The digital Economy and its Role in Supporting Digital Information Services Marketing Projects.

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Abstract

With the information revolution and the abundance of information sources, both information technology and information sources have come together, which led to the emergence of the information industry, which in turn became a commodity that could be marketed and used as a source of income. Which resulted in the so-called digital economy, which contributes to an effective role in the development of each of the digital information sources and the work to invest them and achieve profitability from marketing them with smart marketing systems and partnership between both institutions and smart and creative marketing systems; Which constitutes support and maximization of benefit from digital information services, which in turn constitutes support for the beneficiaries and the general researchers. The study relied on the analytical descriptive survey method to describe, monitor, and analyze the reality of benefiting from the digital economy in marketing information services and shed light on its most important projects. The study aimed to determine the role of the digital economy in supporting digital information services, and how to work on investing and marketing information, which helps to expand the spread, as well as preserving assets from information violations, while highlighting the detailed role of each of them in the information process to achieve benefit, enrich knowledge and uncover obstacles and challenges.

The result of the study revealed a set of digital plans or strategies, with the aim of achieving sustainable development in the economic fields. Many information companies also had the advantage of marketing their information under the umbrella of the digital economy because of their effective role in investing and disseminating information, and it was considered one of the most important challenges facing the digital economy is a violation of intellectual property laws, which are considered one of the most important elements of the information industry.

key words: Digital economy, Digital information services, Commercial information institutions, Creative marketing**.**

University libraries' handling of Coronavirus Pandemic

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Abstract

Library and information institutions have faced many challenges resulting from the massive spread of the Coronavirus around the world, and they have responded to the virus using multiple methods. From this standpoint, the idea of this study came to examine the reality of university libraries in some parts of the world handling of the Corona pandemic crisis, with the aim of revealing the extent of readiness of the libraries to response to the pandemic, and knowing the level of efficiency and effectiveness of the services and activities that were made available in light of the pandemic. By taking a closer look, libraries' relation to crises and disasters, and classification of crises and disasters in libraries were dealt with, Then the reality of the crisis in the field of libraries and the role of the library in supporting the knowledge trend during the crisis were dealt with, and finally the Egyptian, Arab and international university libraries deal with the crisis was dealt with. In the end, we come up with the idea that the international libraries had faced the pandemic with a higher degree of perseverance compared to Egyptian and Arab libraries, also had provided a larger quantity of effective achievements and strategies that built a more comprehensive wall in the face of the implications of the pandemic. Therefore, There must be a pillar for the libraries across the Arab world to rise, which is perseverance in providing what is necessary for an effective response to the pandemic.

Keywords: University libraries, libraries and the coronavirus crisis, Classification of crises and disasters in libraries

Cataloging Cultural Objects (CCO): A theoretical introduction

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Abstract

Bibliographic description has become a crucial issue for obtaining information and its sources in the age of information, knowledge and wisdom. Radical changes have been witnessed in the past few years in indexing standards. Bibliographic description and its laws are no longer an individual work, but rather have been launched into the horizons of international institutional work. We encounter this not only as a matter of application, but - basically - as a matter of theorizing, restricting, and framing based on the International Codification of Bibliographic Description (ISBD), representing laws that keep pace with the electronic and digital age.

The research aims to: identify the CCO indexing guide standard, which is one of the metadata standards to control the content, which helps the indexer to derive data from the described material, and how to formulate it. And that is through the guideline for this rationing, which includes the nine main elements, as this standard was characterized by unification in several fields, such as relying on authority lists and the use of capital letters, and it had a flexible nature that allows the authority in charge of indexing operations to adjust its policies according to its needs and the needs of its beneficiaries.

Keywords: CCO Standard, Metadata Standards, Bibliographic Description Standards, Description Standards, Technical Operations, Cataloging Cultural Objects Directory.

Evaluation of Teaching Staffs Websites in Egyptian University

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Abstract

The study aimed to achieve a main goal, which is to evaluate the teaching staffs websites in Egyptian universities in the light of some criteria for evaluating websites in order to know their current reality and contribute to determining their future direction in terms of design, content and services. Using the descriptive analytical approach, the researcher reached the most important results and indicators, which are:

1- All sites adhered to the availability of ten building standards, namely (the availability of simplicity of design across its pages, the use of an appropriate number of colors, and the colors are comfortable for the eye, the fonts are distinguished between the titles, and excessive fonts are avoided and the availability of a logo in all sites).

2- In addition to the availability of the criterion for accessibility to the home page of the site in all sites of the study community.

3- The unified determinant of the source URL for all the sites of the study community was appropriate to the nature of the category to which all the sites belong, which are governmental educational institutions (edu).

Key words: Websites- Evaluation of teaching staff websites

The Reality of the Impact of Statistical Information on Support and Decision-Making in Sohag University libraries

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Abstract

This study aimed to detect the use of libraries management systems in supporting the decision-making process where the researcher examined applying the administrative decision-making process in libraries and information centers, in terms of the definition, importance and decision-making process components. The researcher reviewed in details the value and the quality of information and the effect of applying the information system on the quality of the decision taken in libraries and information system. In addition, the nature of libraries management systems, the link between them and the challenges which facing applying decision making systems in libraries and information systems, were examined. Furthermore, the ways of taking the administration decision in libraries and information centers, reviewing the types of the problems and the ways of solving them and their circumstances in libraries and information centers were explored since they are the main source of powering the administration decision process. The mechanism of this process in details was revived. Finally, the theoretical part was concluded with prospective vision to apply decision supporting systems in libraries and information systems.

A field study of libraries research centers in was conducted where the intentional

sampling method was applied to libraries research centers in that use the automated systems in their libraries. The specifically interview method was conducted, which is the suitable tool to the subject study, to collect the data, Considering not applying the automated systems in libraries research centers was the most important results and the possibility of importing and exporting of this automated system.

Keywords: Statistics, statistical information, statistical awareness, decision making, decision making.