

# EVALUATION OF WEB PORTAL CONTENTS IN THE FIELD OF MANAGEMENT STUDIES

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**Abstract:** This paper describes the results of an evaluation of management studies portal study conducted in 2016. The main focus of this study was to design and development of web portal for management studies and evaluate the management studies portal content. In order to access information, research scholars and faculty members as well as faculty staffs keep shuttling between e-books, e-journals, patents, theses, e-database, management studies software, research and so on. The information retrieval system once designed and development of portal needs to be tested for its performance. The management studies has been put to test with its target group of users. For this purpose, it was decided to conduct the same in the MEASI Institute of management studies itself as a sample study.

**Keywords:** Evaluation, Web portal, Management studies, Information Management.

## 1.0 Introduction

With the vast development of various technologies, learning today is no longer confined to classrooms with lecture delivery as the only method of conveying knowledge, rather, an electronic means of learning has continued to evolve. Electronic learning (e-Learning), which facilitates education using communication network, has made learning possible from anywhere at any time using the Internet, wide area networks or local area networks. A subject portal can assist the students in e-learning by providing wide variety of digital resources and web based library services. Subject portals are important tools for users to access and utilize library and information services over a network. Thus the subject portals function as single user interface for accessing wide variety of resources in a single window. After knowing the demand of this kind of portal, we have developed a subject portal in Management studies discipline to assist the Management studies learners in accessing variety of information related to their subject in a single log in.

## 2.0 Management Studies

**Management** in businesses and other organisations, including not-for-profit organisations and government bodies, refers to the individuals who set the strategy of the organization and coordinate the efforts of employees to accomplish objectives by using available human, financial and other resources efficiently and effectively. Resourcing encompasses the deployment and manipulation of human resources, financial resources, technological resources, natural resources and other resources.

Management is also an academic discipline, a social science whose objective is to study social organisation and organisational leadership. Management is studied at colleges and universities; some important degrees in management are the Bachelor of Commerce (B.Com.) and Master of Business Administration (M.B.A.) and, for the public sector, the Master of Public Administration (MPA) degree. Individuals who aim at becoming management researchers or professors may complete the Doctor of Business Administration (DBA) or the PhD in business administration or management.

Management studies derive knowledge from computer analysis of administrative data. These can consist of the information stored in the administrative code, but also can be stored experimental results from various sources, patient statistics, and scientific literature. Research in Management studies includes method development for storage, retrieval, and analysis of the data. Management studies is a rapidly developing branch of business administrative and is highly interdisciplinary, using techniques and concepts from informatics, administrative, marketing, human resources development, financial management, It has many practical applications in different areas of management studies.

### **3.0 Need for A Management Studies Portal**

In order to access information, students, researchers as well as faculty staff keep shuttling between e-books, e-journals, patents, theses, e-database, e-question paper, Management studies software, research, video lecture, thesis, jobs and so on. To give a bird's eye view of various resources in the field of Management studies, a single window service was conceptualized in the form of a Management studies portal. It aims to provide information related to administrative information and its allied subjects, through a single user interface and to access a wide variety of electronic resources in the field subscribed to by the business school institution and also other scholarly information sources that are available in full text on the web. Searching and filtering the sources available on the web and then judging what will prove useful to Management studies students was of course a very tedious job.

### **4.0 Web Portal**

A Web portal is a specially designed website that often serves as the single point of access for information. It can also be considered a library of personalized and categorized content. A Web portal helps in search navigation, personalization, notification and information integration, and often provides features like task management, collaboration, and business intelligence and application integration.

### **5.0 Related work**

**Yu-Hui Chen (2015)**, Numerous sources have observed that undergraduates tend to use Internet search engines, predominantly Google, instead of library electronic resources for their course work. Thus, academic librarians have expressed concern about the under-utilization of resources provided through library Web portals. Studies of technology acceptance and success indicate that user training can positively influence individuals' use of information systems. Even so, there has been no investigation of the longterm effects of user education on the use of library Web portals. This longitudinal study fills this gap in the literature by determining whether a semester-long, credit-bearing, general education course integrated with an information literacy component positively alters undergraduate students' perceptions and increases their use of the university libraries' web portal at a midsize research institution. A mixed methods approach was employed, collecting data through three rounds of survey (pre-course, post-course, and follow-up) as well as one-on-one interviews. Results from the quantitative analysis indicated variance in participants' perceptions and use of the libraries' portal from the short-term to a longer term. The positive influence of the course was validated through a manipulation check. The outcome of interviews also confirmed the findings derived from the quantitative data.

**Yu-Hui Chen and InduShobhaChengalur-Smith (2015)** This longitudinal study investigates factors influencing undergraduates' prior, current, and continued use of university library Web portal using a credit-bearing course infused with information literacy (IL) components as an intervention. Applying a mixed methods approach and using the technology acceptance and information systems success models as theoretical foundations, the authors examined direct influences of user satisfaction, voluntariness, and competing resources on portal usage, as well as relationships among current use, user satisfaction, and continued use. The results indicated that the positive effect of user satisfaction on use increased and the unfavorable impact of voluntariness of use became non-significant after the intervention. Yet, the significant negative impact of competing resources on portal use remained unchanged. Additionally, current use had a significant positive relationship with user satisfaction which led to continued use. The outcomes signify that integrating IL components into credit courses could be a strategy to facilitate library portal use.

### **6.0 Statement of the Problem**

This paper aims at analyzing the design and development of web prototype portal for management studies. This study takes due attention to analyze the performance of management studies web portal services from the point of view of management studies providing. Finally, it presents the methodology adopted in developing the undertaken task of design and development of web prototype portal for management studies; There is a need to assess the extent of requirement of administrative information and management studies; and it is provided due attention in the present research.

### **7.0 Objectives**

The main aim of the management studies portal is to fulfill the information requirements of the faculty members, researchers and students in the Department of management studies, and also its allied departments at management studies institutions, (India). As such, its objectives are to:

1. To analyse the value of added services of web portals
2. To access easy and reliable variety of disparate informatics

3. To collect the major web resources useful in the field of management studies
4. To evaluate the web portal for its usefulness and user friendliness in the field of management studies portal

Answering these objective questions contributes to a better understanding of Web Services and Web Portals. Helping the designers to better develop the appropriate tool for the user.

## 8.0 Scope and Methodology

The present research focuses on creating subject portal in Management studies using HTML web designing tool. The scope of this research is limited mainly to Management studies subject offered in Management studies institutions. Management studies is a major branch of study related to many interdisciplinary components such as administrative, etc., so the available information is more both in terms of printed and online. For the convenience of the research we consider curriculum structure of the subject as a limitation to surf the information. For designing the subject portal we collected the some relevant sources of information according to the syllabus the researched offered by the Management studies institution. This collected information is researcher organized in single portal which is designed using HTML web building software.

## 9.0 Designing of Management Studies Portal

Designing and development of a Management studies portal is a complicated Management studies information for those who are not aware of mark up languages like HTML, XML but the web editors have made this job easier. Here, the designer must have an idea about designing languages, software, and the web space providers which are essential for a simple designing. When we start a simple designing we must take care of the entire things like selecting a background template, colour, images, icons, content organization and other related links which are to incorporate in the Management studies portal. For this purpose we plan to write a storyboard for the model which is like a blue print of the model subject portal. While designing the present model we have followed the following steps:

## 10.0 Home Page of the Model Management Studies Portal

In the home page we have given links to all aspects of Management studies subject as mentioned above in the content of the portal section. Here we provide hyper link to all the headings and sub headings just by clicking, it will navigate the user from broader to specific information on Management studies discipline The Management studies portal contains information about online databases, journals, books, theses and dissertations, conferences, patents and standards, question paper, job, video lecture, software, research etc., available on the web portal.

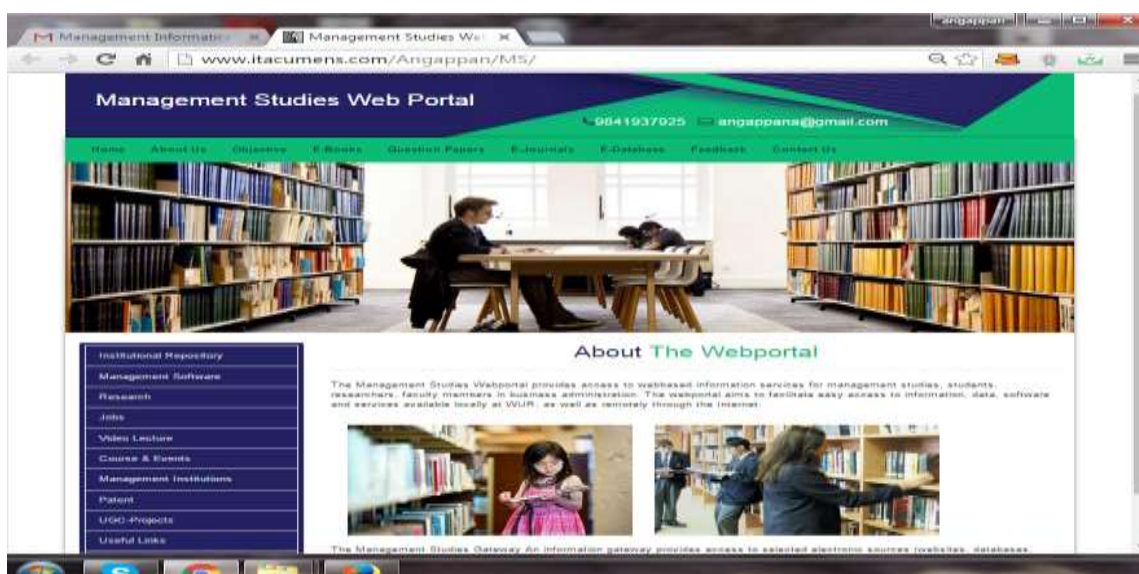


Figure1: Home page of the Management studies Portal

The Management studies Information Gateway is an information gateway which provides access to selected electronic sources (websites, databases, pdfsetc). Sources are selected based on scope, usefulness and quality. A catalogue that can be browsed or searched provides descriptive information about the selected sources, including

keywords, abstract, etc. The Management studies Information Gateway is a joint effort of the Management studies Group and the Management studies portal to build up an e-library in the field of Management studies.

(On completion of the task of design and development of web portal for management studies focus on the functional and features of the system, the researcher has stepped into the final and formal evaluation of the management studies web prototype portal expected performance.

### 11.0 Evaluation of Management Studies Portal

The informatics retrieval system once designed and development of portal, need to be tested for its performance. The management studies have been put to test with its target group of users. For this purpose, it was decided to conduct the same in the MEASI Instate of management studies itself as a sample study.

The main purpose of this evaluation is to improvise the performance of this prototype facilitating for a better product prior to hosting it on the internet. However, on implementation, it will be evaluated in all other participating campuses.

### 12.0 Pilot Study

A pilot study was conducted with a sample set of questionnaires from the target group comprising of research scholars and faculty members. Based on the study, a few corrections were carried over in the questionnaire. The revised version of the questionnaire was finally administered.

The questionnaire was administered to a total of 75 users, of which 25 were faculty and the remaining 50 comprised of Research Scholars. All of them have positively responded to the researcher's distribution of the questionnaire.

### 13.0 Evaluation

The respondent's data evaluating the management studies portal was consolidated and synthesized. The indicators for evaluation include:

- Awareness of web portals
- Relevance
- Accessibility
- Availability
- Structure
- User friendliness
- Usefulness
- Satisfaction

### 14.0 Awareness of Web Portals

The study was undertaken to know as to whether the research scholars are aware of web portals and it revealed the fact that 92 percent of scholars and 100 percent of the faculty members are aware of web portals whereas 08 percent of the research scholars are not aware of it.

Table 1 Awareness of web portals

S.No	Opinion	Yes	No	Total
1	Research scholars	46 (92)	4 (08)	50
2	Faculty Members	25 (100)	0 (0)	25
	Total	71	4	75

### 15.0 Relevance of Web Portals

The relevance of web portal research and e-book mostly like by research scholar, e-book and e-journal mostly like by the faculty members. The ranking of the relevance by the research scholars and faculty members are.

Table 2: Relevance of Web Portals

S.No	Feature	Ranking by	
		Research scholars	Faculty members
1	<a href="#">E-Books</a>	II	I
2	<a href="#">E-Journals</a>	III	II
3	<a href="#">E-Databases</a>	IV	IV
4	<a href="#">Courses &amp; Events</a>	V	VI

5	<a href="#">Management studies Institution</a>	VI	VII
6	<a href="#">Management studies Software</a>	XII	III
7	<a href="#">Research</a>	I	IX
8	<a href="#">Jobs</a>	XI	VIII
9	<a href="#">Patents</a>	IX	X
10	<a href="#">Institutional Repositories</a>	X	V
11	<a href="#">Video Lecture</a>	VII	XI
12	<a href="#">Useful Links</a>	VIII	XII

### 16.0 Accessibility of Web Portals

It has been observed that 100 percent of the respondents have performed various searches on the management studies portal and recorded their satisfaction over the accessibility

Table 3 : Accessibility of the Management Studies Portal

S.No	Opinion	Yes	No	Total
1	Research scholars	50 (100)	0 (0)	50
2	Faculty Members	25 (100)	0 (0)	25
	Total	75	0 (0)	75

### 17.0 Availability of Web Portals

The study revealed the fact that 94 percent of the research scholars and 88 percent of faculty members recorded that the item for which they searched for, was available in the management studies whereas 6 percent of research scholars and 12 percent of faculty members informed that the item was not available.

Table 4 : Availability of web portals

S.No	Opinion	Yes	No	Total
1	Research scholars	47 (94)	3(6)	50
2	Faculty Members	22 (88)	3(12)	25
	Total	69	6	75

### 18.0 Structure of Web Portals

The respondents were requested to opine as to whether the structure of the management studies is organized or not. Out of 50 research scholars, 96 percent of them opined that the structure of the management studies is organized and the remainders stated that it is not. In the case of faculty members, 96 percent of them recorded that the structure is organized whereas 4 percent of them informed that the structure is not organized.

Table 5 : Structure of web portals

S.No	Opinion	Yes	No	Total
1	Research scholars	48 (96)	2(4)	50
2	Faculty Members	24 (96)	1(4)	25
	Total	72	3	75

### 19.0 User Friendliness of Web Portals

The research revealed that the user friendliness of the web portal was assessed as 'very good' by 84 percent of the respondents. This is followed by 'good' by 14 percent of the respondents. Only 2 percent of them stated that user friendliness of the web portal is not so good.

Table 6 : User Friendliness of Web Portals

S.No	Opinion	Very Good	Good	Not so Good	Total
1	Research scholars	42(84)	7(14)	1(2)	50
2	Faculty Members	20(80)	5(20)	0(0)	25
	Total	62	12	1	75

### 20.0 Usefulness of Web Portals

The research revealed that all the 100 percent respondents have unanimously stated that the management studies web portal is very much useful for research scholars and faculty members.



Table 7: Usefulness of Web Portals

S.No	Opinion	Yes	No	Total
1	Research scholars	50 (100)	0 (0)	50
2	Faculty Members	25 (100)	0(0)	25
Total		75	-	75

### 21.0 Satisfaction of Web Portals

The research shows that the 96 percent of research scholars and 92 percent of the faculty members are satisfied with the performance of the management studies whereas 4 percent of research scholars and 8 percent of the faculty members are not.

Table 8 :Satisfaction of web portals

S. No	Opinion	Yes	No	Total
1	Research scholars	48 (96)	2 (4)	50
2	Faculty Members	23 (92)	2 (8)	25
Total		71	4	75

### 22.0 Conclusion

In the age of information explosion, when everybody is talking of information overload, satisfying users' information needs in a simple, personalised and efficient way has become a challenge for the library and information centers. Just subscribing to online sources does not serve the purpose, until and unless the users are informed about them so that such resources are fully utilised. The budget at the disposal of libraries is limited and the demand for information by the researchers is increasing, whereas the time at their disposal is limited. Hence, such portals are important as they are user friendly and provide information through a single window. It is extremely useful for researchers as they can find all the information related to their discipline at one place.

The present research has attempted to design and develop the management studies, a web portal to share the management studies selected web resources. The management studies web portal has been designed and evaluated for its performance among the target group and the major finding of the research are highlighted in this paper. This research is an outcome of the researcher; and the management studies prototype portal will be of great use and benefit to the management students, research scholars, faculty members and scientists, research and developing in the field of management study.

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