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Abstract:

The purpose of the study is to investigate the level of awareness; current resources and services offered by university libraries in Pakistan to support entrepreneurship. This study describes what challenges and barriers were hindering the development of a strong entrepreneurial spirit among students in Pakistani universities such as insufficient budget, lack of mentorship and dedicated spaces. The methodology for this study involved a quantitative descriptive research design. Data was collected through a structured questionnaire that was prepared on Google Forms. The population of the study is University librarians, and the sample size is fifty-nine (n=59). Data was analyzed through Statistical Package for Social Sciences (SPSS) and used descriptive statistics for the explanation of the results. The findings support the libraries' proactive stance in providing a multidimensional support system for entrepreneurship within the academic community. The breadth and depth of resources and services, ranging from databases and literature to practical workshops, reveal a holistic approach to fostering entrepreneurial skills and knowledge. These results highlight the role of libraries in creating a favorable environment for students and faculty to create entrepreneurial activities in universities as libraries continue to meet with the changing needs of student.

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Introduction:

Entrepreneurship is the process of pursuing and identifying opportunities to create new enterprises, goods, or services to make profit or fulfil a specific social or environmental goal. It means taking calculated risks, experimenting and scaling resources most efficiently to create a viable product or service. But entrepreneurship is merely a concept, which has great significance in

economic development, employment generation, the promotion of innovation and societal development. (Gobena & Kant, 2022).

Promoting and facilitating within university libraries the holding of entrepreneurial events not only develops an attitude towards entrepreneurship amongst students but also serves to enrich service delivery, foster better linkages between a library and its immediate



community, create job opportunities as well as improve standards of living. Libraries are exceptionally important in fostering entrepreneurship in university settings because they provide access to a special range of resources that empower students and researchers to discover, improve, and implement entrepreneurial initiatives. (Howard et al., 2018). These resources may include books, journals, databases, and other information repositories focused on different business development, management, or innovation concepts. Libraries often provide training sessions, workshops, and conferences to all students and people on entrepreneurial skills, business planning, innovation, and more. (Kazemi & Seifi, 2019).

Academic libraries are important in inspiring entrepreneurship and empowering learners, lecturers, researchers, and the community at large in developing their ideas into feasible, sustainable ventures. Academic libraries provide research facilities that help in the implementation of entrepreneurial ventures. They host entrepreneurial workshops, seminars, and demonstrations as well. These libraries are excellent for group as well as individual learning with their beautiful ambiance. Moreover, they provide mentoring and technical support to help people enhance their skills and transform their ideas into viable businesses. University information centers also offer educational services such as programmes, training and seminars to help students, professors, researchers, and the local community develops entrepreneurial skills, therefore growing education and knowledge (Buwule & Mutula, 2017).

There is a significant probability that entrepreneurship in Pakistan will contribute to job creation, economic development and societal progress. Challenges and opportunities in the country motivate the need to empower the younger generation through entrepreneurial abilities, which means driving sustainable change. This paper focuses on the role of university libraries in Pakistan in developing entrepreneurship skills among students. Universities are not only hubs of academic learning but are also essential in creating

an environment that encourages students to discover their entrepreneurial potential. University libraries as integral components of these academic institutions that serve as dynamic spaces where students can access a wealth of knowledge, collaborate with associates and participate in innovative projects. Libraries implement services like workshops, databases, and guest lectures related to business.

Statement of the Problem:

Although the potential role of university libraries in nurturing entrepreneurship has been recognized, there is a need to examine the awareness and understanding of entrepreneurship concepts among librarians, perceptions of their perceived roles in promoting entrepreneurship as well as challenges impeding effective promotion. This study aims to bridge the gap in understanding how university libraries can optimally contribute to the development of an entrepreneurial culture among students, ensuring that resources and support services are linked with the evolving requirements of aspiring entrepreneurs within the academic community.

Research Objectives:

Following research objectives meet the need of the study:

1. To investigate the level of awareness regarding entrepreneurship among university librarians in Pakistan.
2. To investigate the current resources and services offered by university libraries in Pakistan to support entrepreneurship among students.
3. To assess the effectiveness of existing library initiatives in fostering entrepreneurial skills among students in Pakistani universities.
4. To identify the key challenges and barriers hindering the development of a strong entrepreneurial spirit among students in Pakistani universities.

Research Questions:



The following research queries thoroughly examined in the paper:

RQ1. What is the current level of awareness about entrepreneurship among university librarians in Pakistan?

RQ2. What resources and services are currently available in university libraries in Pakistan to support entrepreneurship?

RQ3. How effective are current library initiatives in fostering entrepreneurial skills among students in Pakistani universities?

RQ4. What are the main challenges and barriers faced by students in developing entrepreneurial skills in Pakistani universities?

Literature Review:

The expanding role that university libraries play in assisting with entrepreneurial endeavors has come to more attention in recent years. Academic libraries invest in their spaces besides offering custom service and resources that support the realisation and promotion of new initiatives and business concepts (Gupta & Rubalcaba, 2022). As per described by Otike et al. (2022) there is a need for academic libraries to constantly update and alter the nature of services and resources. Periodic appraisals of library resources, services, and target market requirements may achieve this end. Four essential elements that support growth and innovation may coexist in successful libraries: a focus on innovation and development, recognizing the requirements of target patrons, creating a collaborative and talented workforce, and good management within the library structure.

Buwule and Mutula (2017) found that the academic libraries in African institutions may redesign information services relating to research and innovation for small and medium enterprises. To facilitate the flow of information, they employ several mechanisms in the form of managing information into available formats and languages, forging unofficial shared networks, encouraging entrepreneurship-friendly library associations, and promoting and marketing developments of

research and innovation. Additionally, information literacy training sessions for business owners would be an optimum way to organize it. According to Paganelli (2020), there are strong differences in what university libraries do to spur an entrepreneurial culture. Academic librarians focused more on providing different types of materials and services like workshops and instructional classes that introduce entrepreneurship in the academic world.

Griffis (2015) emphasised the need for academic library and information centers to expand their offerings in order to better assist entrepreneurs by providing them with the knowledge material necessary to ensure the success of their business ventures. It has been shown that information specialists play a critical role in building social interactions with entrepreneurs through their creation and organization of research resources, provision of advisory services, and delivery of seminars. These practices indicate how academic libraries work to help the entrepreneurial community and give them access to important tools, data, and networks of support; it's all in the interests of fostering innovation and an entrepreneurial culture in the academic community. In the last decades, there have been significant changes in libraries concerning financial and economic factors connected with operations, infrastructure, and the management of budget in libraries. A new approach has emerged in handling financial challenges and creating an entrepreneurial culture in the community and libraries. The outcome is the realization of new, innovative goods, and services that may be used in fulfilling real demands for real need (Crumpton, 2012).

Hoppenfeld et al. (2013) noted that market research and subscriptions to specialized business literature databases can be expensive. Different institutions have different budgets for their libraries, and getting access to online resources might be difficult when trying to foster an entrepreneurial culture. People who are interested in becoming entrepreneurs could have trouble finding fast and reliable information because of



poor network connections or restricted access to research computers.

Despite the growing interest in student entrepreneurship, a significant research gap exists regarding the specific role of university libraries in Pakistan. This study highlights the lack of empirical studies assessing the current state of library resources, services, and initiatives related to entrepreneurship development. Additionally, limited research explores the effectiveness of existing library programs and the challenges faced by both students and librarians in this context.

Research Methodology:

The research methodology for this study was involved a quantitative descriptive research approach. Data were gathered through a structured questionnaire that was prepared on Google Forms and sent the link through email. Calls were placed to them before sending the

Data Analysis:

This study was undertaken to find out the role of university libraries to fostering entrepreneurship among students. In this section, the analysis of received data has been discussed. Descriptive statistics including frequency distribution and percentage were involved to analyze data using SPSS for reliable and accurate interpretation.

Demographic Information:

The findings (Table 1) revealed that all respondents were male 46(78.0%), and possessed the

Table 1

Demographic characteristics of the sample (n=59)

Variables	Levels	Frequency	Percentage
Gender	Male	46	78.0
	Female	13	22.0
Designation	Chief Librarian/ Director/ Manager	04	6.8
	Senior Librarian/ Senior Library Officer	04	6.8
	Deputy Librarian/ Deputy Manager	06	10.2

questionnaire and fifty-nine librarians gave consent on mobile to fill out the questionnaire. After receiving data, it was analyzed through SPSS and used descriptive statistics for the interpretation of the results. The questionnaire was developed by consulted relevant literature and identified the themes as per the objectives of the current study. The population of interest were librarians working in university libraries of Punjab, who have basic concept and knowledge about entrepreneurship and cater the entrepreneurial services to users. Purposive sampling was employed to select each targeted librarian from each university library who is directly involved in providing entrepreneurial services. The research methodology seeks to provide valuable insights into the level of awareness, challenges, and outcomes regarding fostering entrepreneurship services in Pakistani university libraries from the viewpoint of librarians.

designation of librarian/information executive officer 36(61.0%) and assistant librarian 09(15.2%). The results demonstrated that majority of the respondents 43(72.9%) did MLIS/MLS and 14(23.7%) respondent have done M.Phil degree in library and information sciences. The results showed that majority of the respondents 34(57.6%) were working from 1 to 10 years in the field of library and information sciences.



Status of University	Librarian/ Information Executive Officer	36	61.0
	Assistant Librarian/ Assistant Manager	09	15.2
Status of University	Public	32	54.2
	Private	27	45.8
Professional qualification	MLIS/MLS	43	72.9
	M.Phil	14	23.7
	PhD.	2	3.4
Professional experience	1-10	34	57.6
	11-20	23	39.0
	Above 20	2	3.4

Librarians' Awareness regarding Entrepreneurship

The respondents were asked about their awareness level about entrepreneurship. The results (Table 2) showed that majority of the respondents agreed that they aware of the various resources and services that academic libraries can

provide to support entrepreneurship 16(27.1%), they aware that academic libraries play a role in fostering entrepreneurship among students and faculty 13(22.0%), they familiar with the concept of entrepreneurship and its importance in today's world 8(13.6%), and they familiar with the basic principles of entrepreneurship and can confidently share them with library patrons 4(6.8%).

Table 2

Librarians' Awareness regarding Entrepreneurship (n=59)

Sr.#	Statements	To high extent		To moderate extent		To low extent	
		Frequency	%	Frequency	%	Frequency	%
1	I am familiar with the concept of entrepreneurship and its importance in today's world.	8	13.6	42	71.1	9	15.3
2	I am aware that academic libraries play a role in fostering entrepreneurship among students and faculty.	13	22.0	37	62.7	9	15.3
3	I am aware of the various resources and services that academic libraries can provide to support entrepreneurship.	16	27.1	35	59.3	8	13.6



4	I am familiar with the basic principles of entrepreneurship and can confidently share them with library patrons.	4	6.8	40	67.8	15	25.4
5	I am aware of conducting entrepreneurial events and workshops in my library.	3	5.0	36	61.1	20	33.9
6	I am aware that collaboration between librarians and other stakeholders is essential in fostering entrepreneurship.	4	6.8	37	62.7	18	30.5

Perceptions Regarding Library's Role in Promoting the Culture of Entrepreneurship

The respondents were asked their perceptions regarding library' role in promoting culture of entrepreneurship. The results (Table 3) revealed that majority of the respondents agreed that the library provides a supportive environment for students to learn about and pursue

entrepreneurship 54(91.5%), the library's resources and services are helpful for students who are developing their entrepreneurial ideas 54(91.5%), the library staff is knowledgeable and encouraging of students who are pursuing entrepreneurial ventures 47(79.7%), the library's workshops and events provide valuable opportunities for students to learn about entrepreneurship 46(77.9%).

Table 3

Perceptions Regarding Library's Role in Promoting the Culture of Entrepreneurship (n=59)

Sr.#	Statements	Agree		Disagree		Not sure	
		Frequency	%	Frequency	%	Frequency	%
1	The library staff is knowledgeable and encouraging of students who are pursuing entrepreneurial ventures.	47	79.7	3	5.0	9	15.3
2	Students feel comfortable approaching library staff for guidance and support on entrepreneurship matters.	42	71.2	4	6.8	13	22.0
3	The library's efforts to foster entrepreneurship have a positive impact on students	47	79.7	1	1.7	11	18.6
4	The library provides a supportive environment for students to learn about and pursue entrepreneurship.	54	91.5	1	1.7	4	6.8
5	The library's resources and services are helpful for	54	91.5	1	1.7	4	6.8



students who are developing their entrepreneurial ideas.

6	The library's workshops and events provide valuable opportunities for students to learn about entrepreneurship.	46	77.9	4	6.8	9	15.3
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Entrepreneurship Resources and Services in University Libraries of Pakistan

The respondents were asked about entrepreneurship resources and services in their libraries. The results (Table 4) revealed that majority of the respondents responded that their

libraries are offering different entrepreneurship resources and services including business databases 30(50.9%), entrepreneurship books and journals 30(50.9%), market research reports 22(37.3%), entrepreneurship workshops and seminars 15(25.4%).

Table 4

Entrepreneurship Resources and Services in University Libraries of Pakistan (n=59)

Sr.#	Resources and Services	To large scale		To medium scale		To low scale	
		Frequency	%	Frequency	%	Frequency	%
1	Business databases	30	50.9	19	32.2	10	16.9
2	Entrepreneurship books and journals	30	50.9	18	30.5	11	18.6
3	Market Research Reports	22	37.3	15	25.4	22	37.3
4	Entrepreneurship workshops and seminars	15	25.4	19	32.2	25	42.4
5	Provision of recorded lectures on entrepreneurship for students	14	23.7	13	22.0	32	54.3
6	Guest speaker events	10	16.9	14	23.7	35	59.4
7	Entrepreneurship clubs and Mentorship programs	5	8.5	13	22.0	41	69.5
8	Specific area for group discussion	4	6.8	28	47.5	27	45.7
9	Allocation of adequate budget for fostering entrepreneurship	2	3.4	31	52.5	26	44.1
10	Provision of incubators center	2	3.4	13	22.0	44	74.6

Challenges in Fostering the Culture of Entrepreneurship



The respondents were asked about challenges in fostering the culture of entrepreneurship. The results (Table 5) revealed that majority of the respondents were agreed that major challenges were the library's budget is not sufficient to support entrepreneurship initiatives 56(94.9%), there is a lack of collaboration between the library and other stakeholders to support student entrepreneurs 54(91.5%), the library does not have a dedicated space or program for entrepreneurship 52(88.1%), identifying and connecting with potential mentors and investors 50(84.7%) and library resources and services are not adequate 48(81.4) for students related to business studies.

Table 5

Challenges in Fostering the Culture of Entrepreneurship (n=59)

Sr.#	Challenges	Agree		Disagree		Not sure	
		Frequency	%	Frequency	%	Frequency	%
1	Library staff lacks the knowledge and expertise to support student entrepreneurs.	47	79.7	5	8.5	7	11.8
2	Library resources and services are not adequate to students who are interested in entrepreneurship.	48	81.4	6	10.2	5	8.5
3	The library does not have a dedicated space or program for entrepreneurship.	52	88.1	5	8.5	2	3.4
4	There is a lack of collaboration between the library and other stakeholders to support student entrepreneurs.	54	91.5	3	5.1	2	3.4
5	The library's budget is not sufficient to support entrepreneurship initiatives.	56	94.9	2	3.4	1	1.7
6	The library's efforts to foster entrepreneurship are not adequate.	44	74.6	7	11.8	8	13.6
7	There are challenges in identifying and connecting with potential mentors and investors.	50	84.7	5	8.5	4	6.8

Discussion:

The results of the study are important for bringing forth an understanding of how respondents in this

particular study are aware of entrepreneurship within the context of the academic library. It is interesting to note that majority participants



expressed awareness regarding the resources and services available by academic libraries that promote entrepreneurship. This result signifies the positive recognition of the role that libraries play in providing essential tools and assistance to individuals with entrepreneurial aspirations. Moreover, it emerged that respondents were not only aware of the role played by academic libraries in fostering entrepreneurship, but were also soundly and correctly conversant with the concept of entrepreneurship. By this acknowledgment, it is understood that participants appreciate that entrepreneurial skills and spirit are the keys in a world that is constantly changing. Equally significant is the finding that respondents demonstrated familiarity with the basic principles of entrepreneurship and expressed confidence in sharing this knowledge with library patrons. This may further open up the possibility of exploiting this library as a platform through which one can share knowledge about entrepreneurship and innovate the campus culture. Based on these initial results it is clear that responses are mostly meditative of the substantial awareness of respondents of the role that the academic libraries play in supporting or promoting entrepreneurship. The findings of this study underscore the great potential of university libraries being entrepreneurial education centers, centres for resources, or knowledge hubs.

From the respondents in this study, insightful opinions have been garnered over the superficial role of the library in promoting a culture of entrepreneurship. Almost majorities of the participants voted in favor of stating confidence in the pivotal role of the library as a supportive environment for the students hoping to explore and engage in entrepreneurial pursuits. This nod suggests that libraries are viewed not merely as repositories of information but as dynamic spaces that actively participate in the educational and developmental journeys of aspiring entrepreneurs. Further the respondents' agreement on the effectiveness of the library's resources and services for students developing entrepreneurial ideas indicates a recognition of the practical utility and relevance of library offerings in the entrepreneurial context. This finding highlights the importance of

libraries as integral partners in the educational ecosystem, providing tangible tools and information crucial for the growth of entrepreneurial skills and ventures. The findings of this study point to a positive perception among respondents regarding the library's multifaceted role in promoting a culture of entrepreneurship. This recognition underscores the need for ongoing efforts to enhance and expand library resources, services, and events that specifically cater to the unique needs of students interested in entrepreneurship. The use of these positive perceptions by libraries will further strengthen their position as integral parts of the academic community in shaping an entrepreneurial mindset. Through the findings of this research study, a general overview of the varied spectrum of entrepreneurship resources and services offered by libraries is provided from the perspective of the respondents. The majority of participants highlighted the presence of a rich spectrum of offerings within their libraries, underscoring the institutions' commitment to fostering entrepreneurial knowledge and skills among their academic community. The acknowledgment of business databases, entrepreneurship books, and journals as available resources indicates a robust foundation for supporting entrepreneurial research and learning. The presence of such materials not only reflects the libraries' commitment to academic excellence but also recommends an awareness of the dynamic and evolving nature of entrepreneurship, requiring access to up-to-date information and scholarly perspectives. Furthermore, the inclusion of market research reports in the respondents' responses indicates a proactive approach by libraries in providing practical, real-world insights to support entrepreneurial endeavors. Market research is a critical component of successful entrepreneurship (Styles & Seymour, 2006), and the availability of such reports within the library environment positions these institutions as key facilitators in the development of informed and strategic business initiatives. Shortly, the findings affirm the libraries' proactive stance in providing a multifaceted support system for entrepreneurship within the academic community. The breadth and depth of



resources and services, ranging from databases and literature to practical workshops, reflect a holistic approach to nurturing entrepreneurial skills and knowledge. As libraries continue to adapt to the evolving needs of students and faculty, these findings underscore the significance of their role in shaping a conducive environment for the development of entrepreneurial endeavors within the academic landscape.

The insights derived from the responses of the participants in this research study shed light on the challenges faced by libraries in fostering a culture of entrepreneurship. A noteworthy majority of respondents expressed agreement on several key hurdles that pose impediments to the development of a robust entrepreneurial ecosystem within academic libraries. Foremost among the challenges identified was the perceived insufficiency of the library's budget to adequately support entrepreneurship initiatives. This financial constraint is a significant barrier as it may limit the acquisition of relevant resources, hinder the organization of impactful events, and impede the implementation of innovative programs. Recognizing this challenge highlights the need for strategic planning and advocacy to secure additional resources and funding that align with the aspirations of promoting entrepreneurship within the library. In conclusion, the identified challenges underscore the complex landscape that libraries navigate in their efforts to foster a culture of entrepreneurship. Mitigating these challenges requires a multifaceted approach, encompassing strategic resource allocation, enhanced collaboration, dedicated infrastructure, and targeted initiatives to connect aspiring entrepreneurs with mentors and investors. By addressing these challenges, libraries can fortify their role as dynamic contributors to the cultivation of an entrepreneurial spirit within the academic community. The limitations of the study include small sample size and reliance on librarians. Future research may add on to the sample size and explore the views of stakeholders that include faculty, students and other stakeholders for developing an all-inclusive understanding.

Academic libraries must increase budget for entrepreneurial endeavours, make dedicated spaces and implement business simulation software and other related softwares inside the library to foster entrepreneurship among students. Business professionals could strengthen collaboration so that the mentoring and network events may find a gateway between the realm of knowledge and entrepreneurial world.

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