human Resource Costing & Accounting	44	31	37	18	15	29	145	I
39.	International Journal of Law and Management	16	46	37	26	18	29	143	150-101
40.	Journal of Communication Management	27	17	49	30	14	27	137	
41.	European Journal of Innovation Management	22	17	29	27	41	27	136	
42.	Chinese Management Studies	20	36	28	18	33	27	135	
43.	Info	18	33	31	16	35	27	133	
44.	Policing: An International Journal of Police Strategies & Management	23	36	26	12	27	25	124	
45.	Facilities	21	42	18	14	28	25	123	
46.	Indian Growth and Development Review	21	34	13	23	31	24	122	
47.	Tourism Review	36	51	21	3	10	24	121	
48.	New Library World	21	37	27	14	22	24	121	
49.	Leadership in Health Services	21	23	39	17	21	24	121	
50.	Review of Accounting and Finance	17	27	28	13	34	24	119	
51.	Humanomics	12	23	33	32	17	23	117	

52.	International Journal of Pharmaceutical and Healthcare Marketing	20	33	30	9	24	23	116
53.	Information Technology & People	10	22	20	27	36	23	115
54.	International Journal of Sustainability in Higher Education	59	27	12	7	10	23	115
55.	Journal of Property Investment & Finance	34	29	32	16	4	23	115
56.	Information and Computer Security	25	23	17	22	27	23	114
57.	Disaster Prevention and Management: An International Journal	11	46	20	30	7	23	114
58.	International Journal of Energy Sector Management	9	12	6	77	6	22	110
59.	Strategic Outsourcing: An International Journal	25	13	34	25	4	20	101
	Average	34	43	38	28	27	34	170
	Total	2027	2521	2223	1663	1622	2010	10056

Table 6: Usage wise List of Journals: Less than 100 Articles

SN	Journal Title	2011	2012	2013	2014	2015	Avg	Total	Series
1.	Journal of Documentation	13	15	13	34	23	20	98	J
2.	Property Management	29	28	23	4	14	20	98	100-51
3.	International Journal of Culture, Tourism and Hospitality Research	21	46	19	7	4	19	97	
4.	Kybernetes	19	25	24	11	17	19	96	
5.	Library Hi Tech	12	16	15	34	18	19	95	
6.	Reference Services Review	15	24	23	11	19	18	92	
7.	Journal of Modelling in Management	22	17	17	15	21	18	92	
8.	Journal of Accounting & Organizational Change	9	28	12	29	14	18	92	
9.	Asian Review of Accounting	4	20	15	32	20	18	91	
10.	Journal of Engineering, Design and Technology	8	23	33	8	16	18	88	
11.	Society and Business Review	21	42	16	6	3	18	88	
12.	Management Development Review	24	20	9	26	5	17	84	
13.	Transforming Government: People, Process and Policy	9	11	16	30	17	17	83	
14.	Strategic HR Review	18	4	42	11	8	17	83	
15.	Strategy & Leadership	24	11	21	7	20	17	83	
16.	International Journal of Information and Learning Technology	13	14	8	36	10	16	81	
17.	VINE Journal of Information and Knowledge Management Systems	35	15	14	10	6	16	80	
18.	Journal of Management History	13	24	15	13	12	15	77	
19.	International Journal of Accounting and Information Management	27	18	10	3	16	15	74	
20.	Program	13	19	15	13	12	14	72	
21.	On the Horizon	9	26	13	15	9	14	72	
22.	Pacific Accounting Review	7	19	19	15	12	14	72	
23.	Health Manpower Management	12	18	24	10	7	14	71	
24.	Journal of Technology Management in China	30	13	15	6	5	14	69	
25.	Qualitative Research in Accounting & Management	24	24	6	6	9	14	69	
26.	International Journal of Wine Business Research	29	15	8	8	8	14	68	
27.	The International Journal of Logistics Management	24	17	8	3	14	13	66	
28.	Balance Sheet	9	24	19	9	4	13	65	
29.	Library Hi Tech News	10	12	15	17	6	12	60	
30.	Foresight	11	26	5	8	8	12	58	
31.	The Bottom Line	6	15	14	21	2	12	58	
32.	Journal of Money Laundering Control	11	6	3	36	2	12	58	
33.	Journal of Enterprising Communities: People and Places in the Global Economy	15	28	11	1	2	11	57	
34.	Journal of Chinese Economic and Foreign Trade Studies	17	24	8	7	0	11	56	
35.	International Journal of Pervasive Computing and Communications	4	11	1	2	35	11	53	
36.	Journal of Place Management and Development	16	10	25	1	1	11	53	
37.	Journal of Facilities Management	16	8	8	11	9	10	52	
38.	Journal of Social Marketing	1	9	23	14	4	10	51	
39.	Journal of Investment Compliance	10	10	13	5	13	10	51	
40.	Journal of Corporate Real Estate	7	17	15	4	7	10	50	
41.	Reference Reviews	6	10	11	10	13	10	50	K

42. Education, Business and Society: Contemporary Middle Eastern Issues	11	12	6	7	13	10	49	50-01
43. International Journal of Managing Projects in Business	17	8	7	14	3	10	49	
44. Critical perspectives on international business	15	11	12	6	4	10	48	
45. Journal of Information, Communication and Ethics in Society	16	3	7	9	12	9	47	
46. Journal of Management History (Archive)	22	12	7	0	2	11	43	
47. International Journal of Health Governance	9	5	5	13	9	8	41	
48. Structural Survey	9	11	11	5	5	8	41	
49. Collection Building	9	22	5	2	2	8	40	
50. Journal for Multicultural Education	5	11	5	13	4	8	38	
51. Industrial Lubrication and Tribology	3	33	1	0	0	7	37	
52. Executive Development	18	13	2	2	1	7	36	
53. International Journal of Web Information Systems	3	5	1	6	20	7	35	
54. Records Management Journal	5	1	18	8	3	7	35	
55. Journal of Quality in Maintenance Engineering	12	9	5	6	1	7	33	
56. Journal of Indian Business Research	2	18	4	1	7	6	32	
57. International Journal of Housing Markets and Analysis	10	6	4	4	8	6	32	
58. Construction Innovation: Information, Process, Management	12	7	3	6	3	6	31	
59. Performance Measurement and Metrics	14	12	4	1	0	6	31	
60. Journal of Property Finance	7	12	4	6	2	6	31	
61. Interlending & Document Supply	7	13	4	4	1	6	29	
62. Training for Quality	9	11	6	1	2	6	29	
63. Journal of Chinese Human Resource Management	1	7	19		0	7	27	
64. Review of Behavioral Finance	0	2	10	4	11	5	27	
65. Journal of Marketing Practice: Applied Marketing Science	2	5	12	1	7	5	27	
66. Librarian Career Development	7	11	6	2	0	5	26	
67. Qualitative Research in Organizations and Management: An International Journal	6	2	3	8	5	5	24	
68. Interactive Technology and Smart Education	2	2	3	16	0	5	23	
69. Journal of Asia Business Studies	4	13	2	0	3	4	22	
70. The Antidote	0	6	13	3	0	4	22	
71. Worldwide Hospitality and Tourism Themes	0	16	6	0	0	4	22	
72. Asian Journal on Quality	1	8	12		0	5	21	
73. Journal of Advances in Management Research	0	8	6	4	3	4	21	
74. American Journal of Business	3	2	11	1	2	4	19	
75. Agricultural Finance Review	0	6	8	2	0	3	16	
76. Digital Library Perspectives	3	4	3	6	0	3	16	
77. Asian Libraries	1	7	4	4	0	3	16	
78. International Journal of Gender and Entrepreneurship	1	13	0	2	0	3	16	
79. Journal of Agribusiness in Developing and Emerging Economies	0	12	2	0	1	3	15	
80. Management Research: The Journal of the Iberoamerican Academy of Management	0	6	5	3	1	3	15	
81. Multidiscipline Modeling in Materials and Structures	0	13	1	1	0	3	15	
82. International Journal of Quality Science	4	6	2	1	1	3	14	
83. Multinational Business Review	0	12	2	0	0	3	14	
84. Pigment & Resin Technology	5	1	0	0	5	2	11	
85. Journal of Global Responsibility	0	13	0	0	0	3	13	
86. Assembly Automation	8	1	0	1	2	2	12	
87. Meditari Accountancy Research	0	5	7	0	0	2	12	
88. South Asian Journal of Global Business Research	0	3	7	2	0	2	12	
89. Journal of Research in Marketing and Entrepreneurship	0	10	1	0	0	2	11	
90. Higher Education, Skills and Work-based Learning	5	0	1	5	0	2	11	
91. Nankai Business Review International	3	5	2	0	0	2	10	
92. Anti-Corrosion Methods and Materials	3	6	1	0	0	2	10	
93. International Journal of Development Issues	5	4	1	0	0	2	10	
94. Pricing Strategy and Practice	1	4	2	2	1	2	10	
95. Journal of Entrepreneurship in Emerging Economies	1	2	6	0	0	2	9	
96. Accounting Research Journal	3	3	2	0	1	2	9	
97. African Journal of Economic and Management Studies	1	3	4	1	0	2	9	

98. China Agricultural Economic Review	0	1	8	0	0	2	9
99. Journal of Financial Economic Policy	3	3	3	0	0	2	9
100. Journal of Strategy and Management	3	3	3	0	0	2	9
101. International Journal of Quality and Service Sciences	2	1	2	0	3	2	8
102. Journal of Financial Reporting and Accounting	0	4	4	0	0	2	8
103. International Journal of Numerical Methods for Heat & Fluid Flow	1	4	0	1	2	2	8
104. Journal of Applied Accounting Research	2	1	4	1	0	2	8
105. Journal of Financial Management of Property and Construction	1	6	1	0	0	2	8
106. Journal of International Trade Law and Policy	1	5	2	0	0	2	8
107. Qualitative Research in Financial Markets	0	2	3	2	0	1	7
108. Engineering Computations	3	4	0	0	0	1	7
109. International Journal on Grey Literature	4	0	1	0	2	1	7
110. Sensor Review	2	0	1	0	3	1	6
111. Journal of Historical Research in Marketing	2	3	1	0	0	1	6
112. World Journal of Entrepreneurship, Management and Sustainable Development	0	0	2	2	2	1	6
113. International Journal of Agile Management Systems	0	6	0	0	0	1	6
114. Journal of Systems and Information Technology	2	1	3	0	0	1	6
115. Arts and the Market	1	0	4	0	0	1	5
116. Asia-Pacific Journal of Business Administration	0	3	2	0	0	1	5
117. Circuit World	1	1	0	2	1	1	5
118. Evidence-based HRM: a Global Forum for Empirical Scholarship	0	0	3	2	0	1	5
119. International Journal of Clothing Science and Technology	0	2	3	0	0	1	5
120. Journal of Family Business Management	0	5	0	0	0	1	5
121. Sustainability Accounting, Management and Policy Journal	5	0	0	0	0	1	5
122. China Finance Review International	0	2	2	0	0	1	4
123. American Journal of Police	0	2	0	0	2	1	4
124. Journal of Hospitality and Tourism Technology	0	0	2	0	2	1	4
125. Journal of Islamic Accounting and Business Research	2	1	1	0	0	1	4
126. Library Consortium Management: An International Journal	0	0	0	4	0	1	4
127. Mental Health Review Journal	0	0	4	0	0	1	4
128. Industrial Robot: An International Journal	0	2	1	0	0	1	3
129. International Journal for Lesson and Learning Studies	0	0	0	3	0	1	3
130. International Journal for Researcher Development	1	0	1	0	1	1	3
131. International Journal of Lean Six Sigma	1	2	0	0	0	1	3
132. Journal of Entrepreneurship and Public Policy	0	3	0	0	0	1	3
133. Journal of Organizational Effectiveness: People and Performance	0	0	0	2	1	1	3
134. Soldering & Surface Mount Technology	1	0	0	1	1	1	3
135. World Class Design to Manufacture	0	2	1	0	0	1	3
136. Asian Education and Development Studies	0	2	0	0	0	0	2
137. Built Environment Project and Asset Management	0	0	1	1	0	0	2
138. Clinical Performance and Quality Healthcare	1	1	0	0	0	0	2
139. Electronic Resources Review	0	0	1	0	1	0	2
140. International Journal of Event and Festival Management	0	2	0	0	0	0	2
141. International Journal of Structural Integrity	0	2	0	0	0	0	2
142. Journal of Applied Research in Higher Education	0	0	0	0	2	0	2
143. Journal of Economic and Administrative Sciences	0	0	2	0	0	0	2
144. Journal of European Real Estate Research	0	2	0	0	0	0	2
145. Journal of Islamic Marketing	1	0	1	0	0	0	2
146. Journal of Public Mental Health	0	0	1	0	1	0	2
147. Journal of Science and Technology Policy Management	1	1	0	0	0	0	2
148. Mental Health and Social Inclusion	0	2	0	0	0	0	2
149. Sport, Business and Management: An International Journal	0	0	2	0	0	0	2
150. Journal of Accounting in Emerging Economies	0	0	0	1	0	0	1
151. International Journal of Climate Change Strategies and Management	0	1	0	0	0	0	1
152. Journal of Global Mobility: The Home of Expatriate Management Research	0	0	0	1	0	0	1
153. Working with Older People	1	0	0	0	0	0	1
154. World Journal of Science, Technology and Sustainable Development	0	1	0	0	0	0	1

155. Aircraft Engineering and Aerospace Technology: An International Journal	0	0	1	0	0	0	1
156. Drugs and Alcohol Today	0	0	0	1	0	0	1
157. Emerald Emerging Markets Case Studies	0	0	1	0	0	0	1
158. International Journal of Emergency Services	0	0	1	0	0	0	1
159. International Journal of Mentoring and Coaching in Education	0	1	0	0	0	0	1
160. Journal of Cultural Heritage Management and Sustainable Development	0	1	0	0	0	0	1
161. Journal of International Education in Business	0	1	0	0	0	0	1
162. Journal of Knowledge-based Innovation in China	0	1	0	0	0	0	1
163. Journal of Organizational Ethnography	0	0	0	0	1	0	1
164. Microelectronics International	1	0	0	0	0	0	1
165. Social Enterprise Journal	1	0	0	0	0	0	1
Average	6	8	6	5	4	6	28
Total downloaded Articles	952	1305	982	756	615	922	4610

Only 2 series have been shown in Table 6 which covers 165 journals. It is further observed that series J ranges from 51 articles to 100 articles and covered 39 journals and the average ranges from 10 articles to 20 articles per year whereas the series K has the remaining 126 journals and ranges from 1 to 50 articles with an average from less than 1 to 30 articles per year.

A peep on the table shows that the total of downloaded articles from 165 journals, during the spell of 5 years, is 4610 articles. The highest 1305 articles have been downloaded in the year 2012 and the lowest 615 articles in the year 2015 against the overall average of 922 articles per year. Likewise the highest and lowest average of 08 and 04 articles have been observed in the year 2012 and 2015 respectively against the overall average of 6 articles per journal per year.

It has been observed from figure 11 that 81 to 100 articles have been downloaded from 16 journals and 61- 80 articles have been downloaded from 13 journals. It has been further observed that 41-60 articles have been downloaded from 19 journals and 21-40 articles have been downloaded from 25 journals. A glance on figure 11 shows that 01-20 articles have been downloaded from 92 journals

which is the highest number amongst total 165 journals.

The statistics with regard to the articles the faculty members or students tried to open but turned away from the site because of not being subscribed from the Emerald has also been described in the Table 7. Total 4734 such articles had been turned away out of which highest 1729 and lowest 563 articles have been turned away in the years 2015 and 2011 respectively against the yearly average of 947 articles.

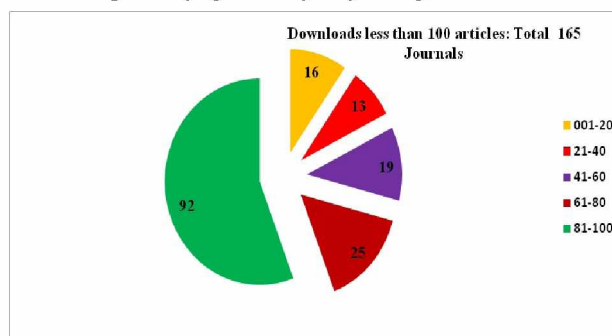


Figure 11

Table 7: Turn away of Articles during 2011-2015

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg	Total
2011	0	88	51	48	28	16	98	56	17	24	91	46	47	563
2012	74	66	59	47	54	70	73	70	20	57	26	20	53	636
2013	76	40	72	156	76	26	66	41	30	63	11	32	57	689
2014	36	22	119	62	82	45	34	144	122	110	199	142	93	1,117
2015	122	158	141	173	273	147	128	176	79	80	100	152	144	1,729
Avg	62	75	88	97	103	61	80	97	54	67	85	78	79	947
Total	308	374	442	486	513	304	399	487	268	334	427	392	395	4,734

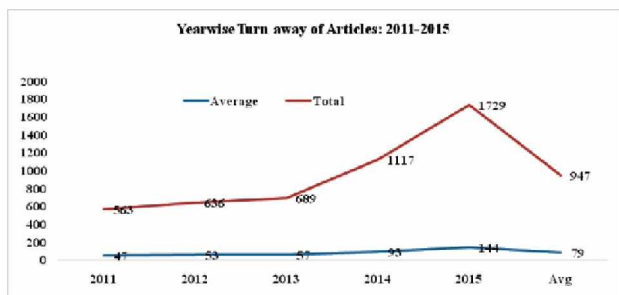


Figure 12

Year-wise total and average turn away of articles during 2011 -2015 have been shown in table 7 and figure 12. Total 4734 such articles had been turned away out of which highest 1729 and lowest 563 articles have been turned away in the years 2015 and 2011 respectively against the yearly average of 947 articles. Maximum average (144) of turn away of articles has been observed in the year 2015 whereas minimum average (47) of turn away of articles has been observed in the year 2011 against the yearly average of 79 articles.

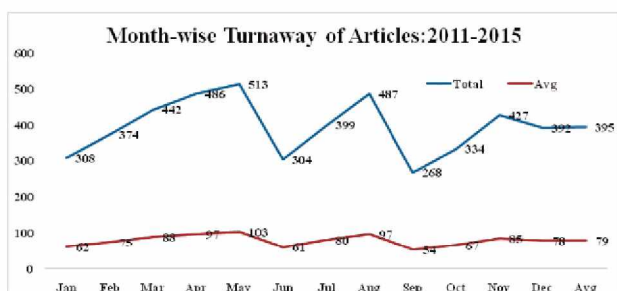


Figure 13

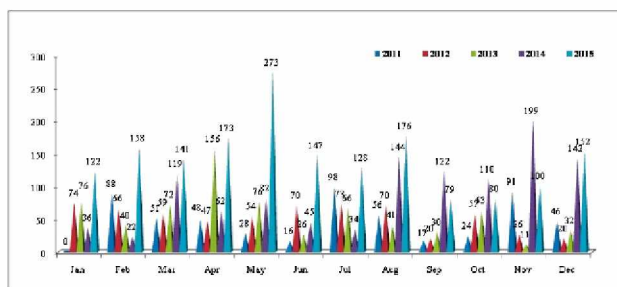


Figure 14

Month-wise total and average turn away of articles during 2011 - 2015 have been shown in table 7 and figure 13. Total 4734 such articles had been turned away out of which highest 513 and lowest 268 articles have been turned away in the months of May and September respectively against the average of 395 articles. Maximum average (103) of turn away of articles has been observed in the month of May whereas minimum average (54) of turn away of articles has been observed in the month of September against the average of 79 articles.

Figure 14 is the witness of month-wise turn away of articles during the year 2011-2015. In particular month of these five years, highest 273 articles and lowest 0 article have been turn away in the months of May 2015 and January 2011 respectively. Year-wise descending order with respect to turn away of articles has been observed as 2015 (1729), 2014 (1117), 2013 (689), 2013 (636) and 2011 (563) whereas the yearly average has been observed as 947 articles. It has been observed that consistently the turn away of articles is increasing during the five years.

The month-wise descending order with respect to turn away of articles has been observed as May (513), August (487), April (486), March (442), November (427), July (399), December (392), February (374), October (334), January (308), June (304) and September (268) against the average of 395 articles per month. It has been observed that month-wise, there is no logical order with regard to turn away of articles.

Suggestions

The university authorities may pay attention on some of the issues discussed below:-

- The Wi-Fi connectivity available in the campus is not highly effective and need to be strengthened.
- Centralized internet labs need to be strengthened in the university in addition to the internet labs in the respective teaching departments. This will help the users to work in the labs when the departments get closed and during the holidays.
- New access point may be provided in the teaching department in

order to enhance the usage level of e-journals.

- There is urgent need for conducting the user awareness program to train the users in searching and downloading the required article. Such user awareness programs shall be helpful in imparting training and motivating the scholars for using electronic resources.

III. Conclusion

Keeping in view the facilities available in the university, the usage level is just satisfactory but it is matter of review as the usage level is decreasing after 2012. It has been observed that more than 24% of articles have been downloaded from the top 10 highly used Journals whereas more than 52% articles have been downloaded from the first 32 journals. These 32 journals are such, out form more than 500 articles have been downloaded during the tenure of 5 years. There is decreasing trend with regard to downloading of articles after the year 2012 which shows that there is urgent need for user awareness programmes the marketing of library services.

The faculty members of the university have been provided computer systems/ laptops with internet connection in their respective rooms in the teaching departments. University Library has recently subscribed the Knimbus software through which the researchers can access the journals out of the university campus. This facility shall be very useful for the faculty members, research scholars and students who are residing out of the campus and the usage level is expected to be increased with this facility. University has sufficient computer systems with internet connections. The problem of accessibility from out of the campus is now resolved by subscribing the Knimbus software and now the faculty members and research scholars can access the Emerald database and other electronic information sources from out of the campus by using ID and password.

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