

Singapore Management University

## Institutional Knowledge at Singapore Management University

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Research Collection Library

SMU Libraries

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10-2021

### How information centres have been key players in the development of our business schools

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# Welcome

**How information centres have been key players in the development of our business schools**

**Rajen Munoo, Head Learning & Engagement  
Singapore Management University Libraries**



# About SMU

- Founded in 2000
- Focus on Management, Social Sciences, Technology and their intersections
- Aim to produce leading edge research that has global impact

## Our Students

**9,580**

full-time undergraduates\*

**3,086**

full-time & part-time postgraduates\*

\* As of 13 September 2021

## Our Graduates

**34,346**

undergraduate and postgraduate alumni

**388**

full-time faculty

**39%**

international faculty [non-Singapore Citizens and non-Singapore Permanent Residents]\*

**26**

different nationalities\*



### DIGITAL TRANSFORMATION

- Spearhead cutting-edge ideas to digitally transform the private and public sectors
- Develop robust insights into the impact of digitisation on customer and citizen experience



### SUSTAINABLE LIVING

- Drive solutions in managing climate change and sustainable city living, enhancing quality of life
- Shaping legal and regulatory frameworks to build healthier and happier societies



### GROWTH IN ASIA

- Offer a deep understanding of Asia's economy, polity and society
- Contribute to the region's growth and manage the ensuing impacts

<https://www.smu.edu.sg/>

# SMU Schools and Research areas



## School of Accountancy

- Corporate Reporting & Disclosure
- Corporate Governance, Auditing & Risk Management
- Financial Intermediation & Information
- Financial Performance Analysis
- Accounting Information System



## Lee Kong Chian School of Business

- Organisational Behavior & Human Resources
- Strategy & Organization
- Finance
- Quantitative Finance
- Operations Management
- Marketing
- Corporate Communication



## School of Law

- Asian and Comparative Legal Systems
- Public International Law, Regional and Trade Law
- Corporate Finance and Securities Law
- Private Law
- Innovation, Technology and the Law
- Dispute Resolution
- Legal Theory, Ethics and Legal Education
- Public Interest Law, Community and Social Justice
- Public Law



## School of Social Sciences

- Sociology
- Political Science
- Psychology
- Humanities



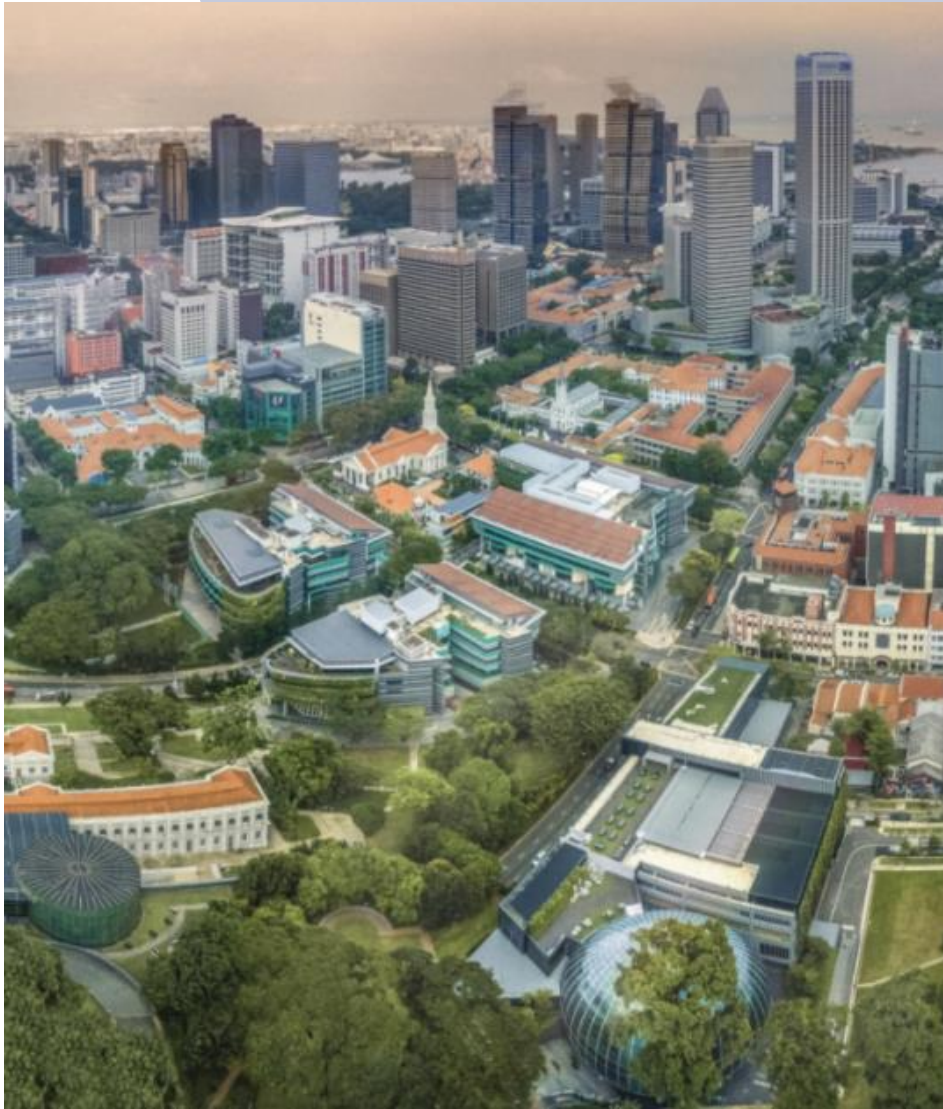
## School of Economics

- Economics Theory
- Econometrics
- Applied Microeconomics
- International Economics
- Macroeconomics



## School of Information Systems

- Data Science & Engineering
- Cybersecurity
- Information Systems & Management
- Intelligent Systems & Optimization
- Software & Cyberphysical Systems



## Lee Kong Chian School of Business »

The Lee Kong Chian School of Business (LKCSB) is one of the top business schools worldwide. A triple-accredited business school (AACSB, AMBA, and EQUIS), LKCSB offers a transformative learning experience for its students through its undergraduate, master's (MBA and EMBA), and doctoral programmes.

# SMU Libraries

- Li Ka Shing Library opened in 2006
- Kwa Geok Choo Law Library opened in 2017



# Business Librarians' Team (BLT): School integration



**Venki Kannadasan**

Lead, Learning Services & School Partnerships  
Research Librarian, Accounting (covering)  
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**Sumita Govindan**

Operations Management, Marketing,  
Corporate Communication  
Finance (covering)  
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**Redzuan Abdullah**

Strategy & Organisation,  
OBHR  
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**VACANCY**

Research Librarian, Accounting



# **SMU LIBRARIES AS KEY PLAYER: 10 WAYS**



## Accreditations

- LKCSB holds 3 major accreditations which increases its prestige and reputation:

1) Association to Advance Collegiate Schools of Business (AACSB)

2) European Quality Improvement System (EFMD EQUIS)

3) Association of MBAs (AMBA)

*“Our library colleagues have helped us tremendously with research output data from 2015-2020 that has been critical for re-accreditation and both the AACSB & EQUIS PRT (Peer Review Team) have praised the quality of research & teaching conducted in the school.”*



## Faculty's Pain Points

- Academic integrity: Plagiarism
- Misinformation: Use of credible sources
- Citing and referencing woes
- Library interventions
  - Course-integrated instruction
  - Digital literacy
  - Research consultations



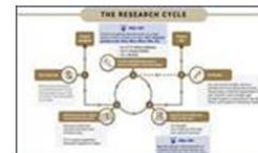
**LA 1: Finding Your Course Reading Using the Library Search**

Estimated time to complete: 20 minutes



**LA 2: Avoiding Plagiarism Through the APA Style**

Estimated time to complete: 60 minutes



**LA 3: The Research Process**

Estimated time to complete: 60 minutes

## Embedded Librarianship: Go where they are

- Pre-pandemic: Business Librarians co-located in faculty lounge in the school - Mon, Wed, Fri 2-5pm
- Water-cooler conversations yield results such as DIY clinics in the use of the library systems
- Just saying Hi! ; Who are you?
- Pandemic Pivot: Virtual services
- Digital transformation moved service to virtual
- ‘Ask Library’ real-time chat service
- Business Librarians on duty 2-5pm, Mon, Wed, Friday



Ask Library Chat

## Research Ecosystems and Workflows

- Institutional repository
- Research data repository
- Research publication module
- Data support services
- Research Radar newsletter
- Using Web of Science, Scopus and SciVal, provide citation metrics for:
  - Appraisal – send metrics for faculty in January
  - Promotion – collate citation report for faculty to include in their dossier



## Advice and Referrals

- Vendors for datasets (tap on our network of information providers)
- Publishers for publication
- Tours for guests
- Copyright advisory



### SMU Libraries Copyright Chatbot

- [Copyright Chatbot](#)

Get quick answers to your copyright questions!



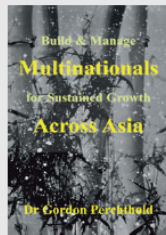
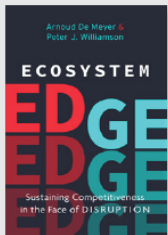


## EVENTS

SMU Libraries continued to organise book talks and book launches in 2020 and early 2021 to showcase publications by LKCSB's faculty.

The virtual book talks were a rousing success, with participants and attendees from the SMU community and beyond. These were boosted by collaborations with the Office of

Alumni and the Office of Corporate Communications, and by networks such as the Asia Pacific Business School Librarians Group helping to spread the word.



# Engagement and Programming

- School newsletters
- School yearbook
- Book launches

SMU LIBRARIAN YEAR IN REVIEW

## EMPOWERING GRADUATES

WITH FUTURE-PROOFING SKILLS

Learning how to conduct research at the workplace was the focus of a workshop conducted by Business Librarians at SMU Libraries.

The "Practical Research Skills for the Workplace" workshop was conducted on March 18, 2020, to equip postgraduate students with the critical thinking and evaluation skills they would need when they return to the workforce.

The interactive half-day workshop sought to sharpen participants' research skills by imparting practical knowledge for doing research using search engines and to discern between fake and scholarly articles.

Students were also required to apply problem-based learning to discover innovative solutions to different business scenarios.

The workshop was part of the Professional Development Series (PDS) offered to coursework-based Master programmes by the Office of Postgraduate Professional Programmes (OPPP) and SMU Libraries.

Students from the different programmes at the Lee Kong Chian School of Business (LKCSB), including MBA, MIM, MAF and others, are invited to participate in these various enrichment programmes.

In addition, SMU Libraries curates a series of bite-sized workshops, open to the entire SMU community, to address the rising trend of digital and data literacy.

The workshops, conducted in conjunction with industry partners, cover topics such as research data management, using Tableau for interactive visualisation and data discovery, using R for statistical computing, using Quatricks for survey design, and using current affairs and citation management tools such as Zotero.

Postgraduate students who attend any five of such workshops during their candidature are also credited with one workshop to meet their requirement of three PDS workshops.

Students are able to pick up market-ready skills and enhance their CVs at these workshops, with qualifying participants also receiving a certificate for every workshop they attend.

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ACADEMIC YEAR 2019 - 2020

## FINDING RESEARCH ANSWERS

FOR CURIOUS STUDENTS AND FACULTY

From the short, sweet and simple, to the positively head-scratching.

The range of queries that Business Research Librarians encounter in their day-to-day activities ran the gamut from straightforward to very challenging indeed as they try their best to respond to faculty, undergraduates and postgraduates seeking research help.

The librarians strive to leave no query unanswered. And even if the answers prove to be elusive, they make the attempt to investigate all queries.

Some of the most interesting queries they have received include questions on topics such as market analysis, market concentration, accounting benchmarks, social enterprise, artificial intelligence, predatory journals, pedestrian walkability and smart cities.

The following is a short list of some of the more challenging questions they have fielded:

1. Can I find Market Analysis and Forecast information on the Global Virtual Reality Market?
2. How do I find the Herfindahl-Hirschman Index (HHI) of the market share for structure industry analysis?
3. I need help retrieving the accounting benchmarks across various companies, for example, number of transactions done per Full Time Employee (FTE) per month, cost per transaction, etc for the following companies, Cargill Indonesia's Tropical Palm Oil Division, General Motors, Coca-Cola, General Electric in Indonesia, Wilmar, etc.
4. Would like some help retrieving information on Psychology of users in terms of social context, Corporate spend on social investment and Social Enterprise
5. How can I identify the top universities, say those who produce the best papers on "artificial intelligence for smart cities"?
6. Can you confirm that this journal (Global Research in Higher Education) is also a predatory journal?
7. We are a group of SMU students working with the Land Transport Authority for a pedestrian walkability project, with the end goal of crafting a walkability measurement tool (possibly a survey form) for them. How do we measure walkability?

Can I find Market Analysis and Forecast information on the Global Virtual Reality Market?

How do I find the Herfindahl-Hirschman Index (HHI) of the market share for structure industry analysis?

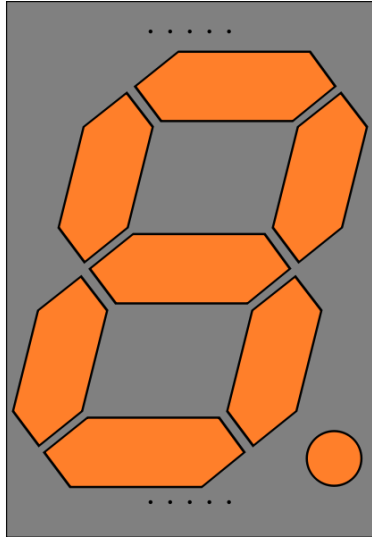
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## Supporting Research Centres and Institutes

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- Asia Private Equity Institute
  - Institute of Innovation & Entrepreneurship
  - Institute of Service Excellence
  - International Trading Institute
  - Sim Kee Boon Institute for Financial Economics
  - UOB-SMU Asian Enterprise Institute
  - Centre for Marketing Excellence
  - Retail Centre of Excellence
  - Mindfulness Initiative

# Alignment

- Library's Strategic Plan and School's strategies



## VISION

To be a world-renowned university library. We advance research, education, complex problem solving, and cultivate lifelong learning through innovative approaches, information discovery and strategic partnerships to achieve meaningful impact.

## MISSION

We do this by:

Curating and providing seamless access to relevant collections and resources

Promoting skills and habits for critical engagement with information and effective participation in the changing digital information landscape

Fostering environments that inspire curiosity and empower knowledge creation

Anticipating and exceeding the needs of our community through building dynamic local and global relationships

Developing our staff to engage in continuous learning in a joyful and purposeful place of work

## VALUES

As a team, we uphold SMU's **CIRCLE** values:

**Commitment:** Sticking to an agreement and seeing a project through to completion even when the going gets tough.

**Integrity:** Being honest and truthful with yourself and especially with others.

**Responsibility:** The voluntary act of holding oneself accountable for one's own actions.

**Collegiality:** Collegiality means more than just getting along with people. It means being a responsible citizen within the University community.

**Leadership:** Leadership is an influence, a conviction and a responsibility a team establishes.

**Excellence:** Excellence entails giving your very best in every endeavour you undertake.



## Beyond the Curriculum

- Bite-sized workshops
  - Research Skills
  - Presentation and Communication Skills
  - Digital Literacy Skills
- Library workshops included in co-curricular transcript
- Competitions such as Business case writing



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## Buffet of Resources & Spaces

- More than 170 Databases
- eTextbooks
- OERs
- Recommendations, ILL, Document delivery
- Variety of spaces including 24/7 Learning Commons

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## Parting thoughts

- Pandemic may be a boon or bane to some
- We need to play where the players are
- Build it but will they come?
- What are their pain points?
- How well do we understand their research ecosystems and workflows?
- Digital is a game changer
- Who is the 'School'?; What is the 'Information Centre?' in the digital world?
- What happens if Faculty forget us?

Let's not be forgotten...

**“If you want to go fast, go alone.  
If you want to go far, go together”  
– African proverb**

Thank You

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