


SWOT Analysis of E-Resources

VIJAYAKUMAR M
SAKET KUMAR





Electronic Resources

- Journals, Magazines, Newspaper

- Books

- Patents

- Paintings / Pictures

- Maps / Graphs

- Sounds / Videos

- Thesis & Dissertation

- Reference sources

- Dictionaries

- Treasures

- Encyclopaedias

- Gazetteers

- Online database

- Reference tools

- Plagiarism checking

- Grammar checking

- Bibliographic—references to published material

- Numeric—e.g. statistical tables

- Full text—complete publications

- Audio—collections of music

- Image—e.g. collections of slides

- Multimedia—audio-visual, animation.

SWOT Analysis

- It's a tool used to structure a particular task
 - ✓ **Internally (Strength & Weakness) and**
 - ✓ **External (Opportunity & Threat)**
- The SWOT analysis is not a procedure in itself, such as strategic planning for ICT tools in library, opportunity analysis for automation, networking & digitization or others.



Strength



- **Beyond Google/Wikipedia**
- **Access to quality content**
- **Anytime anywhere access**
- **Return on Investment**
- **Accessible**
- **Easily searchable**
- **Speed**
- **Interactive**
- **Links**
- **Added Value**
- **Inexpensive**
- **Flexibility**
- **Up-to-date**

Weakness



- **Information literacy**
- **Cost/ Budget**
- **Management understanding**
- **Lack of awareness on business model**
- **Disintegrated technology**
- **Techno stress,**
- **No guarantee of archrivals**
- **Perishable citation (If URLs /citations disappear)**
- **Authenticity (authors convinced reader for their credibility)**

Opportunity

- Integration of web 2.0
- E-Marketing of Services
- 24x7 access
- High impact
- Cross domain mingling
- Multi platform
- Currency of content
- Multi users
- Easy Sharing and publishing
- Find resources for your subject
- Keep up-to-date with the latest research in your area
- Accessible -any time
- Searchable - each journal can be searched quick and easy
- Speed - journal appear online before printed version
- Interactive - can be read, download, print, amended ...
- Links - Hypertext information on other web sites,
- Add value by using animation & interactive mathematical charts.
- Inexpensive - savings of printing, distribution costs.
- Flexibility - E-journals are not tied to a format, distribution, ...



Threats



- Google mindset
- Distancing user
- Disintermediation
- Publisher dependency
- Invisibility of e-resources
- Health aspect
- Easy plagiarism
- Not habituated to read in the screen
- Often not included in indexing and abstracting services
- Search engines ignores PDF files
- Fee-based access
- Standard very variable
- No collection development, if we go for subscription based
- Format that a large proportion of e-journal use

Merits of SWOT Analysis



- It is a source of information for strategic planning to procure electronic library resources.
- Builds electronic library resources strengths.
- Reverse its weaknesses over electronic library resources.
- Maximize its response to opportunities.
- Overcome electronic library resources threats.
- It helps in identifying core competencies of the electronic library resources.
- It helps in setting of library objectives for strategic planning to procure electronic library resources.
- It helps in knowing past, present and future so that by using past and current data, future plans can be chalked out for renewal/purchase of electronic library resources.
- It gives you a sneak peek into the opportunities that lies ahead.
- Using SWOT analysis we can draft your strategic growth plans based on your strengths and weaknesses.
- The entire SWOT analysis process brings light to e library resources

Demerits of SWOT Analysis



There are certain limitations of SWOT Analysis which control of management. These includes;

- If improper data is used to analyze SWOT, incorrect decisions can be made
- External analysis may not be exact, as external factors are not in your control
- This process involves lot of resources and cost
- The analysis could be biased if internal teams wish to showcase only their team's strengths and not weaknesses

SWOT analysis will help us to employ a strategy to match strengths and opportunities; and employ those strategies for converting the weaknesses and threats into strengths and opportunities for electronic library resources.



Conclusion

