

## **Abstract**

### **The economy of infodocumentary structures in the digital era**

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In this paper, I will present my scientific contributions and research directions in the context of the current stage of knowledge in the specialized literature. I will focus on the most significant areas of my research activity on management, marketing and ergonomics of infodocumentary structures (libraries, information and documentation centers, archives, museums).

The new achievements in science and technology, especially electronics and computing, have a strong impact on humankind, leading it to a hard anticipated progress a few decades back. New sciences appeared and developed, unknown and unsuspected at the beginning, more and more applied and used today, like: management, marketing, ergonomics, informatics or office automation.

The huge increase of the volume and variety of documentary materials, the vertiginous growth of the price of publications, the introduction of new technologies, as well as the limited financial resources made out of library management a vital and current requirement.

In most cases, in taking decisions, the managers of our libraries practice an empirical management, based on intuition. Unfortunately, experience, intuition, presence of mind and intellectual qualities are no longer enough, the current environment is too complex; the results are now influenced by too many variables.

The present situation is due mostly to the fact that one of the most important jobs of the manager, planning, is neglected, leading to a certain lack of perspective and confusion of the library activities. Libraries have no vision, no plans, projects, programs and strategies. The motives are numerous. A wrong impression has been created that planning is a difficult process, which takes too much time. Others simply don't know how to create a strategy because they lack the necessary information.

There are problems also in the motivation area, by which we refer to the human resources management. We find that the lowest salaries from culture and education are in libraries. This determines the lack of motivation, stress, professional mental tiredness and the constant preoccupation to find a more satisfying job.

Lately, an increased interest for marketing has developed, in using its principles, methods and instruments in different domains, from economics, in which marketing appeared and developed, to culture which is not interested in obtaining profit.

As a specialization of general marketing, a version of non-profit marketing and implicitly of cultural marketing, library marketing appeared.

It seems odd to some to talk about library marketing. Marketing, they say, is a problem of economic structures; their basic activity is production and their fundamental purpose is gaining profit. Libraries are cultural institutions, they are free public services, whose activity is mainly an intellectual one where quality counts more than quantity and consequently, such a discipline is not necessary. This kind of reaction ignores the changes that occur in all areas, implicitly libraries, and the success of this concept.

Although there is a lot of confusion and a kind of resistance, specialists think that the orientation towards marketing can lead to change and improvement and that library marketing is a transforming and adaptation factor of the documentary offer to the users' needs.

The non-profit organizations, including libraries, begin to be more and more conscience of the necessity in using marketing methods and techniques in their activity as financial resources are insufficient and the competition is rough. Marketing helps them to concentrate their attention on the essential aspects of their activity, to decide how to achieve their objectives and mostly how to identify, anticipate and satisfy with the best conditions the needs and desires of users. A new improvement can be obtained by implementing marketing 3.0 in the activity of libraries.

Marketing 3.0 is a collaboration, a cultural and spiritual step that focuses on: body, mind, heart and spirit and that puts the cultural problems in the center of the management model in an organization.

The purpose of marketing 3.0 is to convince all types of organizations, especially the big companies to get involved in global cultural and social problems.

In the digital era, computer science is involved in every kind of human activity.

These changes oblige the economic and cultural structures to adapt to new informational technologies using an appropriate equipment of the offices, which by their nature receive, use and send information for substantiating decisions.

Unfortunately, new equipment, especially the computer, whose positive outcomes on the working environment are indisputable, had a negative impact on human health by amplifying the stress and fatigue factors.

Although the computer improves our lives, this advantage is not enough to prevent certain risks regarding our health. Studies show that the type of work and the number of hours a day using the computer are important factors in determining the level of problems. The symptoms of the eyes are the most common among users. Unfortunately, we lack the information regarding using the computer in ergonomic conditions for diminishing visual stress and other associated diseases.

The work in a library, that mostly affects the psychic and the visual system, is a work in which the stress factors are more and more common, and the diseases caused by them affect nowadays more and more employees.

This is why the work study uses ergonomics, a relatively new/young science, whose main/final purpose is to increase productivity by reducing fatigue and stress.