

Director's Profile

Prof. S. Sreenivasa Murthy is currently a Professor of Finance and Director, Institute of Public Enterprise (IPE), Hyderabad. He holds a Master's degree in Commerce from Sri Venkateswara University and Master's degree in International Business from Pondicherry University.

Among other things, he has received Dewang Mehta Award for Best Professor in Financial Management, CSR Eminent Director of Leading Institute India Award, and Business Leader of the Year Award for outstanding contribution to Education. His areas of interest include Corporate Finance, Project Appraisal and Financial Services.



For further information contact

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Two-day National Workshop on **Entrepreneurship in Library & Information Work** 23 - 24 March, 2023



Sponsored by
INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)
New Delhi

Workshop Convener:
Dr G Venkata Nagaiah, Assistant Librarian

Workshop Co-convener :
Dr Prarthana Kumar, Assistant Professor

Venue :
INSTITUTE OF PUBLIC ENTERPRISE
Shamirpet Campus, Hyderabad

Introduction

Entrepreneurship involves new thinking, service development, recognizing and seizing opportunities, and enabling them to graduate into marketable ideas. Developing entrepreneurial opportunities include, formulating objectives, developing products and services, identifying the potential target markets, and finally, analyzing the outcome for future development.

Information or Knowledge Based Entrepreneurship (KBE) offers information through information based products on a chargeable bases. This has the potential to become a dynamic part of the library and information work. KBE may include - consultancy (services to new/old libraries); digitization and digital publishing services; information/data brokering; knowledge management services to organizations, and more.

Some of these activities have been appropriated by many, using peripheral training. There is a need for concerted efforts by those skilled in the library and information work to innovate and recapture the opportunities in the light of the changing information scenario and the traditional library user base. Therefore, it becomes imperative to reorient the thinking of library and documentation's understanding based on the need for - information generation, its contemporary uses, user groups, and monetization for overall benefits.

The proposed workshop is a step towards KBE. Though there is some initial thinking on approaching library and information work as an entrepreneurial activity, it has not yet attracted wider attention and acceptance.

Objectives of the Workshop

The following are the objectives of the workshop:

- Understanding the possibilities on how changing library information work could be turned into an entrepreneurial activity.
- Exploring various entrepreneurial activities library information work holds out.
- Showcasing success stories in information-based entrepreneurship.
- Drawing a tentative syllabus to teach the subject at master's level.

Target Participants

This workshop is primarily targeted to the Library professionals, Faculty involved in teaching library science, Research Scholars who are interested in information based entrepreneurship, marketing professionals who need information from traditional and digital sources, and the like.

Resource Persons

The resource persons for the Workshop include information professionals, management teachers, and business managers, and successful information and knowledge entrepreneurs.

Workshop Dates : 23-24 March, 2023

How to Apply

Interested candidates can send email to the Convener.

Email: venkatanagaiah@ipeindia.org

The Last Date for receipt of the application: **4th March 2023**,
The selected candidates would be intimated through e-mail.

Registration Fee : There is no Registration fee for participation.

Accommodation : Limited accommodation will be provided at our campus on first-cum-first serve basis.

Certificate of Participation :

A Certificate of Participation will be issued to every participant on the concluding day of the workshop.

About IPE

The Institute of Public Enterprise (IPE) is a non-profit educational society established in 1964. It is devoted to Education, Training, Research and Consultancy for business enterprises in the public and private sector.

IPE is a premier B-School and is recognized as a "Center of Excellence", by the Indian Council for Social Science Research (Ministry of Education, Government of India) for doctoral studies.

It is also recognized by some universities in India for guidance of PhD scholars. It has developed strong linkages with industry and academic institutions and is the founder member of the Association of Indian Management Schools (AIMS). It is also a member of Confederation of Indian Industry (CII) and Computer Society of India (CSI).