

##C210490 : MAJOR LIBRARY SCIENCE AND INFORMATION SCIENCE

KEY WORD : INFORMATION NEEDS/INFORMATION USES/BUSINESS ADMINISTRATION

LUMPUENG PUNGBANGPO : INFORMATION NEEDS AND USES OF FACULTY MEMBERS
AND STUDENTS OF BUSINESS ADMINISTRATION FACULTIES IN PRIVATE
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The purposes of this research were to study the objectives of information uses, information needs, information seeking, information sources, and the uses and needs for information services of the business administration faculty members and students in 9 private universities. The questionnaires were distributed to 282 faculties and 411 students, of which 182 (64.30%) and 408 (99.27%) respectively were returned.

The research results showed that most faculties used information for teaching while most students used information for class-report. Both faculties and students needed information in each subject in textbook form which was written in Thai language at high level. Faculties used information by searching through card catalog and personal resources at high level, while students used information by searching from card catalog and from browsing the book shelves without using card catalog and periodical indexes at high level. The problem encountered by most faculties and students was the lack of needed information. Most faculty members used personal resources and central library at high level while most students used central library at high level. Faculty members used information sources closed to them at first choice while student used information sources which contain large amount of information at first choice. All faculties used circulation service at high level while students used reading service at high level. Both faculties and students faced the problems of the inadequacy and obsolescence of needed information; and the inefficiency of the arrangement of library resources which made it difficult to find the needed items.