

Creation of Web Portal for Management Studies: A Study

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ABSTRACT: *A portal is a web site that acts as a starting point for many other sites. Some of the largest portals include Excite, Lycos, yahoo, Netscape and MSN. There are however, many smaller portals known as “niche portals” for specific interests. The web portals are providing all the information under one portal. It provide a place for people to interact and work collaboratively with other people it facilities to brows, search interact with web world. The portal creation for management studies information get under one portal it can be design all data like Journals, Data base, Management Tools, Subject exports interviews, and open talks, Jobs information etc.,*

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1. Introduction

A portal can be viewed as a way to access disseminated information within a company since information chunks can be stored in various systems using different formats. One of the major differences between a traditional web site and a portal resides in the fact that the portal is usually tailored according to the users' need. A portal is consequently, a single point of access to Internet resources, an integration platform focusing on unification oriented towards the business processes of the company. Therefore, portals synchronize knowledge and applications, creating a single view into the organization's intellectual capital. Portals have seen an evolutionary approach, the first ones were search engines, that evolved by integrating a variety of services such as virtual communities, real time chat, i.e. the best example in this category is Yahoo; Today the term is used widely to describe many different types of products with different purposes and also like management study groups. Most large portals have thousands to millions of sites indexed for visitors to search through. They also typically have a large directory of sites, which are categorized by topic. Web portal are a great place to start when you're looking for something and have no idea where to find it.

The terms Management Portals Systems are sometimes used interchangeably as synonyms to refer to the category of portals, which aim at providing management relevant information they need to perform their duties and make efficient business decisions. The widespread adoption of networks and information technology has vastly increased our ability to store, transfer and generate knowledge, enabling and accelerating the emergence of an economic, organizational and technological landscape, that is knowledge-based (Schwartz, Eamonn, & Boyer, 1999; Romano, Elia, & Passiante, 2001). Knowledge is often the basis for the effective utilization of many important resources. In this context, Information and Communication technologies may play an important role

in effectuating the knowledge-based view of the firm by enhancing the firm's capability to manage the knowledge it possesses.

1.1. Information

Information is stimuli that has meaning in some context for its receiver. When information is entered into and stored in a computer, it is generally referred to as data. After processing (such as formatting and printing), output data can again be perceived as information.

1.2. Informatics

Informatics is the study of the structure, behaviour, and interactions of natural and engineered computational systems. Informatics studies the representation, processing, and communication of information in natural and engineered systems. It has computational, cognitive and social aspects. The central notion is the transformation of information - whether by computation or communication, whether by organisms or artifacts. Understanding informational phenomena - such as computation, cognition, and communication - enables technological advances. In turn, technological progress prompts scientific enquiry. The science of information and the engineering of information systems develop hand-in-hand. Informatics is the emerging discipline that combines the two.

2. Conceptual Background

Providing the right information to the right user at the right time is a major challenge for libraries. In recent years, digital resources are growing and developing very fast creating challenges in information searching, service provision and resource discovery. Today's user cannot efficiently find information they need from resources on various platforms and from different vendors. They do not know how to access full-text articles from various online databases. They complain that they often feel lost among disparate resource lists and guides. Universities and other research organisations are providing significant financial support to libraries. A large proportion of this is going into the subscription of thousands of online resources each year, such as online databases, e-journals and e-books, but their usage is relatively low. Users do understand the reliability and quality of library resources and prefer to use them only if they can find them. However, the complexity of information structures and the poor design of many library web sites make it difficult for users to discover this wealth of resources. Most university students say that they use the internet for information searching more than the library, yet university teachers notice that the students' work has deteriorated in quality with the use of the web and librarians note that the students unknowingly bypass important sources available to them through academic libraries.

Electronic learning (e-Learning), which facilitates education using communication network, has made learning possible from anywhere at anytime 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.

2.1. Importance of Management Studies

Young aspiring managers equipped with a reputed management degree turn out to be survivors who are able to sustain themselves in an environment of intense competition, globalization and ever-evolving technologies. In fact, producing powerful managers is the biggest challenge that businesses worldwide face today.

2.2. Need for a Management Studies Portal

In order to access information, students, researchers as well as faculty members keep shuttling between e-books, e-journals, patents, theses, e-database, software, research, repository and video lectures and course, evens etc, 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 management studies 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 Management studies 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 would prove useful to Management studies students is of course a very tedious job.

2.3. Web Portal

A portal is a web site that acts as a single source for all information on a specific domain. An effective Web portal offers the user a broad array of information, arranged in a way that is most convenient for the user to access. When designed, implemented and maintained correctly a web portal becomes the starting or entry point of a web user introducing him into various information, resources and other sites in the internet. It has the power to draw together a common group of people, common on the basis of their age, profession, location etc. Web portals are browser-based applications that enable activities including connecting business processes within the business and across the supply chain by unifying access to structured and unstructured data, integrating applications to support the business processes as well as providing access to real-time, current and consistent information. Popular Portals are Yahoo, MSN etc.

A portal is an entry point to a set of resources that an enterprise wants to make available to the portal's users. For some consumer portals, the set of resources includes the entire World-Wide Web. For most enterprise portals, the set of resources includes information, applications, and other resources that are specific to the relationship between the user and the enterprise. For service providers, the portal provides a point of entry to customer service applications as well as a controlled content aggregation service.

3. Objectives of the Study

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 institutions. As such, its objectives are to:

- To understand and define the web service and the web portals in management studies.
- To analyse the value of added services of web portals
- To know and analyse the sites that currently use web portals
- To access easy and reliable variety of disparate Information.
- To collect the major web resources useful in the field of management studies.
- To design and develop a web portal for sharing the management studies databases and web resources.
- To evaluate the web portal for its usefulness and the friendliness of the user in the field of management studies.

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.

3.1. Scope and Methodology

The present research is focusing on creating of subject portal in Management Studies using HTML web designing tool. The scope of this research is limited mainly to Management subject offered in Management Studies institutions. Management Studies is a major branch of study related to many interdisciplinary components such as Commerce, Corporate Sector ship, Economics 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 offered by the Management Studies institution. Those collected information is organized in single portal which is designed using HTML web building software.

3.2. The Importance of Web Portals

Web portal design is basically the most beneficial access point for the user of the web as they can easily go from one page to another navigating the information of their choices. All the portals have the information stored into links to various topics such as news, business, sports, entertainment, finance, travel and much more. Yahoo!, Google, AOL are popular portals on the internet. However, these portals can be called as personal portals as they store user's history data, profile information, emails and so on. But there are other kinds of portals too!

3.3. Designing of Management Portal

Designing and development of a Management portal is a complicated Management 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 portal.

3.4. E-Books

In this page an attempt has been made to provide links to all free access for Management books related to books Management discipline. Just by clicking the heading of the appropriate books it will navigate the user to original document which is available in their database. Books and also supports the growth of online books. It lists all department of free books on the web. Information on new listings can be automatically retrieved via RSS feeds updated daily.

3.5. E-Databases

An e-database is an organized collection of information, of a particular subject or multidisciplinary subject areas. The information of an e-database can be searched and retrieved electronically.

4. Institutional Repositories

The Repository is a versatile, easy-to-use online storage site where you can archive and share digital images, forms, documents, audio or video files, anything in digital form. In fact, any document that you can get onto your computer you can store and index in the Repository. The architecture is expandable and its overall storage capacity is virtually limitless. Imagine being able to make your most useful shelf of collections or collection of photographs or data available for reference by any other Extension worker or client. Then multiply that by all of your colleagues' most useful collection shelves and collections. Finally, imagine being able to draw information from throughout this archive and assemble it easily into new, useful Extension materials and presentations. That is the Repository. In this page an attempt has been made to provide links to Management institutional repository.

5. 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 is becoming a challenge for 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.

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