# CONTEMPORARY TENDENCES IN SERBIAN ACADEMIC LIBRARIANSHIP WITH SPECIAL EMPHASIS ON CATALOGUING AND CLASSIFYING LIBRARY MATERIALS

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**Abstract:** Academic librarianship of Serbia is being developed gradually. Followed by many problems which are permanently present, it recognizes its' interests in the modern scientific and technical environment. This librarianship is oriented towards its' users e.g. internal and external readers. Although marketing is indispensable, it is being implemented just from time to time without an accurate strategy which would be followed by some alternative solutions in the academic libraries of Serbia.

Normative acts determine the tasks of libraries, their departments and the employed very clearly. However, the implementation of marketing orientation would be very usefull in all the segments of library activity. Although all the academic libraries do not have identical dimensions, tasks and users, marketing as an orientation would promote their service quality. It is possible to realize sustainable development in the field of librarianship and informatics if focusing on the end user exists as a permanent orientation.

There is a strong tendency in the academic librarianship of Serbia to respect and implement internationally accepted standards. Librarians follow the activities of ISO. Technical bases of work are being adjusted to world standards. Modern tendencies impose the creation of institutional repositories in the context of present technical, financial and space conditions. Library staff relies on professional system of training particularly in the field of cataloguing and classifying monographies, periodicals and articles.

Information literacy becomes a precondition of an intellectual freedom. The number of PC-s in households increased remarkably from 2001 until today. It is not amazing because the prices of PC-s on the market decreased and the quality of this equipment increased. New generations of PC-s are the object of sale in the department stores of technical goods. Globalising is intensified. It includes individuals and institutions in almost all professional fields.

Librarians, associations of libraries as well as academic journals point out the indispensability of developing information literacy, electronic resources and digital libraries. The role of the National Library of Serbia stays extremely important for the improvement of collaboration among academic librarians and for the promotion of professional work. An electronic catalogue is the face of each library towards the world.

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Therefore this paper will point out the actual situation in cataloguing and classifying library materials in Serbian academic environment.

**Key words: academic librarianship, Serbia, cataloguing, classifying, library materials.**

## Introduction

The academic librarianship in Serbia is being adjusted to modern streams in world librarianship. The position of an academic librarian is being changed in technical context of his profession. Marketing terminology is not accepted in the practice of the academic librarianship in Serbia. Possible exemptions exist. Generally speaking, academic librarians follow contemporary tendencies in technical progress.

It is in the field of cataloguing and classifying library materials that academic librarians and their colleagues who work in the libraries included into the VLS (Virtual Library of Serbia) follow regularly the changements which refer to the international standards and their implementation.

**Technical conditions and dilemmas**

The process of standardized cataloguing and classifying library materials is included into the process of development in the academic librarianship of Serbia having in mind the fact that an electronic catalogue is the face of a library towards the world. The Virtual Library of Serbia has a very important role in all professional retrievals carried out by library staff or the users themselves. E-catalogues are in free access. Therefore, users are in a favourable position because they have an on-line access towards cumulative e-catalogue.

While warehousing was being one of the key characteristics for a Library 1.0, in a Library 2.0 readers are focused on the use of technical ecquipment tending to search efficiently all indespensable e-resources. So, it is in different types of libraries that paper catalogues are being replaced by the electronic ones. However readers use also Web 2.0 space in order to create useful contents. In addition they contact those librarians with whom they can realize successfull dialogue on an academic level. Each library tends to increase the number of users through the improvement of its' own production mix e.g. collections (monographies, periodicals, non-book materials), programs and services as well.

The 21st century is an era of animations, cultural changements and their penetration into households and professional environment as well. Focus groups of an academic library will stay longer in those segments of the Information Society where professional creativity will be more emphasized. A contemporary library includes 3D services. Although Library 3.0 is not strictly defined, it can be said that it implies multidimentional orientation in an

electronic environment. Paper catalogues will also exist in such a library. Librarians will develop communication with internal and external users. Marketing services will keep their importance. A professional access to users will always be of great importance. „People will collect *librarians* rather than books – the ability not just to organise, but also to annotate and compare books and other information sources, from a variety of useful perspectives."(1)

Such a description of a progressive library – Library 3.0 would be particularly adequate for an academic library if its' marketing orientation would be clearly expressed in development documents. Academic libraries of Serbia didn't reach that level yet. It is in an electronic city that libraries point out a professional and manysided work with users taking into account a permanent growth of information as well as great wealth of contents that may be found searching Internet.

## The position of an academic librarian

There is a strong intellectual diversity among librarians in a university library having in mind different focus groups. Such a diversity doesn't exist in an academic library which belongs to a faculty or an academy, for example. Librarians collaborate among themselves within the Virtual Library of Serbia and pass through an unavoidable process of trainings particularly in the field of cataloguing and classifying library materials.

Academic librarians accept different forms of permanent education such as: attending training courses, workshops, seminars, conferences, attending postgraduate studies at different faculties, visiting book fairs, etc. The academic librarians are usually more integrated into their professional field than librarians in public libraries but it needn't be the rule. The users rely on academic librarians' professional experience when they have to make retrievals in order to find resources for their papers. As library sites are usually interactive, e-consulting is also possible.

## E-resources in the academic libraries of Serbia

It is on its' site that IFLA published the Statement on Libraries and Sustainable Development. Reading this statement it becomes cristally clear that „library and information services provide essential support for lifelong learning, independant decision-making and cultural development for all. Through their vast collections and variety of media, they offer guidance and learning opportunities. Library and information services help people improve educational and social skills, indispensable in an information society and for sustained participation in democracy. Libraries further reading habits, information literacy and promote education, public awareness and training".(2)

Consortium of Serbian Libraries for Coordinated Acquisition (KOBSON e.g. Konzorcijum biblioteka Srbije za objedinjenu nabavku) has a very important role for the access of library users to academic and scientific journals. Thanks to this consortium users may access more than 35.000 foreign

scientific journals in an electronic or paper form. The consortium tends to increase that number.

This consortium includes into its' offer many journals which are being offered by Web of Science. Such an e-service as Web of Science (WoS) is, includes many important journals in all scientific fields. It is illustrated by the following statistical data:

Journals from WoS offered by KOBSON to the library users in academic Serbia

|  | WoS | KOBSON | % |
|---|---|---|---|
| Social sciences | 1354 | 1087 | 80.28 |
| Humanities | 46 | 39 | 84.78 |
| Engineering and technology | 1065 | 727 | 68.26 |
| Medical sciences | 2088 | 1451 | 69.49 |
| Agricultural sciences | 355 | 231 | 65.07 |
| Natural sciences | 3148 | 2125 | 67.50 |

Resource: www.nb.rs (3)

It is thanks to the same consortium (KOBSON) that users may search the collection of e-books. This electronic service offers more that 60.000 titles. Users may carry out their retrievals on the basis of:

- ISBN number,
- title,
- the name of an author or
- the editing house.

The „Svetozar Marković" University Library in Belgrade has strong influence on academic librarianship in Serbia because it was being central university library in Serbia during long period. The work of this library is gradually being changed in accordance with new Law on Library and Information Activity of The Republic of Serbia (4).

As far as the project PHAIDRA is concerned the „Svetozar Marković" University Library relies on the experience of the University of Vienna. PHAIDRA means Permanent Hosting, Archiving and Indexing of Digital Resources and Assets at the University of Vienna. „As a constant data pool for administration, research and teaching, Phaidra enables long-term management of digital data, a flexible use of resources, location and retrieval of prepared digital objects – via continual citability – that are appropriately structured in particular through the use of a metadata design, developed by an interdisciplinary working group of the University of Vienna" (5).

The „Svetozar Marković" University Library tends to create a digital repository which would include doctoral dissertations in full text by the authors who were attending doctoral studies in Serbia. This process is not easy. It

implies that copyrights are to be understood and respected. Future retrievals will show us whether some other materials would also be downloaded into the digital repository having in mind the needs of administrative staff, researchers, students and personnel whose main role is to teach.

New materials in the digital repository of The „Svetozar Marković" University Library include:

- oriental middle-aged manuscripts
- Christensen's collection
- cyrillic manuscripts from the middle-aged period and
- rare printed books (6).

Of course, these materials are in an electronic form and in free access. Christensen's collection is one of the legacies in The „Svetozar Marković" University Library. This institution contains precious oriental, cyrillic manuscripts and rare printed books from the middle-aged period in its' collections.

Europeana.eu is a European digital library, museum and archive which offers 20 milions books, photos, paintings, films, sound documents and archive materials digitized by the institutions which go in for cultural heritage from all the countries of Europe.

The National Library of Serbia participates in the project „Collections Europeana 1914-1918" (7). It is thanks to this participation that the public will become familiar with Serbian historical and artistic documents from the First World War which will be presented on the portal of Europeana.eu (8).

After all, we should have in mind Ranganathan's five laws:

1. Books are for use.
2. Every reader his (or her) book.
3. Every book its reader.
4. Save the time of the reader.
5. The library is a growing organism. (9)

Library staff  is to focus on the end user according to marketing for librarians. However, Ranganathan's five laws are still actual. An impression is being imposed that his traditional attitudes are in the very core of marketing philosophy. Such a philosophy should be implemented in order to disseminate scientific information more efficiently to library users in an academic environment today.

## Obligatory copy

It is according to the new Law on obligatory copy of publications that editing houses (not printing-houses as earlier) have to submit five compulsory copies to the National Library of Serbia no matter whether the

work is published in Serbia or abroad (10). This new law is being implemented from 24 October 2011.

Except this, it is also new that there is an obligation to submit a compulsory e-copy of a printed work. Such copies will be allowed to use only at PC-s in depository libraries (such as The National Library of Serbia and The Matica Srpska Library). It will not be possible to copy and distribute such e-versions. Publications are to be submited in PDF format (11).

## Cataloguing and classifying library materials

Library users may receive a real picture of library collections through searching its' e-catalogues. It is in each university library that great inflow of monographies, serials, library materials in general is to be expected. Preconditions for creating a professional academic electronic catalogue include: contemporary technical equipment, qualified library staff with an adequate level of linguistic culture, good organization of work and permanent trainings of library personnel. Instructors for cataloguing library materials are to be well prepared and reliable. The National Library of Serbia realizes regularly such trainings of librarians from academic libraries.

Academic librarians in Serbia work mostly in accordance with international standards for bibliographic description of library materials. Technical conditions allow them to catalogue and classify in such a way. Librarians in academic libraries – members of the Virtual Library of Serbia, mostly use software equipment COBISS 2 for cataloguing library materials. New services for academic users are being created thanks to COBISS 3 which improves work in the field of:

- stocks management,
- the acquisition of library materials,
- loan service and interlibrarian loan service,
- system management (12).

High quality library output in the form of bibliographic description implies an input (monography, journal, CD, DVD...etc.) which is in accordance with the acquisition policy of the library itself (13). The acquisition policy depends on the type of the library and its' professional orientation. Academic libraries in Serbia use mostly the UDC (Universal Decimal Classification) in the process of cataloguing library materials.

Library users may retrieve an academic e-catalogue using UDC number and carrying out an expert retreival in this way. Usually, users search e-catalogues relying on the name of an author, the title of a bibliographic unit, or simply using key words.

It is thanks to technical conditions that librarians may follow their quantitative results in cataloguing and classifying foreign books, monographies as a compulsory copy (text books, academic books, doctoral dissertations, master thesis), articles. The quality is achieved thanks to the fact that librarians have technical conditions for the implementation of the international standards. Bibliographic descriptions of monographies, for example, cannot be

downloaded unless all indespensable fields and subfields are filled in by librarians in the Virtual Library of Serbia. It is the same case with bibliographic descriptions of articles published in academic journals. Each bibliograhic description downloaded in the database receives an ID e.g. identification number. There shouldn't be two ID numbers for the same bibliographic unit in the cumulative e-catalogue (The Virtual Library of Serbia).

The history of bibliographic control is the history of formulating, accepting and implementing standards as well as their changements (14).

Academic librarians of Serbia have a possibility to participate in the creation of the Bibliography of Researchers. E-CRIS.SR (Electronic Current Research Information System in Serbia) includes data on:

- 191 research organizations,
- 476 departments of organizations,
- 9750 researchers,
- 0 projects.

When a bibliographic unit is being catalogued, an author who is a researcher as well, receives his numerical sign according which a librarian includes the year of birth as a data into the bibliographic description. The numerical sign helps the librarian to find out the name of an institution the researcher works for. It is in such a way that data on researchers become more accurate. It is the matter of professional ethics and standards, as well.
E-CRIS is in free access. It is still in the experimental phase of implementation. (15)

## Conclusion

It is in the era of animations and cultural changements that the academic libraries of Serbia are getting prepared for the Society 2.0 although 3D society and its' consequences are known to professional staff mostly through printed and e-resources. The academic librarians will continue to collaborate among themselves in order to promote their professional knowledge and exchange experience. The National Library of Serbia will keep its' key role in training librarians for further technical challenges.

The Consortium of Serbian Libraries for Coordinated Acquisition makes the retrievals of aggregated databases possible for academic library users. They may access more than 35.000 foreign scientific journals either in a paper or in an e-form. There is a tendency to increase the number of journals users may access.

Digital repositories are being created gradually. There is a strong tendency to use contemporary technologies in order to transfer original middle-aged manuscripts into an e-form and keep cultural heritage actual and accessive for many readers.

The cataloguing and classifying library materials are based on internationally accepted standards. These activities are being carried out in a

contemporary technical framework. The academic  librarians of Serbia have a possibility to catalogue and classify serials analytically and participate therefore in the creation of the Bibliography of Researchers. It can be an efficient way to confirm their professional orientation towards the promotion of Serbian academic librarianship.

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