

## ■ ABSTRACTS ■

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### **Octavia-Luciana Porumbeanu** **A New Challenge for the Librarians: Knowledge Management**

Besides other organizations of the contemporary society, the infodocumentary structures have experienced too the changes which the Knowledge Economy generated. The libraries must adapt to these changes, meet the challenges of the Information Era and evolve from institutions which preserve and give access to a patrimony in a part of a global warehouse of knowledge.

The knowledge management, a key concept in the development of the organizations, a new managerial discipline which aims at ensuring the success of the organization through a good dynamism of the knowledge this one has, has become for the infodocumentary structures too an important problem.

The libraries and the librarians must be mediators in the Knowledge Society and support the users in all fields of activity.

Keywords: *Knowledge Society; knowledge management; libraries; librarians*

### **Victoria Frâncu** **Marketing the Cataloguing and Classification Activities in the Library**

In the larger context of marketing the library services, the article presents briefly and in an applied manner a few methods of library marketing specific to the cataloguing, indexing and information retrieval activities. Starting from the slogan "the Web site IS the library" the author underlines the importance of permanent updating of this gateway to the universe of knowledge. Going on, some methods and techniques of library marketing are mentioned: the image of the online catalogue through its user interface; the surveys among the users on the quality of the catalogue; the assistance in information retrieval by reference librarians along with the visible display of a set of instructions for information retrieval; the information retrieval tools in the online catalogue area. Organizing exhibitions of books on different sorting criteria such as: specialised subjects, special cultural events, are also meant to make the potential users conscious of the quality of the library collections. The awareness of the research themes for in depth university studies (master degree or doctorate) and making of specialised bibliographies completes the marketing methods presented.

Keywords: *marketing; library services; cataloguing; indexing; information retrieval*

### **Ionica Șerban** **Marketing of Information Products and Services within National Defence University Library**

During the last years the marketing has gained a more important role in the libraries all over the world. The growths of the competition on the market, the growth of the users' needs as well as the access to information are the main reasons for this new orientation. In order to survive in such an environment, the libraries and the information centres must identify the users' needs and to "exploit" the information obtained from daily activity. The first factor for the success of marketing in a library is for the managers to

understand the huge benefits that can be obtained as a result of marketing studies.

Keywords: *marketing; library services; information products; National Defence University Library*

### **Viorica Iepureanu** **Evaluation of Publications Coming through Donation**

One of the most important obstacles a library is confronted with, at this moment, is the declining of purchasing capacity due to the extremely restrictive budgets.

Forced to function under such circumstances the libraries focus on acquiring documents with significant discount, on interlibrary loan and especially on encouraging documents donations which represent 2/3 of the total number of titles enriching the collections per year.

There is necessary to have a list of evaluation criteria on type of documents to be used in libraries network for eliminating the great differences in pricing a publication by each library.

Keywords: *collection development; donations*

### **Rodica Mandea** **Integration of Information and Documentation Professions within European Labour Market**

The paper is focused on the results of a European project developed in order to establish a reference instrument for self-evaluating or validating the competencies of the professionals involved in the information activities in the EU countries.

Keywords: *information activities; professions; competencies; European Union*

### **Agnes Erich** **Standards and Information Networks Used for Automation of Information and Documentation Structures**

This article provides some elements over some standards used in libraries: MARC formats, Z39.50 protocol; EDI - Electronic Data Interchange EDILIBE II: Electronic Data Interchange for Libraries and Booksellers in Europe; AACR: Anglo-American Cataloguing Rules etc. These standards provide both a quantitative and a qualitative approach to assessing the effectiveness of a library and its librarians. They advocate the use of input, output, and outcome measures in the context of the institution's mission statement.

Keywords: *automation; library standards*

### **Elena Târziman** **The Author-User Information Channel in the Electronic Environment**

The article deals with issues related to the mutations occurring, under the influence of the New Technologies of Information and Communication (NTIC), within the space of the author, the publisher, the bookseller and the user of information resources. The transformations of the mental and practical contents in the information channel between the author and the user are highlighted.

Keywords: *author; publisher; bookseller; user; NTIC; information resources*