International Journal of
Organizational Innovation

RESEARCH ON BOOK PURCHASE
SUPPLY CHAIN MANAGEMENT OF UNIVERSITY LIBRARY

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Abstract

With the advent of the "Internet plus initiative" era, the borrowing rate of university teachers and students has been greatly reduced, and the book purchasing work of libraries has been challenged. Book procurement has always been a key part of the basic work of university library. The quality of procurement affects not only the quality of books, but also the teaching and scientific research of the University. In the Internet age, we are facing new challenges, such as difficulties in channel selection, low efficiency of system integration, increased market competition and so on. Facing the new challenges, book procurement should optimize the supply chain management, and form a complete supply chain management platform by changing its own positioning, increasing target suppliers and establishing a measurement index system to coordinate the relationship among libraries, suppliers and readers. Only by promoting supply chain management can we simplify the procurement process, systematize Book Integration and provide accurate reader service.

Keywords: university library, book purchasing, supply chain management

Introduction

With the advent of the "Internet plus initiative" era, the borrowing rate of university teachers and students has been greatly reduced, and the book purchase of libraries has been challenged. Even though the book purchase funds still account for the majority of the Department's purchase funds, they still can not keep up with the rise of prices, the speed of publication and the requirements of teachers, students for books. Most university libraries purchase books by bidding, and the book supply is monopolized and controlled

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by a few suppliers. The book quality and purchase price are limited, which affects the quality of collected documents. In the new era with a large number of resources and rich types of resources, how to maximize the value of book procurement and combine suppliers with readers is a problem that needs to be considered.

Supply chain management (SCM) was proposed by Michael E. Porter in the 1990s. It is a new management mode. It includes chain management of all supply and demand relationships from suppliers, manufacturers, distributors, retailers to consumers. In order to optimize the operation of the supply chain, the supply chain effectively links users, suppliers and consumers, integrates various resources and operates scientifically. Book procurement supply chain is the basis of library book procurement. From an overall perspective, under the supply chain management, university book procurement can have high quality and efficiency and enhance the competitiveness of the library.

Problems In The Current Procurement Model

Currently in the era of big data and the Internet, the number and types of library resources are becoming more abundant, which also brings new opportunities and challenges to book procurement.

Increased Difficulty In Selection

Nowadays, there are many book merchants in colleges and universities, and they chooses the same bibliography for colleges and universities. There is no library resource allocation according to the college's own learning positioning and professional construction. This undifferentiated supply mode increases the difficulty of procurement (Liu Lin, Ye Lin et al. 2015). Undifferentiated bibliographic purchasing not only affects the library's book procurement, but also hinders the procurement due to its bibliographic quality. Generally, the purchase of books in colleges and universities not only meets the needs of teachers and students in disciplines and scientific research, but also meets the needs of readers in the open society, such as community residents' reading needs for health and childcare. At the same time, continuous and batch purchases within one year have also made purchases more difficult. To sum up, library book procurement is based on the diversification of readers' needs, individualized choice approach, professional procurement of procurement services, and uncertain procurement time.

Low System Efficiency

One is the low efficiency of communication. In fact, the book procurement of university libraries is usually not based on effective communication with various teaching colleges and functional departments. Because the position of the library in education and teaching is marginalized, even if there are channels to recommend books and

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opinions collection notices, most colleges and departments have no time to take into account them due to their busy work, and are unable to provide effective bibliographic suggestions. Therefore, in most cases, the library can only coordinate and confirm the purchase of bibliographies based on the borrowing and collection status of previous years, and it will often fall into the embarrassing situation of not reading the books purchased by teachers and student readers and not collecting the books they want to read.

The second is the low efficiency of the procurement cycle. There are more majors and more different professional books in colleges and universities. A batch of bibliography fed back by the college is confirmed by a series of book titles, authors, publishers, years, editions, etc. , and then the corresponding bibliography is fed back to the supplier. Then the supplier will purchase from various publishers based on the bibliography, and feedback on the inventory of each publisher. Not only the procurement cycle is long, it is also impossible to accurately understand the book transportation situation. The time for the library to finally receive the books is very limited.

Increased Market Competition

The operation of all systems should be established on the basis of gains, otherwise the system will be unsustainable (Chen Hua & Xu Yan 2018). As a university library, it is a service public welfare organization, but its eco-nomic benefits cannot be ignored, and it will also respond to market competition to a certain extent. Nowadays, under the pressure of work and study, personal disposable time is severely squeezed, coupled with the temptation of various apps on smart phones, reading is a luxury for most of them. According to ZAKER's "National Reading Report in 2021", only 30% of the people who can keep reading every day (2021). And more than 70% of readers who insist on reading believe that digital reading has helped them increase the total amount of reading (2020). With the help of fast-developing online platforms, the amount of e-book reading continues to increase, and the habit of listening to books through the "mobile audio APP platform" has also increased by 1. 3 percentage points compared with 2019 (2021). Compared with paper books, e-books have the advantages of wide resources, easy-to-read and easy-to-listen, and are favored by college students. Retrieving in the software can instantly present related books. A considerable number of book shopping platforms such as Amazon and Dangdang provide supporting e-books (Huang Luting 2019). Therefore, it has a great impact on the reading utilization rate of paper books in the school library, greatly reducing the frequency of admission and the number of borrowing.

Reasonable Handling Of Key Elements

Under the supply chain management model, only by coordinating the various elements can they complement

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and complement each other. University libraries should correctly handle the relationship between the library, suppliers and readers, actively integrate resources, connect each element to each other, and form an output and transformation mechanism. Only in the later period can the management of book procurement and supply chain play its due effect.

The Library Changes Its Position

University libraries need to give full play to the information advantages of the collection of documents, enrich document resources, and strive to become the information center of the school and even the region. As the basic work of the library, book acquisition only has a solid foundation and scientific planning to reflect the reading needs of users, and increase the utilization rate of purchased book resources. In addition, it is necessary to consider the construction of the school's professional scientific research and the current collection situation to build a scientific and standardized management system to optimize the structure and quality of book procurement.

Increase Target Suppliers

The supplier here is a publishing distributor and an intermediate supplier. Due to market competition, publishers mistakenly pursued speed in advance, leading to a decline in the quality of books published and distributed. After the advancement of the electronic publishing model, the book distribution

procedures have been simplified, and the diversification of book carriers has been realized. At the same time, electronic books reduce the risk of book acquisition and reduce the inventory pressure of physical books; intermediate suppliers are the bidders who have won the book procurement bidding. In order to highlight fairness and justice, most of the suppliers are selected by government bidding. They do not know much about the relevant situation of university libraries and are unstable. The situation is not well understood and unstable. At the same time, in order to win the bid, the supplier often provide lower discounts, which will affect the later service. If only offering low-discount book bibliographies, increase profit margins.

In fact, the biggest innovation in supply chain integration is to include book suppliers into the platform to realize resource sharing among libraries, suppliers, and readers. Through the introduction of multiple regular suppliers, healthy competition is realized, the procurement cycle is shortened, the idle and waste of collection resources are avoided, and the reading experience of readers is greatly enriched. To introduce target suppliers, it is necessary to establish a complete information system platform, including reader information demand management, library procurement management, supplier book management, etc. , in order to achieve mutual benefit and win-win results.

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Establish A Reader Measurement Index System

The author divides the service population of university libraries into three groups: resource borrowing, examination and self-study, and scientific research. In terms of book procurement, the books introduced are also different due to the different needs of readers. In addition to choosing professional books based on the courses offered, in order to broaden the horizons of teachers and students and consider the reading needs of residents in the surrounding communities, various types of books should be covered. At the same time, as electronic resources continue to be enriched, online learning are becoming normalized. Therefore, the proportion of digital books such as e-books should continue to increase, to meet the use of different media.

In the later period, the number of library entries, borrowing volume, recommended purchase volume, the number of scientific research services, etc. , establish the reader's measurement system, increase the evaluation credits of students in the library, and enhance the scientific research performance of communication and cooperation between teaching staff and the library.

How to construct an effective index system is worth discussing in the later stage.

Build a book purchase supply chain management mode. Only by promoting supply chain management can we simplify the procurement process, systematize the integration of books and provide accurate reader services.

Optimize procurement process and restructure business process.

As mentioned above, the traditional procurement processes is cumbersome and procrastinating. Universities and colleges need to collect students' demand about library books, and then analyze and integrate collected information, while combining students' professional settings and current collection resources. Then formulate a specific procurement plan , submit them to the special procurement department of books, and purchasers purchase various types of books (Liu Ziqiang 2013). In the process of procurement, purchasing staff should check all publishers and versions, combined with the collection resources of the school, screen out the most suitable books, meet students' needs, improve the quality of books, then negotiate with suppliers of books at all levels to determine the procurement contract, and finally the library accept them. A series of operations will eliminate the procurement cycle and reduce satisfaction. Non-value activities such as information delivery, document audit, etc. , which have been wasted a lot of time, which result in long procurement cycle, low efficiency, low transparency, which is a common problem in college purchases (Wu Jinyu 2011). Therefore, how to effectively grasp the procurement initiative, improve purchase efficiency, enhance procurement transparency, and ensure that the economic and

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timeliness of book procurement is a problem that the book purchase supply chain management model needs to solve.

BPR (Business Process Reengineering), refers to business process re-organization. The theory was proposed by Michael Hammer in 1990. Reconstruction of its business processes in order to make companies achieve significant increase in cost, quality, service and speed . BPR is effective in solving the process of low efficiency and unsatisfactory output value creation.

It has achieved great success after the practice of IBM, General Motors and other enterprises. At the same time, while electronic procurement is widely used, combined BPR and electronic procurement, and use it into university book procurement business to achieve efficient and high quality goals. Optimize the procurement process, shorten the time of the book entry, and improve the satisfaction of readers from teachers and students. See the figure below for details.

Figure 1. Optimized Book Procurement Flow Chart

Collaborative multi-layer procurement and form a procurement alliance.

The procurement alliance refers to the union of two or more entities, and constructing a joint proportion. Only when the procurement rules are determined in advance and the principle of joint procurement is observed, can joint procurement be successfully carried out (Liu Ying, Liu Yunjing et al. 2012). The procurement alliance is a double identity set of buyers and suppliers, because the existence of the procurement alliance has made procurement multi-layered, making procurement more efficient and lasting.

According to the needs of each entity, evaluate and select the partners participating in the alliance, establish common procurement objectives, and sign agreements on business planning, performance evaluation, income distribution, etc. At the same time, in the process of operation, establish a comprehensive assessment index system to analyze and improve in time. Pay attention to the personalized needs of each member school, becoming a relatively close community within the interior. In fact, in the field of electronic resource alliance procurement, ConCERT in Taiwan, China, Consortall in Hong Kong, China and Chinese mainland DRAA alliance have been established and made a useful exploration (Sun Haishuang, Song Danhui et al. 2020). The purchasing alliance joint purchasing model chart is as follows.

Figure 2. Operation Chart Of Book Purchasing Alliance

Accurate service readers and build user portraits.

Readers will usually go through the bookshelf in the library, find the books borrowed by the target bookshelf, and will read the books that are interested in the same district (Chiharu Matsuda 2003). In the Internet information age, in order to provide readers with a browsing environment as always, we need to enhance services in information acquisition, learning activities and book collection (Gu Liping 2011). In the face of market competition, although the library is stressed, it also brings new opportunities. With the market-oriented, user thinking is oriented, and the accuracy of library service can be further enhanced (Yuan Hongjun 2018).

Precision service can be advanced from two aspects: in terms of book publishing, carry out a dual-frequency RFID label as a technical base supply chain application model, implementing the data-based book publishing supply chain can directly acquire readers' interest in book publishing. Greatly improve the response speed of the publishing unit, speed up the content innovation, so that the supply chain more tends to transform to innovative and pulled supply chain (Zhu Lei, Yang Zhao et al. 2021); in terms of books services, using mobile devices to bind personal information, easily enter the library, borrow, and push relevant resources. At the same time, the daily data of various library users, such as basic information, content prefer-ences, interaction, are used to depict the user portrait exclusive to readers, so as to accurately push relevant books and other literature resources (Zhou Cong, Liu Shuang et al. 2021).

Conclusion

In the era of "Internet plus initiative", book purchasing is facing both crisis and opportunity. . Under the new challenge, the library has actively changed its positioning, introduced a number of excellent suppliers, established a new index system for teachers and students, handled the three relationships of libraries, suppliers, readers, optimized the procurement process, reorganized the business process, cooperated with multi-layer procurement, established a Procurement Alliance, accurately served readers and built user portraits under the management of book supply chain. Not only is the efficiency and quality of university library book procurement work, but also further enhance the overall quality of service quality and level of libraries.

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