

Consultancy Service In Library: An Overview

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ABSTRACT-

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This article offers a thorough analysis of consulting services offered by libraries with a focus on the function of consultation, characteristics of successful consultation, and the distinction between for-profit and non-profit consultation. Additionally, it explores the unique setting of library consulting services in India and the opportunities they present for those working in the field of information and libraries. The essay examines the worth and advantages of library consultant services, including strategy planning, resource allotment, collection development, technology integration, and user involvement. The importance of authenticity and voluntary participation is emphasised as it discusses the factors that go into productive consultation sessions. The paper also assesses the business elements of library consulting services in India, including the market environment and potential challenges and opportunities. Knowing the various facets of library and information consulting allows librarians and information professionals to use these services to meet changing user expectations in the Indian context, optimise library operations, and improve services.

Keywords: consultancy service, authenticate consultancy service, management consultancy, commercial consultancy service

INTRODUCTION

The profession of library and information services is developing swiftly, creating various issues and raising professional standards. This is especially true for recent grads who must meet these requirements and compete for the few available jobs. These anxiety and challenges, which were primarily prompted by technological advancements in information services, have, on the one hand, made it possible for other professionals and novices with only rudimentary computer skills to compete and, on occasion, marginalise the library and information service professionals in their chosen fields. These demands and challenges have also altered the traditional practises and roles of the library and information profession. On the bright side, these advancements provide a broad basis of technological fluidity that allows professional librarians to make inroads into the field's and the information technology world's expanding vistas of opportunity.

As a result, consulting emerges as a crucial and fruitful channel through which the myriad opportunities in information services and libraries can come together and be successfully exploited to create jobs for graduates in the field of library and information science, offer immediate library services outside of the library, and, of course, serve as a crucial interface between traditional librarianship and the challenges of modernization.

Consultancy

Consulting is the process by which professional advisors strive to resolve problems and challenges brought by clients. The term "consultant" comes from the Latin word "consultare," which means "to discuss," and refers to a professional who provides expert advice in areas such as technology, tax law, human resources, libraries, and so on. Consultants may work for a consultant firm or independently, and they typically work with various and shifting clients. This suggests that the clients have access to higher levels of competence than they could retain in-house (wikipedia, 2011). A professional firm known as a consultant offers knowledgeable counsel on a certain topic or endeavour. A consultant's primary responsibility in an organisation is to manage or effectively resolve issues. It offers ways for problem-solving that are effective, professional commentary, and recommendations. Consultancy services within an institution or organisation can be categorised as:

- Management consultancy: it includes strategic planning for organizational development and improves overall performance by analysis existing problems.
- Technical consultant: It includes technical support for different technical issues.
- Communication consulting (i.e., offering guidance and suggest on how to deliver information through a variety of media and channels)
- Policy counselling: it provides guidance regarding policy options, advisory services, analysis, and evaluation.
- Information technology counselling, or advice services that assist clients in evaluating various technology strategies, such as coordinating their technology plan with their business or process strategy.
- Consultants are used to provide continuing Professional Development (CPD) programmes to help staff become more efficient and effective.
- Consultants provide advice and assistance in planning, problem-solving, training, conflict

resolution, and other activities to help organizations address challenges and address issues directly.

REVIEW OF LITERATURE

In the information era, libraries' consulting services are essential to satisfying the various demands of patrons. It has been demonstrated that research consultations improve student satisfaction and learning results (Zhang, L., Wang, D., & Zhao, L., 2021). Flynn, D., (2021) assesses a recorded appointment service that allows librarians and allied health students to have one-on-one research consultations. It emphasizes the advantages of this approach for knowledge retention and service engagement. Mane, S., (2020) describe data audit in libraries is essential for assessing and meeting patron needs, ensuring current data availability for assessments and responsibilities. Moreover, Borycz, J., (2021) said reproducible and open scientific research depends on thorough research data management, which includes customized data management workflows assisted by information specialists like librarians. In general, library consulting services are altering to reflect the shifting nature of the information environment, placing a focus on individualized assistance, technology integration, and effective information sharing. Bradley, D. R., et.al., (2020) suggested that through goal and skill alignment, research consultations in libraries improve student learning. Consultations are effective in expanding research knowledge and abilities for both students and librarians. On the other hand, McAuliffe, N., Bostain, N. S., & Witchel, A. D., (2019) said voluntary consultancy may refer to non-manager perceptions of authenticity in library settings, as surveyed with non-manager library employees. Gao, W., Ke, I., & Martin, L., (2018) address the function of liaison librarians in academic libraries' data services and how they might support efforts to educate users about data literacy in data libraries. Shen, S., & Yang, Y. (2017) recognize and addressing operational, managerial, and strategic problems, they seek to enhance library operations. Harrington, M. R., & Dymarz, A., (2017) analyse, library consultants offer expertise for internal crises, change management, strategic planning, and more,

challenging, renewing, and extending dialogue in academic libraries. Kuglitsch, R. Z., Tingle, N., & Watkins, A., (2017) use cloud technologies like as Google Appointment Calendar to easily facilitate research consultations allows librarians to better manage calendars, improve accessibility, and promote students' success in navigating the information ecosystem. Harrington, M. R., & Dymarz, A., (2017) by using consultants in libraries effectively requires taking a strategic approach to addressing a range of possibilities and difficulties. Strategic planning, change management initiatives, crisis management, and decision-making procedures are all critical areas in which libraries depend heavily on consultants. They contribute knowledge and new perspectives, helping to enhance information support, particularly in poorer nations where health is a concern. Additionally, Klipfel, K. M., (2015) suggest a student-centered approach to reference and instructional librarianship emphasizes authentic engagement with students' interests, aligning with the philosophy of Counselor Librarianship. Real engagement with students' interests is demonstrated by the development of communal consultation videos (CCVs) to support students transitioning to clinical practice. Sokoloff, J., & Simmons, R., (2015). Studies examining its effects on many facets of library services have shown interest in the field of management consulting in librarianship. Internal crises, change management initiatives, and strategic planning procedures frequently involve the hiring of consultants. Because of the aptitude for problem-solving and knowledge of change management, librarians especially law librarians are viewed as natural consultants, Lemmer, C., (2014). There has been suggestions for ways to improve the effectiveness of advisory librarians by managing tacit knowledge in library information consulting services. Research has shown that using consultants, such as business librarians for research consultations, can be a useful way to gauge an impact's effectiveness by improving students' research abilities and comprehension. Arnold, S. L., Nguyen, D. T., & Hartley, N., (2011) suggest voluntary consultants offer competent services at discounted rates or without charge. Both kinds of

consulting have different functions to play: volunteer consulting investigates the dynamics of non-commercial partnerships in service delivery, whereas commercial consultancy indirectly affects politics through professionalization. Elisha, M., (2010) said consultancy is a suitable employment option for library and information science graduates. Lahusen, C., (2008) describe Commercial consulting is the practice of businesses and consultants working for compensation in the field of European public affairs, which helps to institutionalize this labor market. According to Bates, M. E., (2003) "library and information consulting" is a free-standing information service that provides management, research, and analysis for high prices. She mentioned topics like conducting research over the phone, delivering documents, holding training sessions and seminars, and providing competitive information to both individuals and businesses. According to Lahusen, C. (2003) voluntary consultants emphasize the non-commercial value of relationships, while commercial consultants influence European politics by their involvement in interest representation and lobbying. On the other hand Flynn, D., (2021) highlights on academic libraries must foster dynamic, proactive information consulting that offers value to the organisation. Griffiths, A., & Morello, R. (2002) conversely suggested, non-commercial connections between service providers and clients are the main goal of volunteer consulting, such as free of charge service in professional contexts. Griffiths, A., & Morello, R. (2002) describe a successful consultant demonstrates a number of essential traits. Firstly, the personal traits of sociability, interpersonal sensitivity, reliability, and interest in a variety of experiences are associated with the effectiveness of consultations overall. Secondly, consultants are important in the implementation of systems such as ERP, and their success depends on their knowledge, experience, and effective leadership. Thirdly, understanding and meeting client objectives and expectations is critical to the effectiveness of consultants in this role. Fourthly, in the Internet consulting space, having a well-rounded set of technical expertise and solid business skills is

necessary for consultants to prosper in a competitive market. According to Webster, D. E., & Lorenz, J. G., (1980) consultant may act as an advocate for specific changes or simply provide a problem-solving approach, depending on the client's definition of the problem.

OBJECTIVES OF THE STUDY

- To provide an overview of library consulting services, emphasising their role and significance.
- To investigate the factors that contribute to effective library consultancy engagements.
- To examine the distinction between commercial and volunteer consulting in the setting of a library.
- To examine the advantages and disadvantages of library consulting services in India.
- To emphasise the possible benefits and opportunities that consulting services can provide for librarians and information professionals.
- To provide insights to librarians and information professionals on how to effectively employ consultation services for library development and user pleasure.

Role of A Consultant

Consultants can help an organisation develop in a variety of ways by handling various problems. The consultant may help with problem solving, performance improvement, securing action, capacity building through training, fact-finding, research, dispute resolution, or system design. In general, consultants may play the following roles:

- Consultants analyse systems and offer recommendations for significant change or restructuring based on their specialised knowledge, experience, and abilities.
- Consultants can help improve the technical aspects of an organization by designing, revising, or implementing systems.
- Consultants can assist in deploying new

technology, introducing changes, or providing a problem-solving process depending on the client's definition of the problem.

Element of Successful Consultant

- Personal qualities and capabilities
- Efficient procedures and methods
- Organisational transformation and support
- Identifying characteristics of successful consulting helps
- Identify growth opportunities.

Library Consultancy

The word "library consultancy" refers to the knowledgeable support that independent consultants or specialists provide to libraries. These consultants provide support, ideas, and solutions to help libraries solve problems, improve services, and accomplish their goals. They are knowledgeable and skilled specialists in many areas of library management.

Library consulting services include a wide range of issues, including strategic planning, collection development, technology integration, user experience, staff training, and more. Consultants work closely with library managers, staff members, and stakeholders to understand their specific needs, assess the effectiveness of present practises, and provide expert suggestions to enhance library operations.

The main goal of library consulting is to give libraries knowledgeable direction and support while utilising outside viewpoints and industry best practises. The knowledge and experience that consultants bring from their work with various libraries enables them to provide insightful advice and practical ideas for improving library services, making the most of available resources, and adjusting to shifting user needs and technology improvements.

Libraries can obtain unbiased assessments, professional knowledge, and specialised solutions that are tailored to their unique requirements by

Table 1: Commercial Library Consultancy Service in India.

SL No	Services	Centre and Place
1	Online Cloud Based Library Management System For Linux, Demo on Request.	Devazo Software Solutions Private Limited Valasaravakkam, Chennai
2	New Library Consultancy Services (CBSE/ICSE)	Golden Books International, New Delhi
3	Library Consultancy Services	Kohli Book Distributors, New Delhi
4	Library Facilities	Linnet Computer, Lucknow
5	Library Facilities	Sumer Singh Public School, Faridabad
6	Library	Bapuji Vidyaniketan, Dharwad
7	Library Consultancy services	Indus Trade Links Private Limited, New Delhi
8	Library facilities	Gondwana Club, Nagpur
9	Library Technical Services	Chahat Library Service, Rohini Delhi, New Delhi
10	Library Services in Department	Alagappa University, Alagappa Puram, Karaikkudi, District, Sivaganga
11	Library Consultant Services	Bharathi Institute, Tambaram West, Chennai
12	Library Services	Annai Reresa College of Engineering
13	Library Services	O.P Jindal School

Source: <https://dir.indiamart.com>

using consulting services. The ultimate objective is to strengthen the library's position in the community, raise user satisfaction, and ensure that it continues to be a crucial and relevant resource in the digital era.

Commercial Versus Voluntary Consultancy

Commercial Library Consultancy:

- Service with a fee attached: Commercial consulting entails a financial exchange in which libraries retain outside consultants or consulting firms for certain services or projects.

- Expertise for Hire: Business consultants contribute specialized expertise, experience, and abilities to address library demands and difficulties.
- Profit-Driven: Business consulting is about bringing money to the consulting company.
- Market Competition: Commercial consulting firms frequently operate in a cutthroat environment, providing their knowledge to several clients in various industries.
- Customized Solutions: Business consultants design their services to match library needs and objectives.

Volunteer Consultancy

- Professionals or experts who volunteer their services without expecting payment are said to be providing pro bono service.
- Contribution based on skills: Volunteer consultants offer their time, expertise, and knowledge to support libraries and their activities.
- Community-focused: Supporting social causes and giving back to the community serve as the primary driving forces behind voluntary consulting.
- Collaboration: In order to create partnerships and knowledge exchange, voluntary consultants frequently collaborate closely with stakeholders and library employees.
- Shared Values: By concentrating on the mutual benefit of improving library services and resources, volunteer consultants align with the mission and values of libraries.
- The desire to contribute knowledge to the improvement of libraries and other nonprofit organizations drives volunteer consultancy, not commercial consulting, which involves a money transaction and profit-driven motivations.

Authentic Versus Voluntary Consultancy

Authentic consultancy services

Authentic often means "genuine" or "exactly what is claimed." It refers to something that is real, genuine, and not counterfeit. It can also mean something that is authentic, true, or not a replica of anything else. Working diligently to establish confidence between a user and a library professional is what authentic service or consulting entails. Trust between a user and a librarian that a service will be offered to users in accordance with their needs and requests. Genuine service is frequently driven to the tiny possibilities, not out of a false sense of humility, but rather because there is a genuine need and that need is of utmost importance.

Characteristic of authentic consultancy

- Consultancy service: a professional's activity that provides expert advice within a particular field. Generally, they develop strategies, solve

user's problems, and help in important the changes

- It required strong analytical skills and problem-solving strategies which recommended to users
- Authentic service/ consultancy provided 3Ps: Professionalism, patience and people first attitude
- As in the library, the demand of users varies from customer to customer. Such as teaching professionals, undergraduate students research scholars etc.

Voluntary service

A voluntary service is a group or individual service which provides free service to the library without any charge. The services which do not come under the regular duties such as sudden advice, medical help, emergency reserve natural disaster etc.

Types of voluntary consultancy

Skill-based voluntary service: services which are based on skill and direct the needs talent of individuals to help the user such as good in writing capability, counseling users. In this service, professionals help the user without gaining any profit with their skills and talent.

Virtual Volunteering

This service is also called e-voluntary consultancy or services, where the expert provides free advice and guidance to their user such as an online orientation program online meeting etc.

Micro-volunteering: the task involved in a micro-volunteering project that is found on the crowded platform. Ex: During a virtual program sudden technical helping task

Volunteering in an emergency: such as a flood, natural disaster etc.

Impact of Management Consultancy on Librarianship

The general principle of management policy is directing, planning, organizing, staffing, coordinating, budgeting, and evaluating the library's operation. Library management consultancy services provide an expert guide to the organization. The traditional management consultancy services

Table 2: Difference Between Authentic Versus Voluntary Service

Sl. No	Authentic Service	Voluntary Service
1	The services which are real and genuine provided according to demand of users. Ex: circulation process in circulation section	The services which are provided to users Without gaining any profit. Ex: Helping user for choosing of right book according to their needs.
2	The services which comes under license, rule and regulation. Ex accession process	The services which are freely available. Ex orientation program.
3	It may be provided within a wall of an organization/ library. Cataloguing and classification process	It may be inside or outside the organization/ library. Ex: medical help
4	The services which are truly influence user to their direction	It may or may not influence user to do their works
5	Process is continuous until the user satisfied	May or may nor user satisfy the user
6	It has a certain time period to complete the task. Ex: return process of book	There is no any fixed time period to complete the task. Ex: asking a book or and reading document inn free time in library
7	Services provide according to the needs only	Service provides with or without the needs of the user such as lighting the bulb or fun in reading room
8	Service based on knowledge and work assigned. Ex searching of book in OPAC	Service based on skill and talent such as good writing skill
9	It maintain activities of 3Ps; Professionalism Patience People attitude	It maintain activities like financial support, suggesting book, private coaching.
10	Professional based work is done	Skill based is done

only focus on improving the performance of the library by following best practices but now the modern consultancy service policy also prefers services should according to the demand and comfort of library users and society. The following are the impact of management consultancy on librarianship:

- Improvement of library services

- It helps the library professional to provide the best services in a short period of time
- It helps the users with a dilemma
- It provides expert advice for any particular work.
- It includes different strategies and management operations for the libraries and their users

Table 3: India's Library Association Offers Consultancy Services

SL NO	LIBRARY ASSOCIATION AND YEAR OF ESTABLISHMENT	ACTIVITIES
1	Central Government library Association(CGLA) – 2004	<ul style="list-style-type: none"> • Furtherance of the library movement in India • Promotion of librarian training program • Improvement and development of the status of librarians • Promotion of research and Development activities • Co-operation with an international organization with similar objectives. • Promotion of new libraries, their development • Setting up a new library project and its promotion • helping the existing libraries to increase their efficiency and usability • Offering advisory and consultancy services according to demand • Offering expert advice and suggestions for better performance.
2	Indian Association of Special Libraries and Information Centres (IASLIC)	
3	Indian Association Of Teachers of Library and Information Science (IATLIS)-1969	
4	Indian Library Association (ILA)- 1933	
5	Raja Ram Mohan Roy Library Foundation (RRRLF)	
6	Society for the advancement of Library and Information Science (SALIS)- 2002	
7	Society for Information Science(SIS)- 1975	
8	Assam Library Association	
9	All Bengal Library Association and renamed as Bangiya Granthagar Parishad-1933	
10	Delhi Library Association	
11	Karnataka State Library Association (KALA)	
12	Kerala Library Association -1961	
13	Madras Library Association-1928	
14	Punjab Library Association(PLA)- Originally in 1916 and it was rejuvenated in 1989 as a state-level professional and voluntary body	
15	Uttar Pradesh Library Association-1960	
16	All Bengal School librarians' Association (ABSLA)	
17	Bombay Science Librarian's Association (BOSLA)- 1970	
18	Indian Academic Library Association (IALA)	
19	Medical Library Association of India	
20	Young Librarians Association (YLA)	
21	All Librarians Development Welfare Association (ALAMP)	
22	Indian Theological Library Association	
23	Gujarat Library Association	

- It also provides hand on and completes solutions to existing problems.
- Helping users with better results in less time and less money
- Helping library professionals with faster services

Role of Library Association As A Consultancy

The development of any library is depending on the proper professional planning, objectives, understanding, and involvement in activities. These are the most common and important prerequisites for achieving a good result. The major roles of library associations as consultants are as follows.

- To spread knowledge and information among the libraries according to the demand
- Continuous and unlimited contribution to human resource development
- Provide a common forum for the exchange of information, ideas, experience, and expert advice and suggestion.
- To share resources and avoid duplication and efforts
- To deliver efficient services among member libraries to students, trainees, teachers, project workers, researchers, administrators, and society at large.
- To build professionals experiences for a smooth and effective supply of services among users
- To recommend and develop approaches and methods for raising resource quality, developing collections, and disseminating information to all.
- To provide training programs for professional development and quality services.

Opportunities For Library And Information Consultancy

- Creation and implementation of automated library systems.
- Customised information system design and execution.

- Network information system design and deployment for organisations.
- Information gathering and research for both private and public clientele.
- Operating the client's current library and information systems.
- Training and development of human resources for both individuals and organisations.
- Offering clients maintenance and management services.

CONCLUSION

Library consulting services are crucial channels for addressing the complex requirements of both institutions and users in the dynamic modern information age. Current studies highlight how important different aspects of this field are. First of all, the focus on data examination highlights the critical role that libraries play in efficiently organizing and distributing information, guaranteeing its applicability and accessibility even in the face of the exponential expansion of data. This role establishes the foundation for ethical data supervising and educated decision-making in addition to evaluating and satisfying user needs. Moreover, research consultations are transformative tools for enhancing professional and academic growth, as evidenced by studies demonstrating their positive effects on learning outcomes and student satisfaction. By offering personalized guidance and one-on-one interactions, libraries facilitate close connections between users and research resources, thereby enhancing knowledge retention and service engagement. This shows how committed libraries are to providing specialized assistance and support that addresses the unique needs of their diverse patrons.

Moreover, it is emphasized that comprehensive research data management is essential for repeatable and transparent scientific research. Here, libraries are essential to the implementation of specialized procedures for data management, especially with the help of information specialists such as librarians. Libraries greatly enhance academic pursuits and foster research by guaranteeing the accuracy and availability of research data. Library

consulting services are changing to include personalized support, technology integration, and efficient information sharing in response to the changing dynamics of the information ecosystem. Consultants in this field contribute significantly to strategic planning, change management and crisis management by providing insightful knowledge and viewpoints that improve information support and service delivery.

Within nonprofit or for profit environments, consultants offer a variety of expertise and perspectives that propel creativity and promote cooperation in the library sector. Their ability to manage complicated challenges and effectively satisfy customer objectives and expectations in a competitive market is a result of their sociability, technical skill, and effective leadership.

Therefore, in a world growing more interconnected by the day, library consulting services are essential foundations of knowledge sharing, academic assistance, and professional development. Libraries are constantly changing and adapting, but their consulting services never waver in their dedication to enabling people, advancing scholarship, and supporting ethical information management in the digital era. Lastly, the strategic support that consultation services offer in areas like planning, resource allocation, collection development, technological integration, and user engagement makes them crucial to libraries.

The distinction between voluntary and commercial consulting is crucial given the potential opportunities for library and information consultant services in India. Librarians may optimize their libraries, foster innovation, and meet the evolving needs of customers by accepting consultation services.

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