

MODERN UNIVERSITY LIBRARY: EXPANDING SPHERES OF INFLUENCE

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Abstract: University libraries are social structures that experience information-revolutionary changes. This is due to their simultaneous involvement in two spheres of spiritual production – librarianship and education. The article examines the role of the university library in the educational process and the expansion of its spheres of influence at the present stage. Changing conditions of the educational environment, informatization of society, increasing importance of the information factor, revealed the need to modernize library processes, introduce innovative technologies in library and information activities.

The developing information space is pushing libraries to new roles: from storing knowledge and supporting the modern educational process to the latest forms of learning and the introduction of new educational technologies – distance learning methods and multimedia tools.

The potential of a modern library is assessed not only by the volume and completeness of its book collection, but also by its relevance and the library's ability to provide the latest information in the shortest possible time for all its users. Traditional forms of service to users of university libraries are being transformed and actively transferred to the Internet. The article presents the experience of the Scientific Library of the Moldovan Academy of Economic Studies as an integral part of the unified information and educational space of the university, and examines the process of servicing users of the university library in a new format. The key and characteristic tasks that the library is guided by are highlighted, taking into account modern requirements for information support of the educational process of the university. As an information centre, the Scientific Library strives to meet the needs of scientists for information as much as possible, improving and using new opportunities for information support of research activities.

The article represents the author's understanding of the ongoing transformation of the activities of university libraries. The article outlines the tasks and problems facing the library, and concludes that the university library has been and remains the main information centre in the system of higher professional education.

Keywords: university library, educational process, library modernization, electronic resources, information technology, information services

JEL Classification: D83, I23, L86

1 Introduction

The modern library today is going through one of the most interesting periods of its development, which is characterized by the increasing importance of the information factor. And if earlier the main goal of the library was to satisfy the users' needs for books, now it is to satisfy the users' needs for information, regardless of whether it is in the form of traditional or electronic publication. The development of information technologies, replacement of paper document circulation with electronic one, mastery of information technologies are no longer surprising and become a common thing for every person who uses a computer as a communicator of communication in the modern information space.

A distinctive feature of the modern library is that today the library is not perceived as a book depository, this approach contradicts the objective reality. To speak about the formation of new approaches to the consideration of the place of the library in the information space, allow the changes that are taking place, such as:

- the process of automation and robotization of all spheres and branches of production and management;
- availability of developed infrastructure for creation of national information resources;
- availability of modern information technologies;
- availability of information to any member of society, group of persons, organization;
- expansion of the sphere of information activities and services.

The university library, being a structural subdivision of the university, does not stay away from the trends in the development of higher education and due to them plays an increasingly important role in the activities of modern educational institution. And the successful activity of university libraries depends on the requirements of higher education as an important sphere of human activity in modern society.

The relevance of the topic of this article is due to the changing role and importance of the modern university library and the expansion of its spheres of influence, which poses new challenges for it. The methodological basis of the research was made up of general logical methods: analysis, generalization, systematization.

2 The role and significance of the modern university library

The library is a complex self-developing system that does not oppose the new, which arises as a result of changes in all major types of library and information activities (Дворкина, М. Я., 2017).

The transition of society to the digital economy gave a start to the introduction of information technology in all spheres of life, including the national educational system. The need to adapt to the impact of a rapidly changing external environment, the activity of transformations in the field of education, the intensifying competition in the market of educational services form a new model of functioning of libraries of higher education institutions. Such changes lead libraries to constant updating and improvement of their activities (Мазурицкий, А. М., Кузичкина, Г. А. 2019).

The library and the university function in a single information space and is a single source of knowledge for students. They are united by one strategic task - training of specialists who meet modern requirements. Effective realization of this task is possible if there is consistency, coordination of joint actions. “Library is an integral part of any higher education institution. Today it should be not only a source of knowledge and information and document component of the educational process,

but also a strategic partner of the university. At the present stage, the library of the university should constantly prove its necessity and, therefore, take on new functions” (Шаматонова, Г. Л., 2017).

The modern university library is an open system that is actively developing both horizontally, expanding its sphere of influence, and vertically, increasing the pace of new information technologies. In this regard, the main task of the modern university library is to strengthen its importance as an integral educational element in the learning process by moving from the routine functions that have developed over the previous period of time to new services that could meet the real needs of consumers in educational and scientific information. Such modernization of the library should be carried out on the basis of its transformation into a hybrid library, which makes it necessary to formulate new goals. The scientific library of the university should become a developing and teaching flexible structure, designed to assist the educational process by delivering knowledge at any time to any user, regardless of his location and providing him with guarantees of the quality of knowledge. Today the educational role of the library cannot be limited to the functions of information storage, it should become an active partner of the teaching staff and other specialists responsible for the development, quality improvement and implementation of educational programs (Шогенова, И. А., Ольмезова, Л. Т. 2014).

Thus, university libraries today are not only the main repositories of information resources of the educational environment, but also an integral subsystem of the informatization process. The processes of collecting, storing and using information in print and electronic form are organized here. And the future of these libraries depends on how quickly and organically they can be integrated into the university information and educational environment.

Let us consider further how the ASEM Scientific Library is developing under these conditions.

3 Experience of the Scientific Library of the Academy of Economics Studies of Moldova as an integral part of the unified information and educational space of the university

ASEM is a nationally and internationally recognized university, which provides training of qualified specialists in business, economics, law, finance, accounting, marketing, trade, information technology, international relations, catering, tourism, public administration, social security, having an extensive system of relations with both domestic and foreign partners. The state educational standards impose special requirements to the creation and functioning of modern information and educational environment, in particular, including the mandatory availability of electronic information and educational resources, the use of information and telecommunication technologies, appropriate technical means to ensure that each student achieves the maximum possible learning outcomes of the curriculum.

The Scientific Library of the Academy of Economic Studies of Moldova is an integral part of the unified information and educational space of the university. In accordance with the high requirements at the present stage of development, the scientific library ASEM is characterized by a change in the priorities of its activity, developing and improving the availability of educational and scientific electronic resources, taking into account the interests of users.

One of the important indicators of the educational process is the book supply of disciplines studied at the university. The level of disciplinary teaching material supply is assessed in the process of accreditation of master's programs and specialties. In order to ensure the reliability of data related to the educational process, the library interacts with the faculties with the Doctoral School and the

Master's School. This allows to objectively study the compliance of the educational collection with the university profile and to forecast its filling, to maintain communication with departments, guaranteeing the timeliness of reliable information. In this context, one of the main strategic directions in the formation of the library collection is the formation of its electronic documents of remote access. Network remote documents serve as a significant addition to the main collection, and some of them are unique due to the lack of printed analogs.

Modernization of higher education focused on training competitive specialists capable of continuous professional self-development presupposes a high level of student autonomy (Осипов, П. Н., Зиятдинова, Ю. Н., 2015). In this regard, the importance of effective information support of the educational process and the role of the university library increases. Under these conditions, the activity of the AESM Scientific Library is aimed at creating the most favorable conditions for students to engage in independent work with information.

Information support of independent work of students, masters, doctoral students is based on free access to printed and electronic resources of the library, as well as the organisation of remote access to external resources. Specialists in library marketing say that if the sphere of service changes, the library must change as well. So in the reading rooms of the library is organized open access to educational and scientific literature, as well as periodicals and continuing editions. It should be noted that all the departments of the library are equipped with Wi-Fi and students can use free access to the network from their mobile devices. Within the Multimedia Centre, users have the opportunity to use electronic publications of the university teachers to prepare for classes.

The Library's electronic catalog provides users with information on bibliographic descriptions of books, periodical articles, dissertations, standards, and electronic teaching materials available in the library collection. The catalog can be accessed not only on the premises of the institution but also online, allowing users, without coming to the library premises, to understand what they can find in the library on the issue of interest (Cheradi, N., 2014).

The website of the library also presents the Institutional Repository of IREK - AESM: Institutional Repository of Economic Knowledge, which presents scientific articles of university teachers, their speeches at scientific conferences.

One of the tasks of higher education is the formation of a person with an appropriate level of information literacy and information culture (Гендина, Н. И., 2005). The ability to promptly find information, evaluate it and effectively use it is a necessary skill for a professional in any field. Correctly selected and organized information becomes the most important force determining the development of society. In this context, a direction of activity of the ASEM Scientific Library should be - the formation of students' information literacy.

The Library has developed a course "Fundamentals of Information Literacy" for first-year undergraduate students of all specialties. In the course, librarians inform students about the structure of the library and the information content of the collection; open-access resources; present methods of searching for information in traditional and electronic catalogs; familiarize them with electronic information resources to which the university has access. Students also receive individual consultation on the use of electronic resources in all divisions of the library. Widespread introduction of computer technologies into library practice allows to significantly increase the efficiency of user service.

In order to help first year students adjust to their new environment and the large amount of information at their disposal, the rules for using the library are explained to them. In addition, first-year students receive from the Loan department a minimum set of textbooks needed for the first semester of study. From the second semester until the end of their studies, students choose and request the required literature themselves. For third year undergraduate students, master's and postgraduate students at the request of the departments Antiplagiarism course is organized.

The ASEM Science Library is an important resource center for teachers and researchers, They turn to the library primarily for assistance in literature selection. One of the new activities assigned to the university library today is the determination of scientific citation rates of academic researchers.

Librarians use both traditional and new methods to inform users: traditional and electronic exhibitions, website, social networks. The Facebook page publishes information about new acquisitions (Book of the Week), dedications addressed to the professors of the university, announcements about various events: seminars, workshops, webinars, which teach future economists and researchers to find the information they need through the large volume of information.

Thus, the ASEM Scientific Library, as one of the departments of the university, occupies an important place in the formation of a competitive specialist, in the creation of information tools necessary for the study and research process of all categories of users, actively interacting with all departments and units of the university.

Users of the ASEM Scientific Library can use of traditional (printed) publications, as well as electronic information distributed online through databases. Our user can work in the library at a desk, at a computer, use Internet resources or create in a text editor. A modern university library cannot ignore the changes taking place in the information technology sector.

The success of any library is largely determined by the professional level of its staff. Library staff must not only know the methods of searching and analyzing documents, creating their own information products, presenting the results of science in the information space, but they must also possess explanatory and educational competence in the process of communication with the user.

4 Tasks of a librarian of a modern university library

The university library plays an important role in the training of specialists who would be able to cope with the growing amount of information and the means to promote it. And the key figure in implementing library services is the library employee.

Today, an academic librarian is primarily a specialist. As a rule, is an educated person with many skills and competencies to meet the demands of the modern information society. At the same time, the person requires skills in related fields such as information technology, multimedia, pedagogy, psychology and communication. The skills of the modern academic librarian are tolerance to stress, quick engagement in different activities and getting back to the daily routine work. It is important to get involved in long-term project teams in the library field, but also in projects initiated by other departments of the university. Maintaining emotional balance is also important.

The librarian cooperates on a daily basis with various participants in the educational process: teachers, students, university staff, fulfilling a clearly defined role. Thus, having a good knowledge of the methods and technology of searching, collecting and processing information, the librarian becomes an assistant to the professor in preparing lectures, writing research papers and articles, and for the student, master's, doctoral - an instructor in finding the necessary information. In this context, the

library should pay special attention to staff training, organizing various training courses, seminars, training courses, preparing informational and methodological materials.

We consider that librarians should:

- possess methods for solving psychological, informational, managerial, economic problems;
- use information and telecommunication technologies;
- have pedagogical training as they have to deal with a variety of people.

Professionalism of a librarian is the main component of the quality of library and information services. Therefore, professional development should be systematic and cover all categories of librarians.

With the advent of the Internet, society is sure that the Internet has everything, and there is no need for a library and librarians. But, this is not always true and the information that users find there is not always of high quality. The library, on the other hand, continues to store and work with quality information material. And only when society ceases to be omnivorous and works only with verified information, it will cease to classify the profession of librarian as extinct.

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At the present stage the university library must constantly prove its necessity to take on new functions (Шаматюнова, Г. Л., 2017). The task of the library employee to make it so that no one has a question why the library is needed, and the librarian should become not just necessary, but indispensable. It is an arduous task, but librarians must try to do it. In other words, the librarian must be able to inspire, energize, persuade. The library is the link that contributes to the development of the university.

5 Conclusions

Thus, we can safely say that the university library has been and remains the main information centre in the system of higher education. The potential of a modern library is assessed not only by the volume and completeness of the book collection, but also by its relevance and the library's ability to provide the latest information in the shortest possible time for all its users. The scientific library, as an information center of the university, today has a leading role in the formation, development and promotion of the online environment, and this work should be carried out in traditional (creation of its own resources, acquisition of collections, providing access through partnership systems) and new directions.

The modern university library is characterized by the following trends. Firstly, the library is a guide. However, before guiding its users somewhere, it is necessary to create a collection that will be reliable and relevant to the subject matter and correspond to the profile of the university. The second important trend is to create a convenient service. The third direction is promotion.

The support of new learning and teaching methods, the orientation towards new technologies, make it necessary for the university library to choose a new approach in the organization of its activity. In our opinion, it is particularly important to establish partnership relations between the library and the university in areas such as:

- solving the problem of training information and documentation resources;

- cooperation between the library and the departments in the formation of the book stock according to the profile;
- formation of information culture.

Another priority in recent years has been the development of creative industries. Scientific development and research, artificial intelligence, innovative technologies and the globalization of products are all linked to modern universities. But these trends rely on ensuring that participants have access to reliable and up-to-date information, and this is where university libraries can become a resource center for the development of the region's creative economy.

At present, the main focus is on developing the library's image, introducing and mastering modern information technologies and, consequently - on improving the services offered to readers. In order to maintain and increase the number of users, it is necessary to search for new forms and methods of work that respond to the peculiarities of our times. In order to expand the scope of library activity it is necessary to study the demand for library services, to organize publicity for these services, to search for new effective forms of reader services, etc.

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SESSION X.

**Conference panel: "REVOLUTIONIZING WORK IN THE
PLATFORM ECONOMY: CHALLENGES, RIGHTS, AND
FUTURE PERSPECTIVES"**