ENTREPRENEURIAL LIBRARY EDUCATION IN NIGERIAN UNIVERSITIES: A SINE QUA NON FOR ACADEMIC LIBRARIANS.

Ogbonyomi, Abel Adegoke and Ayodele, Rachael O.
Kashim Ibrahim Library,Ahmadu Bello University, Zaria.
gokeogbonyomi@gmail.com
08036064049

Conference Proceedingsin the 2nd International Conference of the School of Technical Education, Federal University of Technology, Minna, Niger State
12th -15th October, 2014
CPES Complex, Bosso Campus, Minna
ISBN: 979-978-52341-0-7

ABSTRACT

Today, entrepreneurship is carved a niche in the information profession most especially the library. There is a battle line drawn between information professionals who are ready to embrace the change and those aloof. This study therefore looks into the prospects and place of entrepreneurship among academic librarians as an imperative for quality service delivery in the information profession considering the challenges of the 21st c Information Communication Technology. From the study, entrepreneurship in information profession is just gaining recognition and at the teething stage among Academic Librarians and that most of them have very low knowledge of the subject matter. On that premise, it is recommended that Entrepreneurship be given special attention to by the Library School Management Boards through orientation of the stakeholders towards embracing Entrepreneurship in information works and also putting in place facilities, structures and equipments that will encourage past, present and future librarians towards embracing Entrepreneurship in library service deliveries.

Keywords: entrepreneurship, information consulting, information brokering, information literacy skills, information communication technology

INTRODUCTION

In our society today, information is seen as more of a commodity than just possessing some knowledge about a situation and the possession of it as a capital asset, i.e. something that belongs to somebody or a group of persons. An individual or a group armed with ample information about something is regarded as king. Before anybody can attain this level of mastery on information he must have put some professional finesse to the information so gathered to be able to make people yearn for it or even bargain for its release. This is usually referred to as value added information service in the information

profession and it can only be achieved through entrepreneurial information service.Entrepreneurial information service entails business approaches to information gathering and the sophisticated processing and storage of it. Because of this it's been very hard to define, delineate or place where librarians really belong- custodians and dusters of books or information professionals?

Economists for instance see information in the same way as physical assets, but no discipline has been able to give an acceptable model for such treatment. This is because information means different things to different fields. Disciplines regard information differently, and it is more difficult to develop systems to measure information like physical commodities. The price system has been used to assign value to information, but does it provide the best means to determine the value? Can librarians plan for the future of information as its metamorphosis increases while justifying increasing expenditures to their funding agencies in the absence of meaningful information measurement scheme? (Audrey Fenner 2002). A rhetoric question indeed!

Fenner, (2002) tried to juxtapose the demand for information and the seeming inability for librarians to meet up with the trend of the demand. He posited that the puzzle can only be solved by librarians embracing entrepreneurship and business in information industries.Owing to the fact that librarianship today, is faced with the dilemma of the information age and information explosion where the role of information in the society is increasingly emphasized as economic resource, a marketable commodity, a social wealth and if one may say a stable for decision making (Foot, 1996) this is not far from why An American economistStiglitz won the Nobel Prize for recognizing and including information as the fifth factor of production. Entrepreneurship in information profession

now plays the role of creating power and wealth, suffice to say the more information an individual or organization possesses, the more they are at advantage over their contemporaries realizing that technological innovations have given rise to new ideas and ways of handling these information relating to mode of collection, processing, and dissemination of the information gathered. Thus rapid technological development has affected every facet of information operations and services such as acquisition of documents, management of serials, circulation systems, inter library loan and majorly, data processing (Afolabi, 2001), thereby making the whole scenario business-like and entrepreneurship natured.

With the above assertion, it is evident that a paradigm shift, a twist, a metamorphic change and seemingly divergent trend is what librarians, information professionals and information centers are witnessing in the information profession. Academic librarianship as a defined profession seems to have woken to the new dimension in the 21st century. Both the library and librarianship have been trying to embrace the new approach to meeting these new trends of acquisition and dissemination of knowledge i.e. tackling the multifaceted dynamism of information explosion, its acquisition through to dissemination with its accompanying business and entrepreneurship attributes. Many have failed though, and for these reasons, Libraries, librarians and information professionals are challenged with the new methods of sorting and repackaging information resources to reach their clients both within and outside the profession and the larger vicinity (Mackintosh, 2007).

The new challenge of course, has posed a sort of threat and competition in the information delivery system i.e. within the library settings, inter libraries, and even

among librarians and information professionals. This therefore places them in a sort of survival of the fittest contest as to who can withstand the heat of the competition considering its technological challenges and multidimensional approaches,hence the increase interest and development in business information and entrepreneurial careers and increasing education in Colleges and Universities all over the world in the field of Library and Information Science and Entrepreneurship (Govan, 1998).The study of entrepreneurship or business information in the information profession is therefore evidently a sine qua non today not because it helps librarians and information professionals better fulfill their goals, but because of its economic contribution to the new venture and also to improve the services rendered to the society of academics and intellectuals at large.

The term business information and entrepreneurship in librarianship and information profession has been viewed from different perspectives revolving around innovation and creativity, usually referred to as value added information service, where librarians and information professionals have used different technologically advanced methods to render services to their populations. Becauseof these technologically inclined services, business information and entrepreneurship among information professionals had crept up calling for competency in the skills employed in these services (Evans, 2007). Hence, risk- taking, self reliance and rewards are all embedded in the business information and entrepreneur strategies and these are the focus of the paper i.e. to know how well entrenched libraries, librarians and information professionals are in the new trends in library and information services to users in the line of business information and entrepreneurship while considering the 21st century challenges.

In the context of the study business information in librarianship and information profession may be considered as the process through which libraries/librarians/information professionals create, nurture, grow, and reach out library and information services to members of the community using reasonable degree of technological initiatives, skills, and competencies necessary to transform the new changes in information age into opportunity thereby deriving personal satisfaction, monetary rewards and independence (Gbaje, 2007).

Today, it is worthwhile to note that business information and entrepreneurship in librarianship can only be enhanced if a handful professionals are aware to a large extent of the potentials and benefits of business information and entrepreneurship among themselves and the larger society while bearing in mind that the nonstop generations of information in the entire sector of human endeavor through searches and innovation have brought about change in the present society. So to shoot the profession to limelight and to be relevant, librarians and information workers must as a matter of urgency, face up the challenges presented by the profession in a very proactive manner.

Also with the dramatic alteration of the structure of library activities in institutions by Information Communication Technology, the quest for competitive advantage is eminent, shifting from a natural resource and industrial production base to a knowledge, entrepreneurship, business and information based. These, according to Parson, (1990) have led to expansion in the roles of information professionals in diverse ways with a shift from document management perspective to Business Information and Entrepreneurship Management perspective. The latter locate users, technology and information professionals within a socially constructed complex context like the

academic environment where libraries, librarians and information professionals are located. With this in mind, librarians are expected to be armed with substantive business information and entrepreneurship abilities in order to meet the demands of academics and researchers in all walks of life. If well entrenched and attended to, there is a corresponding expansion in the employment market for library and information workers having a panacea to information explosion and its attendant challenges (Omekwu, 2009).

Also for the success of library and information centers as an effective information communication system, the development of business information manpower to operate in diverse business information provision settings has become imperative. One of the aspects of such business information manpower in this regard therefore can be an approved education system in which library and information students are equipped in advance of graduation with the skills, attitudes and values that are necessary for improved business information communication services and coping with entrepreneurship opportunities using Information Communication Technology (Parson, 1990).

It is no gain saying therefore to assert that library and information professionals in the academic needs to be gradually awakened to the importance of business information and entrepreneurship development in their respective environments. Though, the curricula of some institutions are not still without doubt traditional with any practical programs on business, entrepreneurship nor technological innovations, knowing too well that library workers are traditionally associated with collection of books, but modern libraries have extended their tentacles covering not just print materials but electronic and

internet resources which have for obvious reasons been of great advantage in business information communication and entrepreneurship.

While there is a growing acceptance for advanced technological services in business information and entrepreneurship in information centers, it is obvious that most library school programs are finding it difficult to provide training to staff to meet the challenges. Most libraries and information centers have extremely limited resources for the creation of awareness of entrepreneurship or business for library and information science students. However, beyond university level education, librarians have critical need for basic and continuing education such as training institutes with programs that support such opportunities for librarians to go for seminars and symposia. If otherwise, the tendency for other professionals from computer science, engineering or mass communication to step into the core areas of work specialization and overthrow them is possible.

This is because skills on information matters are not limited to librarians alone but have become both generic and multidisciplinary in the digital, business and information era. Cross disciplinary qualification implies that some people without basic background in librarianship may acquire basic information management skills through further training or lessons from work experience and so suit into information management which is all encompassing in business information communication and entrepreneurship (Omekwu 2009).

In view of the above, the study is determined to unveil the values and importance of entrepreneurship in library and information centers by academic librarians, awaken or reawaken in them the benefit of being equipped with business and entrepreneurial skills

in information profession and to also motivate and equip up- coming professionals with the right attitude and skills necessary for personal achievement, survival and advancement in the profession while considering the era of information explosion, Information Communication Technology centered age and retarding economic situation for self reliance.

BUSINESS INFORMATION AND ENTREPRENEURSHIP

Business Information and Entrepreneurship in the era of information explosion, acquisition, storage, and dissemination is an imperative for libraries and librarians in this part of the world since information has been seen as an element of commerce (Fosket 2006). In earlier times, success was based on such criteria as control of finance, physical resources, writing, etc. today, successful people and businesses are those who know the nitty gritty of information acquisition and dissemination i.e. getting information to the needed spots at finger snaps, those who control information with money and sometimes by trading it for other information (Amahule, 1993). Information as an element of commerce is seen as a commodity even without universal acceptance of theories of information, hence the necessity for libraries and librarians to hearken to the call and the revolution in information industry to meet this demand.

Much has been said about information business or business information in diverse views as this chapter reviews related works to the subject of discussion, i.e. assessment of the potentials of business information among our librarians. Librarians have been seen to always act as mediators between the source mind and client mind, but the digital age has enabled people to have access to the information they could not have readily got before, this has led to the question of the mediating role of the librarians who might not be that

skilled. This significant role played by information technology on document delivery on demand presents an opportunity for entrepreneurship in library and information works (Gbaje, 2007).

In the information and digital age, reliable and timely information on research remains a specialty which is most efficiently performed by a librarian. As today's managers and executives face the need to stay competitive and achieve their set goals many librarians can work with companies to meet these needs. Managers in many organizations have the same fundamental job responsibility of making decisions. Bates, (2002) posits that the key to making good decisions that furthers the goals and objectives of an organization is good information, but without skilled professionals it will be difficult.

Entrepreneurship is seeing new needs and services that should be supplied having the practical follow-through to make sure they are supplied and the willingness to take the measured risk to make it happen. According to Sobel, (2008) in the Concise Encyclopedia of Economics, entrepreneurship is the process of discovering new ways of combining resources. Entrepreneurship in library and information works means not only having the research skills but also being able to think and act like an entrepreneur, that is to know how to price information services, anticipate changes in the economy and the information environment, market yourself and the library constantly and develop new skills as clients needs change (Bates, 2003). According to the Association of Independent Information Professionals, the concept of company that legally obtains information for others and charges for their services can be documented as early as the 1930s. This has grown over the years particularly in the emerging information society.

BUSINESS INFORMATION AND ENTREPRENEUR SERVICES

A business information professional or entrepreneur is someone who creates information based products to sell to others (Gbaje, 2007). Services are generally provided to clients, tailored to the needs of that client and are generally provided on demand. Products on the other hand are some types of predefined packages of information that are offered to customers. This is the focal point of business information and entrepreneurship in library and information works. Here information product is created once but can be sold in multiple times as opposed to service which is offered one on one to a specific client. Essentially, librarians should be information producers and according to Mackintosh, (2007) creating information product allows a librarian to do the following:

1. To create passive revenue without the need for additional staff.
2. Generate multiple revenue streams from one initial effort.
3. Have less client dependency.
4. To identify potential market niches for which additional related products can be marketed.

Wood (2000) also sees opportunities for entrepreneurship in library and information works which he states abound particularly in information society and some of these opportunities includes:

1. Information consulting; Consultants operate in many different fields. According to Cohen (2001), a consultant is simply anyone who gives advice or performs other services of a professional or semiprofessional nature in return for compensation. Information consultants help set up information resource centers and libraries, develop websites,

databases to organize and disseminate internal and external information. Information consultants may also provide information audits, which involves in depth survey of an organization information needs and resources and offer recommendations on what information resources should be acquired.

2. **Information brokering**; Information brokers provide information services to organizations of all sizes and types either in conjunction with the existing staff or by contract. Document retrieval and delivery, literature survey, and data gathering are some of the main activities information brokers engage in, they sometimes engage in data collection, analysis and provide comprehensive, high quality substantive report that play a key role in their clients decision making process.

3 **Training**; with the vast amount of information and with the various format in which they exist, corporate and government organizations need assistance in determining their information needs and locating the appropriate sources. Some information professionals have identified training as an entrepreneurship opportunity, hence, they provide information literacy skills and training for corporate and government organizations at a fee.

4 **Document delivery providers;** this aspect of entrepreneurship in information works involves tracking down obscure citation and obtaining photocopies or originals of articles, reports, and books. Once the information professional has identified the information resources required the company gets a copy of the item and deliver to the client. Sometimes according to Bates (2003), this means searching online library catalogs to find institutions that subscribe to the journal or tracking down the original author of the information resources and requesting for it.

BUSINESS INFORMATION SKILLS IN LIBRARY AND INFORMATION SERVICES

Skills are abilities or proficiencies required of a person in a position to plan and execute an action geared towards accomplishing some task or achieving some goals. Skills are the learned capacities to carry out predetermined task in time and energy. For the purpose of this work, librarians in this study are expected to acquire some professional and managerial skills as a basic step towards successful entrepreneurship and information business. Some of these skills are :information technology skills which includes networking, library automation and digitization, web based resources, reprography, micrographs, facsimile, video text, database creation and management system including CDS, ISIS, LYBSIS, content development, desktop publishing, intranet, presentation, hardware/software skills, and relational database including the ability to create data structure which facilitates the indexing and retrieval of information and thesaurus development. Farkas, (2006) noted some specific technical skills like HTML, network administration, PHP and MYSQL, efficient use of search engines, use of blogs to provide services, web cast and search skills. Information literacy skills: these have to do with the ability to locate information efficiently and effectively, evaluate information critically and competently and using information accurately and creatively. Also included here is the economic and marketing of information products and services, information resource management, information processing and organizing, e-mail, multimedia perspectives and video conferencing. Information literacy forms the basis for lifelong learning and enables learners to master content and extend their investigations to become more self-directed, thereby assuming greater control over their own learning.

Other skills include:

1. **Managerial skills** which are the business management skills such as marketing, financing, accounting, control, planning and goal setting, decision making, human relations and managing growth. They are essential in launching and growing a new venture. Embedded here is also the knowledge of record management principles and electronic book keeping.
2. **Personal entrepreneur skills**: these include inner control /discipline, risk taking, innovativeness, change orientation and ability to manage change, persistence and visionary leadership.
3. **Technical skills**: written and oral communication, interpersonal, monitoring environment, the ability to organize, and network building. These skills form the basis of the modular approach to an entrepreneur curriculum. Farkas (2006) noted that by laying out the modules, a course or sequence of courses can be developed depending on the needs, interests and resources of the particular department. This approach will help to ensure that the most important areas of the field are covered in the courses offered.

A particular concern is that even though most libraries around have developedcenters for entrepreneurship research and development for their libraries, not all libraries and information science departments in the universities have developed an entrepreneurship curriculum that aligns with the demands of the profession. In addition, entrepreneurs frequently do not know how to interface with all necessary entities such as banks, suppliers, customers, venture capitalist, distributors and advertising agencies. There is a lack of entrepreneur spirit and culture, confidence and determination and fear of competition and failure. The fear may have arisen out of the lack of basic

entrepreneurship training which would enable them to identify and harness the abundant opportunities available in their environment. They also lack adequate support, motivation and financial assistance from parent organization. Moreover, because of the multidisciplinary nature of the new information jobs, Library and Information Schools no longer have the monopoly of controlling entry to the profession or to the job market. Now that Information Communication Technology (ICT) convergence is changing the nature of information creation, storage and communication, information provision appears in variety of contexts and contents. Librarians need to understand the effect of the new technology on the labor market and the demand for information services and how any change in the way libraries provide service will affect all stake holders.

The fact remains that traditional roles are becoming less frequent in the array of entrepreneur careers now open to information professionals. An assortment of different competences, skills and graduate qualities are required to suit such opportunities. For example, the work required in a physical institution like library is different from that required for managing virtual information flows in intelligent, learning or networked organizations. In this context, the role of the librarian is much more important; he or she will have to act as a facilitator, advisor, consultant, navigator, searcher, researcher, evaluator, organizer, preserver, communicator, technical expert, as well as a manager, leader, entrepreneur and visionary. In essence, education for Library and Information Service is no longer technical, but must include new cognitive, social, entrepreneurship and situational processes (Farkas, 2006).

There is lack of entrepreneurial spirit and culture, confidence and determination and fear of competition and failure. These fears may have arisen as a result of lack of

basic entrepreneurship training which could enable them to identify and harness the abundant opportunities available in their environment. They also lack adequate support, motivation, and financial assistance from parent organizations. Moreover, because of multidisciplinary nature of the new information jobs demand, library and information science no longer have the monopoly on controlling entry to the profession or to the jobs

CONTENT REQUIREMENT FOR A SUSTAINABLE BUSINESS INFORMATION AND ENTREPRENEURSHIP

The successful establishment and thriving of any business information will depend on the customer/client base. Entrepreneurship in library and information work will thrive only in an information society, where creation, distribution, and manipulation of information have become the most significant and academic, economic and cultural activity. It is important to note that the level of information literacy skill will also go a long way to determine the value the society place on information. It can be argued that because of the level of information literacy skills of America, it has been reported by Bates (2003) that America companies spend $107 billion a year paying their employees to search for external information.

Apart from creating the enabling environment for companies to be established, the government through relevant stakeholders must improve the level of information literacy skills of its citizens. Availability of information and information resources in the 21st century are largely information technology driven. For the past few years, the Federal Government of Nigeria through various policies and initiatives have made information technology particularly internet affordable and accessible for entrepreneurship. The governments have also encouraged its agencies and ministries to make available relevant information online. Also large volumes of information needed for entrepreneurship and

business are mostly available in proprietary database which can be subscribed. With the vast amount of information and with the various formats in which they exist, business clients need assistance in determining their information needs and the appropriate sources and this lies in the domain of information professionals.

CHALLENGES FOR THE DEVELOPMENT OF ENTREPRENEURSHIP IN LIBRARY AND INFORMATION WORK IN NIGERIA.

The successful implementation of Business Information and Entrepreneurship in library and information centers couldn't have been without some hitches, as posited by Igbeka, (2008), some of the challenges faced are as follow;

1. Low level of information literacy skills which has an adverse effect on entrepreneurship in library and information works. Information literacy skills which is the ability to recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information (American library association presidential committee on information literacy, 1989). Thus, because of low level of information literacy skills, Nigerians as individuals and organization do not value information hence are not likely to pay for information or information services. This has a direct effect on the success of entrepreneurship in library and information works and this is made manifest in the low turnout of number of libraries or government organization that subscribe to commercial databases which have been identified to contain high valued information.
2. Also the curricula of library schools have excluded entrepreneurial skills. The inclusion of entrepreneurship skills in the library school curriculum will not only inculcate business and entrepreneurship skills among library and information science student but also create awareness and enthusiasm in embracing it.

3. Unavailability of indigenous databases is also a challenge to having access to quality information within in Nigeria.
4. Another problem is the lack of skills in information technology with the fact that the information field is currently technological driven, hence entrepreneurship in library and information work is dominated by the information technology. This according to Gbaje, (2007) is in short supply and that Nigerian library staff have acute shortage of information technology skilled librarians.
5. Mode of payment for proprietary database is another bane of development of entrepreneurship in library and information centers as many vendors accept online payment and in foreign currencies. Nigerians effort towards being an information society implies that individuals, library schools, librarians and corporate organizations should begin to see information as a commodity and be willing to pay for information. This will without doubt create the enabling environment for entrepreneurship in library and information work, which in turn will create job opportunities for many graduates.

VALUES OF BUSINESS INFORMATION AND ENTREPRENEURSHIP IN LIBRARIES

There are various parameters in which information business has been viewed and weighed. Various attempts have been made to measure it or to decide what kind of value it has and also to determine how much it worth (Ferner, 2002). Disciplines such as accounting and economics regard information business in different ways. Economists regard it and measure it in terms of exchange rate based on supply and demand of it. Accountants think of its cost and benefits, sociologists concern themselves with the net public good of information while behaviorists study the cognitive and behavioral change

brought by information. Clearly placing value on information as these authors have seen is not a straightforward single step process. But the basic concern here is the way information influences different fields of endeavors and the fact that these diverse mindsets rest in the hand of librarians who don't fully have the wherewithal for the provision of information. This has necessitated the need for entrepreneurship and business information in the field of information provision. Information and business aspects of the process passes through many stages before it has value to anyone (this is where information professionals are brought to the fore) it exist first in a latent state waiting for the right paradigm or perspective long before anyone recognizes it as information. The time frame before the latent state and the full information constitutes the activities of the professionals in preparing it for a full fledge information. It is then that both information and the conclusion of the information workers can be meaningful and communicated. The value of the information then can only be when it is totally useful and comprehended. Information will have no value in itself until its understanding and subsequent application because the society in which the librarians serve values only the product or results of information.

The market studies done by Stieglitz in 1976 and 1980 with Sanford J. Grossman on the value of information in the society states that: "if information is costly, there must be an equilibrium amount of disequilibrium i.e. persistent discrepancies between prices and fundamental values that provides incentives for individuals to obtain information". Stiglitz and Grossman concluded that the only information that can be efficiently distributed is costless information. The confirmation of this fact can only be determined on the value placed on information that is to be disseminated by the librarians. Here the

stress is that a value can be placed depending on the problem solving worth of the information which can only be determined by the librarian knowing or giving its value. Achieving the above is not from the blues, it has to start somewhere and evidence from the curricula of many institutions still shows that there are no basic preparations for librarians to meet up with the demand of being able to determine the value of information using information business and entrepreneurship. Library and Information Service courses are still traditional within the curriculum with no practical programs on entrepreneurship and technological innovations (Igbeka, 2008). While there is a growing clientele for advanced technological services, it is actually far too difficult, for most library school programs to provide training at both ends of the spectrum. This is because the library school training has an extremely limited resource based facilities that stagnate the creation of awareness of entrepreneurship for library and information science students/workers.

PROSPECTS OF BUSINESS INFORMATION AND ENTERPRENEURSHIP FOR LIBRARY WORKERS

Library and information work in general tends to encompass and touch most other profession. This makes a professional librarian to be versatile and so can perform with little orientation in other professions outside his field but mostly business information and entrepreneurship. There are many prospects and career opportunities available to library professionals in the world. Our university libraries are not excluded though it seems graduates of the profession have narrowed down into mainly working in established library centers. Contemporary librarians have broken the jinx and many have worked by establishing their own information business and entrepreneur centers (Igbeka, 2008).

Private business information and entrepreneurship opportunities abounds for library and information workers to being management decision makers in an organization, freelance information managers, independent business research and information broker, non-institutionalized business and information broker, information demand etc. these are some but not all of the areas that presents prospects to library workers who are business information and entrepreneur minded.

Many scholars still have published materials on the potential job opportunities in business information and entrepreneurship for library and information workers in developing worlds. What else can you do with a library degree? Sellen, (1980) listed many job prospects for library workers. Unlike Igbeka who focused on personal gratification of library workers on business information and entrepreneurship by linking the prospects to their personal gains, Sellen, looks at the more indirect prospects. Thus, he sees business information and entrepreneurship for library and information workers under information management, indexing, abstracting and research. Here, a librarian can be a research analyst, researcher in an advertising agency, records manager, indexer, identifying experts, he can be involved in evaluating information needs, analyzing information, current awareness services, collection appraisal, document delivery, display and exhibitions, consulting, editing, maintenance of collections, photo and picture research, publishing, programs for libraries, quick reference services, reviews, repackaging of information, selective dissemination of information thesaurus construction, speakers services etc.

Other areas as seen by Warnken (1981) on how library workers can start and operate owned fee-based services outside the traditional book work through gathering

and processing information under book industry are as follows: becoming a publisher, reference book critic, children`s book reviewing, library promotions, technical service in the business world and owning a bookstore.

Afolabi (1998) also identified the business information and entrepreneurship related careers that library and information workers and potential graduates can indulge in with specific reference to the African environment under communications i.e. the arts, education and government. These include a career in public relations, translator, mediator, college administrator, media producers, working in a gallery, administering people and resources etc.

A whole lot of potentials exist as regards prospects in business information and entrepreneurship for library and information workers. The bottom-line is striking when the opportunity presents. There is also the call for reassessment and value placement on the side of library workers. This will enable them to be able to know where and when to turn little opportunities to goldmines in their profession.

SUMMARY

From the study, it has been observed that business information and entrepreneurship in librarianship is somewhat indispensible in delivering total quality service to the library and information seekers. Adequate knowledge of and ability in business information and entrepreneurship has been seen to be of great importance in the information dependent age and entrepreneurship plays a vital role in seeing that quality and timely information is made available for decision making. In view of the important place and role that library and information provision plays in the society especially among the academics, the 21st century librarians cannot but be vexed and abreast of the

techniques i.e. new methods in place in order to be able to satisfy their users through new approaches to information acquisition through to dissemination. It is clear that large number of academic staff has low knowledge of Business Information and Entrepreneurship and need to be aware.

The task of sensitizing, motivating and modeling an entrepreneurial graduate requires the active involvement and participation of the lecturers and university administration, financial institutions, nongovernmental organizations and youth oriented individuals. This can be done through the creation of educational and skill acquisition training programs in their various capacities for students to gain knowledge and skills capable of spurring them to start up and manage an enterprise of their own. In the university system, curricula should be restructured and articulated to accommodate entrepreneurship not only as general, but also as departmental course to take care of the managerial and professional aspect of entrepreneurship respectively. As such it has become necessary for the university lecturer to retool and re-equip himself with modern technological tool in order to give practical orientation to every lecture and make students active participants. In the library and information science departments in particular, all forms of information and communication technology equipment should be put in place to enhance the training and acquisition of skills in knowledge and information management, book publishing, bibliotherapy, abstracting and indexing etc. revitalizing the students industrial work scheme which has been distorted by a multiplicity of problem is another strategy for students to acquire practical industrial training through industrial attachment. This will help to achieve in a cost effective manner the objectives of the students industrial work experience and facilitate bridging the gap between industry needs and

theoretical knowledge in science and technology. There should also be continuing education programs for working professionals. With this, the quality of library and information service professionals that will be fully compatible with requirements of the expanding job market will emerge. In addition, they will utilize maximally the entrepreneurship opportunities created by ICT thereby combating the rising unemployment challenges.

The type and quality of education received sometimes do not develop the specific skills needed in the venture creation management process. Most universities in Nigeria have developed centers for entrepreneurship research and development for their institutions but most library and information science departments are yet to develop an entrepreneurship curriculum that aligns with the demands of the profession. In addition, entrepreneurs frequently do not know how to interface with all necessary entities such as banks, suppliers, venture capitalist, distributors and advertising agencies.For this, there is an urgent call on 21st century librarians and information professionals in respect to embrace entrepreneurship and business in information works to enable them appreciate the value placed on information and to meet the demand of the teaming populace who rely on information for their day to day decision making in all walks and works of life.

In essence, information management, information technology, information business, information communication and entrepreneurship are terms that cannot be extricated from librarianship and information services. For librarians to be abreast and key into the challenge, change and dynamics in the business information age, they must strive to improve on their overall skill through the acquisition of various Information Communication Technology skills and develop entrepreneur culture and mindset in order

to render quality services in the library, satisfy users, achieve self employment, gain world recognition and remain relevant in the profession (Moden, 2009).

Core on the recommendation is on-the-job-training and retraining of academic librarians on the need to embrace Business Information and Entrepreneurship and also early introduction of Business Information and Entrepreneurship courses in library and information school curriculum.

REFERENCES

Emmanuel, L. E. (2002), entrepreneurship; a conceptual approach. Pumark Nigeria ltd, Lagos.

Robert, A. B. (1984) design for cooperate entrepreneurship in established forms.

Bull, I and Willand G. E. (1993) "Towards a theory of entrepreneurships." Journal of business venturing. Vol.8

Donald, et al. (1993) "developing an entrepreneurial assessment instrument for effective corporate entrepreneurial environment." Strategic management journal.

Drucker, P. (1985) innovation and entrepreneurship; practice and principle. London. Heinemann.

Obaoye, J. F. A. (ed) (2008) readings in entrepreneurship development: A guide to retirement, cpl, Lagos.

Ekoja, I. I. (2000) The marketing of agricultural information by the National Agricultural Extension and Research Liaison services and its Impact on framers: Zaria: ABU Zaria p. 15.

Afolabi, M. (2001) Marketing, Library display and Exhibitions in academic library, Zaria Ahmadu Bello Universities, p.23.

Macdonald, J. (2007) Introduction to Current Awareness in Marketing Library services. Metuchen, N.J Scarecrow press.

Roberts, T (2008) Publishing and Promoting Libraries. - University press.

Robison, H. (2007) Marketing strategies in Librarianship. - London: Oxford University press.

Amawhule , W. (1993). Nigerian entrepreneur and the school industry based education. Paper presented at the annual conference of the Nigerian vocation Association held at University of Uyo, AkwaIbom State.

Fenner, A. (2002). Placing value on information: Library Philosohy and Practice Vol. 4, No 2.

Entrepreneurship and librarianship: an odd couple (2002) http://wwwinforum.cz/archiv/inforum2002/english/prednaska25.htm

Foot, J. B. and Mannan, S. M. (1996). Librarian training and professional opportunities in Bangladesh

Gbaje, E. S. (2007). Entrepreneurship in Library and Information works. (lecture notes)

Govan, J. F. (1998). The creeping invisible hand: entrepreneurial librarianship. Library journal, 113 (1), 35-38.

Igbeka, J. U. (2008) entrepreneurship in library and information services. Nigeria: stirling-Hordon. ISBN-978-032-493-3.

Omekwu, C. O. (2009). The world at our feet: roles and responsibilities of information professionals in the digital age. A key note address presented at the 3rd Library and Information Technology Today (LITT) workshop, held on 12-16 Oct. University of Nigeria, Nsukka.

Onuegbu, C.I. (2007). Towards encouraging economic self-reliance through entrepreneurship awareness for vocational and technical education graduates. Journal of business administration and management, 2 (2,) 44

Stiglitz, E. S. (2000). The contribution of the economics of information to twentieth century economics, "Quarterly journal of economics 115:1441-1478. P. 1460.

Ugwu, F. and Ezeani, C. N. (2012). Evaluation of entrepreneurship awareness and skills among Library and Information School Students in Universities in South East Nigeria: http://digitalcommons.unl.edu.libphilprae

Encyclopedia of library and information service (1999) - New York: Clive Bingy