

The Construction of Subject Service Mechanism for College Libraries based on Knowledge Management

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Abstract: Through exploring the application of knowledge management in library science service, this paper constructs the discipline service mechanism of University library. Knowledge management and library are closely related and mutually reinforcing. Because they are all about the "knowledge" and the relevant elements of management. The university library can make full use of the knowledge management innovation, and will transfer the focus from document management to knowledge management, and organizational structure from vertical management to matrix management, and management from passive to active understanding of user needs, etc.. Library subject service is a new topic in Library and information science. It will be the user to find the information of the model into the library according to the subject of knowledge classification so as to take the initiative to provide users with the subject information. This is a measure to keep the library's position in the era of knowledge economy. The application of knowledge management to the subject service of university library is the innovation of the management of the "knowledge assets" of the library by using the scientific management method. At the same time, it also carries on the management to the other resources and the organization of the discipline service, which involves the organization, the service, the personnel and so on the entire direction and the entire process management. To sum up, the view of this article is: as a kind of theory, knowledge management is more and more important to the management of library. As a kind of practice, knowledge management involves many aspects of the library management, such as the service of the subject.

Keywords: Knowledge management; Knowledge assets; University library; Discipline service mechanism

1. Introduction

Library knowledge management is the management and research of all activities related to knowledge dissemination and application. That is to say, under the knowledge management, the library discipline service mechanism is the management and research of the discipline service activity and the rule in the library. Library Knowledge Management in the narrow sense is the management of the knowledge itself. Such management involves the management of a series of activities of production, acquisition, organization, storage, communication, dissemination and application of knowledge. That is to say, under the knowledge management, the library discipline service mechanism is the research of the subject service knowledge base. Therefore, the application of knowledge management in the discipline service mechanism, on the one hand, it is embodied in the structure of the subject service system. On the other hand, the research methods of knowledge management are used in the operation mechanism of the subject service.

Library through the use of knowledge management related theory, technology and methods, and combined

with the use of knowledge and related resources to meet the user's changes in the information and knowledge needs. For the university library, it is through the use of modern information technology to the university has a comprehensive management of the knowledge resources. Library's knowledge management can not only change the current situation of the development and utilization of information resources in the knowledge economy era, but also can provide a targeted management method. The library using this technique can be achieved from Tibet to use, from literature information to knowledge resources, from ordinary librarians to knowledge librarians, from passive to active document service knowledge service, from the closed knowledge sharing of knowledge and other comprehensive changes. The introduction of the theory of knowledge management in the library can make the existing traditional management mode of the library advance with the times, and innovate the knowledge itself while managing the innovation, at the same time to meet the needs of the users. This management technology can make the management of the library return to nature, and service for the user. Sheng Xiaoping also from the broad sense and narrow sense of the two party in the

face of library knowledge management is defined. He believes that the generalized library knowledge management is the management and research of all activities related to the production, acquisition, organization, storage, communication, dissemination and application of knowledge. Library Knowledge Management in the narrow sense is the management of the knowledge itself. Such management involves the management of a series of activities of production, acquisition, organization, storage, communication, dissemination and application of knowledge[1].

2. Significance of Constructing Discipline Service Mechanism

The university library is a complete system which is composed of various functional modules. In the era of knowledge economy, in order to solve the problems of university library science service, it is necessary to reform the function module of the library subject service system. The discipline service mechanism of university library can guide the improvement and perfection of the subject service macroscopically, and guarantee the reform and development of the related activities.

University Library discipline service mechanism adopts scientific management mode, which can help discipline service department to establish the system of subject knowledge base. The subject knowledge base is the foundation of the subject service. Therefore, the discipline service mechanism is the basic guarantee for the development of the subject service. Similarly, under the guidance of the subject service mechanism, the library uses the performance evaluation mechanism, which will evaluate the performance of the librarians. Performance evaluation is not only a kind of evaluation to the work, but also is a way for the library to encourage the librarians. The reward and punishment mechanism can improve the work efficiency and improve the service quality, and improve the customer satisfaction.

3. Lack of Subject Service in University Library

At present, most of the university library has been the subject service as an important service to carry out. Universities through various ways to strengthen the discipline of services, such as the integration of a variety of digital resources, the establishment of subject portals, subject navigation, etc.. However, how to communicate with the subjects in depth, and how to establish the related mechanism to ensure the sustainable development of the subject service is worth deeply discussing.

In addition to these, the library managers also presents other difficulties, including the following aspects: not with the school faculty; users do not understand the function of the library; lack of initiative and human resources;

the readers awareness needs to be strengthened; branches, relatively less than the number of subject librarian knowledge; the structure of the subject librarian can not really deep into the subject; service object interaction; school and teachers do not match the subject service demands; related disciplines.

4. The Application of Knowledge Management in Library Subject Service

Subject service is one of the important measures to further develop knowledge service in university library. The application of knowledge management in Library Science service. First of all, we can use scientific management tools to integrate the various distributed resources of the library. Under the guidance of knowledge management, through the mining of user needs to integrate the subject resources to build the discipline knowledge base, and through the discipline service platform to show the service content. Secondly, we can use scientific management method to manage the non literature resources of the subject service, such as the organization structure, organization personnel, organization system and so on.

The combination of knowledge management in the library of role and the status of subject service, and summarizes the application of knowledge management in discipline service is mainly embodied in the following aspects: the subject of resource integration and knowledge base construction; the construction of discipline service platform; user needs mining; subject librarian team construction; subject service organization structure reform.

4.1. Discipline resource integration and knowledge base construction

The integration of academic resources refers to the library refers to the use of scientific methods of organization of various resources both inside and outside of the library collection, sorting, storage and integrated, distributed and single knowledge through the integration of technology and methods of Librarian's efforts and the use of scientific knowledge system according to the subject classification. This knowledge system is an important source of the subject knowledge base. It ensures the integrity of the knowledge base, but also provides a wealth of knowledge resources for the development of academic services.

The integration of subject resources and the construction of knowledge base need the scientific method of knowledge management. From the definition of the knowledge management in university library subject we know to do service work must first be the knowledge acquisition, processing, storage and dissemination of the work, followed by the university library organization, librarian management, library and other aspects of the system to

do, like this can do a comprehensive discipline service work. These knowledge not only include the common knowledge of the traditional library and the electronic resources, but also the hidden knowledge such as the librarian's experience and so on. Through the establishment of multi form, multi carrier, multi subject knowledge base, we can combine the physical library resources and the virtual network resources, and provide users with accurate academic resources through subject librarians.

4.2. Discipline service platform construction

The construction of academic service platform is an important part of academic library service. The construction of subject service platform is a kind of communication management of library knowledge under the knowledge management. The management of this kind of communication is an important knowledge management project. It is involved in the whole process of library knowledge from production to application. Each university library according to the specific circumstances of the museum to establish its own discipline service platform, or the introduction of foreign academic service platform, etc.. At present, the basic use of university library is web2.0 network technology platform. On this platform, users can quickly and timely access to the required information, and to download and transfer. Users also with the web2.0 platform to communicate with the library staff to get help [2].

The establishment of subject service is based on web2.0. Its subject to the discipline of resource navigation, subject portal sites, blogs, real-time communication and other ways to show. The user can through the subject service platform accurately and conveniently obtain their required information subject, and the maximum to meet the information needs of users, and realize the library support university research teaching.

4.3. User requirement mining

Because of the different academic background and different learning ability, there are some differences between the demand for knowledge and the level of knowledge. So personalized library for the user's knowledge needs to provide personalized service to the user.

With the development of knowledge economy, the speed of knowledge updating is faster and faster, and more and more kinds of information. Therefore, the timeliness and accuracy of information is particularly important. This timeliness and accuracy of the user to gain knowledge quickly and efficiently. In the face of the user's personalized, timeliness and accuracy of the information requirements, the library needs to change the traditional passive concept, and the initiative to provide users with the appropriate services.

The management of knowledge resources according to the requirement of organization is one of the main contents of knowledge management. The goal of the library is to provide users with personalized, timeliness, accuracy of the information. Therefore, the knowledge management requires the library to use scientific management methods, and according to the needs of users will be the latest, disorderly knowledge organized to organize, and ultimately meet the requirements of users of information.

4.4. Reform of academic service organization structure

In the subject service, the library realizes the innovation of organizational structure through the use of knowledge management. In knowledge management, the organizational structure is changed from the traditional Pyramid structure to the flat organizational structure.

In the university library, the traditional organizational structure is the function of the library by the Department of leadership and management such as library, cataloging department, Department of information services etc.. Each department is managed by the leaders in charge, and there is no close relationship between the various departments. And the structure of the matrix organization structure of the library science service needs to be carried out in accordance with the cooperation of various departments in accordance with the way of subject service group. This kind of structure strengthened between library departments, according to the project of an ad hoc group relative discipline service department to carry out work also saves a lot of manpower and resources, optimize the organizational structure, and enhance the competitiveness of the organization.

5. Conclusion

Construction of subject service mechanism of university library is a necessary strategy for the development and sustainable development of University Library under the new information environment. This service is not limited to the development of subject librarian and single branch mode. The subject service mechanism constructed in this paper is a general and universal model, which can be specific to the construction of a library subject service mechanism. In the specific construction process should be based on the specific circumstances of different schools and libraries choose to use. At the same time, all colleges and universities in the process of use should be based on the subject construction of the school and the development of the status of the library subject service in phases, so as to make the discipline service mechanism to obtain the dynamic sustainable development.

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