Web Credibility of Indian Institute of Management (IIMs) Web Sites: A Study

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Abstract

Currently there is no other technology development that is evolving more rapidly than web technology. In the haste to construct the World Wide Web people have simply not have time to evaluate and reflect how credible the technology is being accomplished and interact with our environment. Credibility which refers to the believability of information is an important consideration of websites. The main objective of this paper is to examine the credibility of IIMs websites as well as its library webpage's credibility. The analysis of the data represents the level of credibility possessed by the IIMs websites in India.

Keywords

Websites, Website Evaluation, IIM, Website Credibility and Webometric.

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INTRODUCTION

Information and communication have become two of the most important strategic issues for the success of every enterprise. Today vast amount of information is available immediately through a variety of technological mediums. The www via the internet is the example of a medium. There is a wealth of information on the internet. Internet is a great learning tool and has various advantages in the fields of education, information, communication etc. Internet can support and sustain the academic interests of the research community.

After independence the number of higher education institutions has increased significantly. Library is one of the largest and most expensive educational resources of any academic institution. Libraries have chosen internet as a gateway to information resources. Internet can be efficient and convenient, however one should be careful not to assume the information is accurate or comprehensive. Since there is no single organization, corporation or government that owns the internet, and individuals as well as public and private organization have right to the websites that they own on the internet, some aspects such as the information published may not be reliable, may not be authentic and may not be current and filtered. So it has forced the user to evaluate websites. The current study has been made to analyse the website credibility of IIMs in India taking into consideration certain aspects of criteria such as authority, accuracy, purpose, currency navigation tool etc.

Evaluating Web Site Credibility

A web site is a collection of web pages. A web page is a single file of a website. It is very important to design any website carefully and systematically. It is also important to evaluate the websites before use. As more people gain access to information on the Web and more content are continuously added, it is also important to know how to evaluate Web sites to determine if the information trustworthy. Most Web content is posted without any form of review for accuracy or reliability, so it is up to us to make sure that the online information we find is credible. The following information serves as a guide to check the credibility of the information on the Web.

WEBSITE CREDIBILITY

"Credibility refers to the objective and subjective components of the believability of a source or message"- wikipedia.[1]

Credibility results from evaluating multiple dimensions simultaneously; most of researchers identify "trustworthiness" and "expertise" as the two main components of credibility. At the same time, it is important to differentiate between trust, which is related more to "dependability" and credibility, which is connected to the idea of "believability" defined by Avangate.[2]

According to B.J. Fogg, the worlds leading researcher on web - "Web credibility is about making your website in such a way that it comes across as trust worthy and knowledgeable".

One good study on website credibility, was conducted by the Stanford Persuasive Technology Lab[3], states Credibility is based on two factors:

1. Perceived Trustworthiness which means being honest, unbiased, truthful and good.
2. Perceived Expertise which means being experienced, intelligent, powerful and knowledgeable.

The credibility of a website will be more when there is higher perceived trustworthiness and expertise. Both factors are important and need to be considered, since an unfavorable perception for one factor can damage overall credibility, even if the other factor scores well.

Guidelines for Website Credibility

The Stanford University study compiled ten Guidelines, Check-lists or Frame works to increase credibility of a website. These guidelines are based on three years of research and on several studies about the topic. Although the information in the Stanford list is not new, it is still very important for making successful website.

The Stanford guidelines

1. ***Design your site so it looks professional or appropriate for your purpose:*** People quickly evaluate a site by visual design alone. The visual design should match the site's purpose.
2. ***Make it easy to verify the accuracy of the information on your site:*** You can build website credibility by providing third-party support like citations, references, source material for the information you present, especially if you link to such evidence.
3. ***Show that there's a real organisation behind your site:*** Showing that your website is for a legitimate organization will boost the site's credibility. The easiest way to do this is by listing a physical address. Other features can also help, such as posting a photo of your offices or listing a membership with the local chamber of commerce.
4. ***Highlight the expertise in your organization, content and services you provide:*** Be sure to give the credentials of your expert team. Make that clear of the affiliated organisation. On the other hand don't link to outside sites that are not credible. Your site becomes less credible by association.
5. ***Show that honest and trustworthy people stand behind your site:*** The first part of this guideline is to show there are real people behind the site and in the organisation. your Next, find a way to convey their trustworthiness through images, video or text. Bios with a bit of personal information, blogs and real-time interactions are some examples. This helps to humanize the individuals-and the organisation.
6. **Make it easy to contact you:** Can enhance credibility of your website by making your contact information like phone number, physical address, and email address clear.
7. **Make your site easy to use and useful:** Research shows that sites win credibility points by being both easy to use and useful. Do not show the dazzling things with Web technology. Websites lose credibility whenever they make it hard for users to accomplish their task at hand.
8. ***Update your site's content often or at least by showing it's been reviewed recently***: So that People assign more credibility to sites that show they have been recently updated or reviewed.
9. ***Use restraint with any promotional content (e.g. ads, offers):*** Avoid pop-up ads; Because people hate them, and your site will lose credibility because you're distracting users from their task. As for writing style, try to be clear, direct, and sincere. Avoid a promotional tone.
10. ***Avoid errors of all types, no matter how small they seem:*** Small errors like misspellings and broken links exasperate a site's credibility more than most people imagine.

REVIEW OF LITERATURE

Sara and Adriano (2011)[5] analysed the popularization of the Web which has given rise to new services every day, demanding mechanisms to ensure the credibility of these services. The obtained results were very good, showing representative gains, when compared to a baseline and also to a known state-of-

the-art approach. The results show that the credibility framework can be used to enforce trust to users of services on the Web.

Kannappanavar and Biradar (2011)[6] analysed the various aspects of the credibility of Dental College websites in Karnataka. It is found that results from previous study were correlated in this study. The result represents the extent and the level of credibility possessed by the Dental College websites in Karnataka.

An analysis of the credibility of Engineering College Web sites affiliated to Anna University, Tirunelveli was reported by Jeyshankar, Ramesh Babu and Nageswara Rao (2010)[7]. The authors analysed the various aspects of the credibility of Engineering Colleges' web sites in Tamil Nadu. A total of 52 Engineering Colleges in Tamil Nadu. The analysis of the data represents the extent and the level of credibility possessed by the university web sites in Tamil Nadu. An analysis of the credibility of university web sites in Tamil Nadu was reported by Ramesh Babu, Narendra Kumar and Gopalakrishnan (2009)[8]. The authors analysed the various aspects of the credibility of university web sites in Tamil Nadu. A total of 43 universities in Tamil Nadu were considered which includes 17 affiliating, 21 private and 5 unitary universities. The analysis of the data represents the extent and the level of credibility possessed by the university web sites in Tamil Nadu.

Nageswara Rao, Narendra Kumar and Ramesh Babu (2009)[9] analysed various credibility factors of 72 autonomous college web sites in Tamil Nadu. Narendra Kumar, Nageswara Rao and Ramesh Babu[10] examined the credibility factors of thirty state owned Agricultural University web sites in India. The analysis of the data reveals the extent of credibility of state Agricultural University web sites in India.

Chandran and Ramesh Babu (2008)[11] discussed the need for web resources evaluation and different criteria to evaluate the web resources, such as accuracy, authority, currency, coverage and so on. An overview of web credibility and evaluation of web site design has been outlined by Ramesh Babu (2008)[12]. Further the author emphasised the changing context of the libraries and the role of libraries in studying web resources, their evaluation and web credibility. Rajyalakshmi and Kuffalikar (2008)[13] stated that, the information seeking choices in the pre Internet era and traced the influence of electronic media on these choices after the advent of Internet. Further the authors suggested certain widely used parameters of evaluation and projects for the future.

Metzger (2007)[14] summarises the skills that Internet users need to assess the credibility of online information. This article reviews current recommendations for credibility assessment, empirical research on how users determine the credibility of Internet information and describes several cognitive models of online information evaluation. Rieh and Danielson (2007)[15] review the theoretical and empirical literature on the concept of credibility and its areas of application relevant to information science and technology encompassing several disciplinary approaches.The study by Nagura [et al] (2006)[16] proposes a method to rate the credibility of news articles using three clues namely, commonality of the contents of articles among different news publishers, numerical agreement versus contradiction of numerical values reported in the articles and objectivity based on subjective speculative phrases and news sources. Mangala Hirwade (2006)[17] evaluated the websites of Indian Universities with special reference to Library Web Pages on her research work carried for doctoral studies in Library and Information Science. It has been found that out of 273 Universities selected for the study only 152 have posted their websites on internet and out these websites only 91 universities have been mentioned about their libraries. Major findings and suggestions were presented and directory of Indian University websites were created as a by product of the study. Fogg [et al] (2003)[18] team found that the design look of the site was mentioned most frequently, next most common were comments about information structure and information focus. In this study 2684 people evaluated the credibility of two live websites on a similar topic and the authors shares sample participant comments in the top 18 areas that people noticed when evaluating website credibility. Karp and Karp (1997)[19] offers guidelines about the web designing, though it is not directly related to web credibility, adopting those guidelines will help to improve the website to its best. The article explains intelligent use of graphic elements and design can add greatly to the attractiveness of a web page.

SCOPE OF THE STUDY

This study covers all the Indian Institute of Management established in India, which have been established under the guidance of planning commission and was headed by MHRD, Government of India. 13 IIMs have been totally established in different states in India. All have their website

launched in the WWW, among them only 9 have separate link for library web page in their website.

OBJECTIVES

The following are the objectives of the study:

- To examine the websites of the IIMs in India.
- To collect data on the structure facilities provided through the website of thoseinstitutes.
- To analyse the contents of the IIMs websites by using certain criteria with guidelines.
- To analyse the content of the library web pages of the IIMs in India by using certain criteria.
- To generalize the results and present them.
- To draw conclusions and offer recommendations based on observations and analysis of data collected.
- To offer suggestions for the design of an ideal IIMs website in India.

HYPOTHESIS

The following are the hypothesis applied for the study:

1. In India large numbers of institutions have hosted their website with their library web pages in the internet.
2. The IIMs websites are heterogeneous in their structure.
3. Library services, new facilities can be quickly brought to the notice of the library users through their Webpages
4. Most of the IIMs' websites do not verify the established guidelines.

METHODOLOGY

In the study type of method followed was investigative and self evaluative method.

It includes,

- Review of related literature
- Designing a check list or criteria (Schrock, 1997)
- Evaluation of the content of the websites (Mangala Hirwade, 2006)
- Data collection
- Data analysis and Interpretation of data.

INDIAN INSTITUTES OF MANAGEMENT: A Brief Note

After India became independent in 1947, the Planning Commission was entrusted to oversee and direct the development of the nation. India grew rapidly in the 1950s, and in the late 1950s the Commission started facing difficulties in finding suitable managers for the large number of public sector enterprises that were being established in India as a part of its industrial policy. To solve this problem, the Commission invited Professor George Robbins of the University of California to help in setting up an All India Institute of Management Studies. The establishment of IIMs was proposed and initiated by Jawaharlal Nehru, the first Prime Minister of India, based on the recommendation of the Planning Commission. Based on his recommendations, the Indian government decided to set up two elite management institutes, named Indian Institutes of Management. Calcutta (known as Kolkata now) and Ahmedabad were chosen as the locations for the two new institutes. Each IIM is autonomous and workout independent control over its day-to-day operations. However, the administration of all IIMs and the overall strategy of IIMs are overseen by the IIM council. The IIM Council is headed by India's Minister of Human Resource Development and consists of the chairpersons and directors of all IIMs and senior officials from the Ministry of Human Resource Development of the Government of India.

IIMs Library

After processing data one gets information which on further processing gives us knowledge. Library is the major source of this data, also a major source of knowledge. IIMS has a fully sound proof Library which is extremely rich in resources for learning, research and general awareness. It is spacious and therefore, enabling the students to spend long hours easily in it. The collection includes Indian and International books, magazines and periodicals, audio video material, electronic database, with subscription to national and international magazines and periodicals etc., They have books by Indian as well as foreign authors in areas like Management, IT and Journalism. It includes all disciplines of management like Human Resource, Marketing, General Management Information System Management, Economics, and Finance etc. The IIMs own the best digital libraries and a vast collection of books – academic and non-academic alike. A typical library will have a wide-range of print-volumes of various books, e-books, subscription to the best journals in each area of specialization from the best schools such as Harvard Business School, Wharton, MIT, Stanford, access to various databases such as

CRISIL, The Economist, Euro monitor to name a few and a collection of audio & video on DVDs. Some IIMs also have integrated their network with other libraries in the continent that makes an entire network of digital libraries accessible (much like the one of a kind Greenstone Library of IIMK). With these digital libraries one can access any edition of any newspaper published across the world. With a 24×7 access from anywhere in the campus, this sort of infrastructure is more than enough for a management student[22].

Evaluation of the content of the IIMs websites

To evaluate the home pages of the IIMs' websites the criteria framed by Mangala Hirwade (2006) [23] were followed in this study. To avoid our personal opinions to play a role in evaluation we have adopted these standard criteria. They are as follows,

- Site Access
- Contact details
- Authority details
- Currency details
- Website design factors
- Content Coverage, Status & Activities
- Ease of Navigation
- Provision of User Support links
- Expertise criteria of IIMs
- Library related factors
- Links to other websites
- Download speed

DATA ANALYSIS AND INTERPRETATION

Table 1: Classification of IIMs by Year of Establishment

Sl. No	Period of Establishment	No. of IIMs (n=13)	Percentage
1	Before Independence	0	0.00
2	Between 1948 -1957	0	0.00
3	Between 1958 -1967	2	15.38
4	Between 1968- 1977	1	7.69
5	Between 1978- 1987	1	7.69
6	Between 1988 -1997	2	15.38
7	Between 1998- 2004	0	0.00
8	Between 2005- 2009	1	7.69
9	After 2010	6	46.15
Total		**13**	**100**

Totally 13 IIMs were established so far in India. Table 1 depicts the period of establishment of the IIMs in India. There was a gradual increase in the IIMs establishment after the second decade of the post-independence period. In the highest, 6 IIMs were established in the period after 2010 which also reflects the requirement of management education in India.

Table 2: Distribution of IIMs of India by State wise

Sl. No.	Name of the State	No. of IIMs (n = 13)
1	Uttar Pradesh	1
2	Gujarat	1
3	Madhya Pradesh	1
4	Rajasthan	1
5	Tamil Nadu	1
6	Uttrakhand	1
7	West Bengal	1
8	Chhattisgarh	1
9	Haryana	1
10	Jharkhand	1
11	Karnataka	1
12	Kerala	1
13	Meghalaya	1

It is revealed from table 2 that among the 28 Indian states 13 IIMs have been established evenly in 13 states. It is also found that all IIMs have established their website on the internet.

Table 3: Classification of Web sites of IIMs by URL Extensions

Sl. No	URL Extensions	No. of IIMs (n = 13)	Percentage
1	.ac.in	10	76.92
2	.in	1	7.69
3	.ernet.in	2	15.38
Total		13	100.00

Table 3 highlights the classification of IIMs websites by their URL extensions. It shows that 76.92% of the IIMs have been using .ac.in as URL extension. Only 15.38% and 7.69% of the IIMs have been using .ernet.in and .in as their URL extensions respectively. This shows that majority of the IIMs are using the same URL extensions which reveals that there is homogeneity in the IIMs.

Table 4:Criteria for Contact Details of IIMs

Sl. No	Contact Details	No. of IIMs (n = 13)	Percentage
1	Separate link for Contact	13	100.00

2	Postal Address	13	100.00
3	Phone No	13	100.00
4	Fax	10	76.92
5	E-Mail	12	92.31
6	Webmaster	11	84.62
7	How to reach?	11	84.62

Based on the detailed analysis it is observed from the table 4 that all the (100%) IIMs website have separate link for contact, postal address and phone number; only 92.3% of IIMs websites have provided email link though email is the cheapest and fastest mode of communication media in the modern era. 84.62% of institutes have included web master and how to reach link. Fax has been provided in 76.92% of the institutes.

Table 5: Criteria for Authority details of IIMs

Sl. No	Authority	No. of IIMs	Percentage
1	MandatorDisclosure	13	100.00
2	Statement	13	100.00
3	Copy Right	11	84.62
4	Credential	6	46.15
5	Maintenance Details	1	7.69

The home page is the first or top page in a site. The homepage itself of any organization should include the information about its authority. The analysis shows in table 5 that all (100%) the institutes have given mandatory disclosure and statement in their home page; In majority 84.62% of institutes' website have copy right link; minimum 15% and 7.69% of institutes have provided credential and maintenance details in their website respectively.

Table 6: Criteria for Currency Statement of IIMs

Sl. No.	Currency Statement	No. of IIMs	Percentage
1	Last Update	0	0.00
2	No. of visitors is given	0	0.00
3	Update Frequency	0	0.00

Currency means the age of the text. Table 6 reveals that none of the Institutes have provided the information about currency statement such as Last update, Number of visitors, Update Frequency in their websites.

Table 7: Classification of Web sites by Design Factors of IIMs

Sl. No.	Design Factors	No. of IIMs	Percentage
1	There are graphics in the site	13	100.00
2	There are animations in the site	13	100.00
3	The background and font colour is matching	13	100.00
4	View resolution is suggested	5	38.46
5	Browser compatibility is suggested	4	30.77
6	The site's page format is followed in all the sub pages	13	100.00

It is observed from table 7 that all the 13 (100%) institutes have their web site designed with graphics. Besides animations, matching background colour with font colour and page format is provided in all subpages. Nearly 50% of the IIMs websites have been designed with view resolution (38.46%) and browser compatibility suggestion (30.77%) in their websites.

Table 8: Analysis of content coverage & Status links on home pages of IIMs

Sl. No.	Content Coverage & Status Links	No. of IIMs (n = 13)		Percentage
1	WelcomeMessage	3		23.08
2	History	8		61.54
3	About	13		100.00
4	Academics	11		84.62
5	Administration	12		92.31
6	Faculty	12		92.31
7	Admission	11		84.62
8	List of Departments	13		100.00
9	No. of Seats admitted	10		76.92
10	Calendar of events are given	10		76.92
11	Provision of Infrastructure	10		76.92

The data in table 8 shows the content coverage link and criteria for Status of IIMs. General information about the institute has been provided by all the home pages (100%) under 'About' link ; Every IIM's websites have provided the List of Departments (100%); 92.31% of websites have provided Administration and faculty links; Academics and Admission links have been provided in 84.62% of home pages. 61.54% of IIMs websites homepages have included the "History" link in their website. Calendar of events link, Number of seats admitted and provision of infrastructure facility have been provided by 76.92% of homepages; Welcome message has been included only by 23.08% of the institutes' website which is the first looked provision with least number compared to other content coverage links.

Table 9: Criteria for Activities of IIMs

Sl. No.	Activities	No. of IIMs	Percentage
1	Recent Events	12	92.31
2	Past Events	12	92.31
3	News flash	13	100.00
4	News Letter	5	38.46
5	VIPs Visits	3	23.08
6	Photo Gallery	11	84.62
7	Placements	12	92.31
8	Seminars & Conference	11	84.62
9	Sports	7	53.85
10	NSS, NCC	0	0.00
11	Associations	6	46.15
12	Alumni	5	38.46

From table 9 it is understood that activities such as flash news has been provided by 100% IIMs' websites. 92.31% of the IIMs websites have provided Recent Events, Past Events, Placements information in their homepage; 84.62% of websites have provided Photo Gallery, Seminars & Conference; and 53.85% have provided Sports link; less than 50% have given Newsletter and Alumni link (38.46%), VIP visit links (23.08%) in their website's homepage.

Table 10: Criteria for Navigation Links of IIMs

Sl. No.	Navigation Links	No. of IIMs	Percen-tage
1	Use of Image	13	100.00
2	Image support Navigation	8	61.54
3	Image support Downloading	7	53.85
4	Internet Links	13	100.00
5	Clearly Labeled Links	13	100.00
6	Home link on Each Pages	13	100.00
7	B/F Link between Pages	13	100.00
8	Index/Site Map	11	84.62
9	Effective Search Facility	12	92.31

Table 10 clearly shows that all the 13 IIMs websites have given navigation links like use of image, internet kinks, clearly labeled links, home link on each pages and B/F link between page; most of the institutes have provided effective search facility (92.31%); index/site map (84.62%); nearly 50% of institutes have provided image support navigation (61.54%) and image support down loading (53.85%) in their websites.

Table 11: Criteria for User Support Links of IIMs

Sl. No.	User Support Links	No. of IIMs	Percentage
1	Link to other website	13	100.00
2	Link to search Engine	12	92.31
3	Link to other Colleges	3	23.08
4	Exam Result	4	30.77
5	FAQ	8	61.54
6	Help menu	3	23.08
7	User Login	8	61.54
8	Feedback	4	30.77

User support links are some of the important factors which play a major role in the website credibility. Table 11 explains that 100% of the IIMs in India have logically provided link to other website; 92.31% of websites have provided link to search engine and 61.5% have provided FAQ and user log in; Only 30.77% of IIMs websites have provided link to exam result which is much needed and feedback; Help menu have been provided by least number at 23.08% of IIMs websites.

Table 12: Classification of Web Sites based on Expertise Criteria of IIMs

Sl. No.	Expertise Criteria		No. of IIMs
1	The site offers information in more than one language		8
2	Provision of information about research activities		10
3	Provision of information about research/Publication title		6
4	Appearance of site on the first page of	Google search engine results	13
		Yahoo search engine results	13
		Rediff search engine results	12
5	The site was the first item listed by	Google search engine results	10
		Yahoo search engine results	10
		Rediff search engine results	10
6	URL matches the name or acronym of the institute		13
7	The site is large (More than 5 pages/link)		13

Table 12 describes the variable dealing with Expertise factor. Multiple languages or the regional language adds value to the website, but in this study it has-been found that nearly all the IIMs websites appeared on the first page of Google search engine results and Yahoo search engine results; All the sites are large, that means have more than 5 pages/link; and their URL also matches the name or acronym of the institute; only 8 institutes sites offers information in more than one language and 6 have provision of information about research activities.

Evaluation of Library Web Pages of IIMs' web sites

Criteria for information about library are treated as the heart of any institute. Therefore the library information must be included in all the institutes' website. The library information covered by IIMs web sites have been analysed carefully in this study. The details of library web pages are tabulated in Tables. It has been found that among the 13 IIMs websites, only 9 (69.23%) IIMs have provided separate library web pages. The remaining 4 (30.77%) websites cover information about library under some other links like infra-structure, education and activities etc.,

Table 13: Criteria for Information about Library Related Factors of IIMs

Sl. No.	Library Related Factors	No. of WebPages	Percentage
1	About Library	9	100.00
2	Library's Working hours details is provided	6	66.67
3	Each section explain briefly	6	66.67
4	Library's Photography is given	5	55.56
5	Library Staff	3	33.33
6	Rules and Regulations	5	55.56
7	Contact information about Library is given	9	100.00

From table 13 it is clear that all information related to library have been provided only less when compared to the requirement. All the library web pages (100%) have provided General information about the library and their contact information. Library working hours' details and each section explain briefly have been provided in 66.67% of the web pages. Library rules and regulations and library photography have been provided in 55.56% of library web pages. Only 33.33% of library Webpages in the IIMs websites have provided their staff details.

Table 14: Criteria for Library Collection of IIMs

Sl. No.	Library Collection Related Factors	No. of Library WebPages	Percentage
1	Information about library's kind of Collection is available	9	100.00
2	Information about library's no of Book Collection is available	9	100.00
3	List of Journal subscribed is available in the website	9	100.00
4	Information about Library's Audio-visual collection is available	8	88.89
5	Information about Library's online or e-resources collection is available	7	77.78
6	Information about Library's digitized resources is available	8	88.89

Library collection related factors among the library websites which have separate library home page 100% of them have provided information about library's kind of collection, number of books and journals available; 88.89% of institutes have provided library's Audio visual collection, library's digitized resources; 77.78% have provided library's online e-resources collection in their library homepages.

Table 15:Criteria for Library Services of IIMs

Sl. No.	Library Services	No. of Library WebPages	Percen-tage
1	E-Journal Consortium	7	77.78
2	E-Resources	9	100
3	References	7	77.78
4	Online Renewal	4	44.44
5	CD ROM Services	9	100.00
6	Book Bank	8	88.89
7	Institutional Repository	4	44.44
8	Serial	6	66.67
9	Online Access/Service	5	55.56
10	Specialized services like CAS,SDI etc.	3	33.33
11	Information Literacy	2	22.22
12	Institutional membership with external libraries	6	66.67
13	Library Network for Resource sharing	5	55.56

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home pages have been provided in the table 14. In the

It is observed that from table 15 that all the IIMs' websites which have library home page link have provided the library services like E-Resources and CD Rom services(100%); 88.89% have provided book bank services; 77.78% have provided E-Journal consortium and Reference Services; 66.67% have provided institutional Repository Services and Institutional membership with external libraries; 55.56% have services like online access and library network for resource sharing; On line Renewal Service and Institutional Repository service have been provided in only 44.44% library homepages; Specialised services like CAS , SDI services have been provided only in 33.33% library home pages and at the least of 22.22% institutes have provided information literacy services in their home pages

Table 16: Analysis of Web Pages Speed

Sl. No.	Name of the IIMs	Total size of the web site in bytes	Total size of the images in bytes	Percent of images in total size		Download time at 56K connection
1	IIM-Kashipur	1175604	1070108	91.03		244.7
2	IIM-Kozhikode	186606	142833	76.54		41.19
3	IIM-Udaipur	1238828	779891	62.95		257.7
4	IIM-Ahmadabad	435645	231650	53.17		101.22
5	IIM-Indore	225888	119856	53.06		49.02
6	IIM- Luck now	789664	6413	0.81		160.58
7	IIM-Calcutta	339	0	0.00		0.27
8	IIM-Shillong	1610657	49	0.00		332.2
9	IIM-Bangalore	305752	191989	62.79		47.04
10	IIM-Rohtak	390432	207624	53.18		89.43
11	IIM-Ranchi	1269849	817569	64.38		64.57
12	IIM-Raipur	218260	104491	47.87		47.5
13	IIM-Trichy	195941	102420	52.27		54.32

Web Site Optimization (WSO) [24] is the process of reducing web page size and complexity to maximize web site performance. Table 16 provides the data captured from Web Optimization report of IIM's website. The data may not be accurate but it provides guidance to improve website performance. It shows that there is a correlation between the website size and download time taken. Typically 4-5kb is downloaded/second. It has been observed in this

study that many web sites' pictures do not add value to the site. A web site's picture is expected to have some meaning. Simply including picture will only add colours and increase the page size. So by reducing or removing pictures, a significant size reduction can be achieved by which the down load speed can be improved. From this we can understand that Web site down load speed and size of the web page plays a major role in the perception of credibility and hence it becomes necessary to have the web page as small as possible.

SUGGESTIONS

1. Home page is the front door of any website. So one page display of home page without scrolling has got more credibility. It is better to place the important links at the top of the page, because when the page gets loaded, generally the person will look at the top of the page first.
2. Normally website will have many pages, so it is not possible to browse all of them. So site map and internal search engine will be value added feature to the website and it will certainly increase the credibility.
3. Moderate use of photos, animations, marquees, etc., will not only decrease the size of websites but also improve the ease of use.
4. Help menu is provided only in 23.08% of the IIMs websites which is very much essential and will serve as a booklet for this website's users.
5. It is mandatory to maintain the website periodically to update new information and remove obsolete information.

CONCLUSION

The World Wide Web is a navigational tool on the internet that enables browsing of information linked to other related information. Web helps in accessing universe of knowledge irrespective of their location. All the 13 IIMs in India have their websites posted on internet. In that only 9 IIMs have included information about their library in their library web pages. The home pages of IIMs website should be logically constructed, and their library Webpages need to be evaluated periodically by using criteria such as access, contact details, authority, currency, ease of navigation, etc., It is observed that links like history, contact link, mandatory disclosure, statement, page format, department details and home page link in each pages have been provided by all the institutes. Help menu has been provided only by 3 institutes. It is also observed that currency statement like last update details, number of visitors, certifications have not been provided in any of the IIMs website. When all these criteria fulfilled according to the design we can bring out a well-designed website which will serve as an excellent media for publicizing the library functions, resources and services. The academic institutions should always support their library's mission to strengthen and enhance the academics research, teaching and public programs by felicitating easy access to information and resources.

APPENDIX - A LIST OF IIMs in INDIA WEBSITES & THEIR URLs

Sl. No.	Name of the Institutes of IIMs	Year of Establishment	URL
1	Indian Institute of Management Calcutta (IIM-C)	1961	www.iimcal.ac.in
2	Indian Institute of Management Ahmedabad (IIMA)	1961	www.iimahd.ernet.in
3	Indian Institute of Management Bangalore (IIMB)	1973	www.iimb.ernet.in
4	Indian Institute of Management Lucknow (IIML)	1984	www.iiml.ac.in
5	Indian Institute of Management Kozhikode (IIMK)	1996	www.iimk.ac.in
6	Indian Institute of Management Indore (IIMI)	1996	www.iimidr.ac.in
7	Indian Institute of Management Shillong (IIMS)	2007	www.iimshillong.in
8	Indian Institute of Management Rohtak (IIM-R)	2010	www.iimrohtak.ac.in
9	Indian Institute of Management Ranchi (IIM-R)	2010	www.iimranchi.ac.in
10	Indian Institute of Management Raipur (IIM-Rp)	2010	www.iimraipur.ac.in
11	Indian Institute of Management Tiruchirappalli (IIMT	2011	www.iimtrichy.ac.in
12	Indian Institute of Management Udaipur (IIMU)	2011	www.iimu.ac.in
13	Indian Institute of Management Kashipur (IIMkpv)	2011	www.iimkashipur.ac.in

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