

## Chapter 3

# Emerging Issues in the Internationalization of Librarianship in the Era of Digital Competitive Advantage

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### **ABSTRACT**

*This chapter discusses the importance of the concept of internationalization for library and information science education in the growing atmosphere of digital competitive advantage. It has significantly reflected that the rising of transnational corporations and the transformation of knowledge in higher education buzz in various perspectives. Further, it has shown it consists of international and intercultural knowledge, skills, and abilities to interact and share opportunities and unique insights with multi-cultural and international settings. Also, it has shown the importance of engaging in multi-cultural environments to ensure increasing of knowledge and abilities to working in the competitive advantage. However, the results have revealed that education in library and information science has not yet fully understood ways in which to employ the concept of internationalization in the development journey of its progress in establishing the competitive advantage.*

### **INTRODUCTION**

The characteristics of librarianship have been discussed very lengthy in the recent past. Competition in librarianship has been identified as a global trend with the knowledge competitive advantage. Further, competition has reflected very positively in librarianship with the demands in LIS education. That can be seen especially in the global knowledge market. Therefore, understanding of demands in librarianship to accelerate Library and Information Science is one of the key aspects to consider in the present knowledge competitive setting. Not only that, understanding new trends in librarianship to develop new LIS curriculums and to introduce new teaching and learning methods are essentials. However, these

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areas are now can see as a huge gap in librarianship. But, it should be reasonable to mention that this gap can be able to address at the institutional levels by introducing the concept of internationalization of librarianship. As a result, gaps in knowledge and skills in librarianship in technology-savvy knowledge components can be improved. Therefore, gaps in knowledge and skills of librarianship are very insightful in the concurrences in digital competitive advantage. Because the global digital knowledge market hunts for knowledge intense and technology profound professionals in librarianship. Professionals in librarianship may scrutinize demands and challenges that they may face not in the future but at the present state of affairs in the digital competitive advantage. The circumstances create a competitive environment for professionals in LIS. And, also for institutions of LIS. Therefore, one of the ways to engage with the digital competitive advantage of LIS education in coping with the internationalization of librarianship in a similar way other professionals accomplish.

The importance of introducing the concept of internationalization to promote teaching, learning and in research of librarianship has been discussed widely nowadays. But, it seems to be that the concept has been defined from various perspectives. Therefore, the concept is still debated among professionals and practitioners of librarianship in two ways. While one way is how important is it for their domain? Other is what matters to be considered? However, the perception of internationalization can be easily defined as the process of integrating international, intercultural or even global dimensions for the specific purpose of delivering post-secondary education at institutions. So, one aim of the concept of internationalization is enhancing knowledge and experience in domains with their practices through collaborative teaching, learning and research. Because, collaborative links make the digital competitive advantage reality with the inter-cultural knowledge, skills, and abilities. In addition, one of the most significant facts is that internationalization creates more opportunities to link with the digital competitive advantage especially in the digital environment beyond the domains that professionals and practitioners of librarianship are being linked with. So, the concept of internationalization can be applied in librarianship to respond to an assured future with the digital competitive advantage. As a result, professionals and practitioners of librarianship have to work with both the digital competitive advantage and internationalization to link with assured future by producing knowledge and skills librarians with potential targets. But, one of the significant issues is that the perception of internationalization has not been incorporated in teaching, learning, developments and research initiatives in librarianship as required for the era of digital competitive advantage.

But, interestingly, interpretations of the model of internationalization are enormous, therefore the purpose of this chapter is to discuss the importance of the concept to prepare professionals of librarianship for internationalization to work with global challenges to meet the digital competitive advantage. Therefore, the chapter discusses the key components in the perception of internationalization and ways to enhance collaborative efforts in teaching, learning and research in the field of librarianship. This chapter provides insights not only for professionals and intellectuals in librarianship. But also, those who have a passion see development in librarianship in the digital era in general.

## **BACKGROUND**

The study is carried out based on a state of the art method to enhance librarianship in the era of digital competitiveness. Accordingly, the study has discovered the influences of the model for the success in particular teaching, learning and research in librarianship and its education. In addition, curriculum

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