

## Developing the Management & Business Studies (MBS) Portal

<http://www.mbsportal.bl.uk>

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## Structure of presentation

1. What is the MBS Portal? Why does it matter?
2. What does it do?
3. User involvement (inc. partners)
4. How does it work? (inc. getting and rights-clearing content)
5. Challenges and lessons learned

Questions and answers

## What is it? Why does it matter?

- Website [www.mbsportal.bl.uk](http://www.mbsportal.bl.uk) for subject-area **Management & Business Studies**
- Delivers downloadable full text PDF research reports and articles written for it by subject experts (researchers, consultants, journalists). **Launched as a beta on 14 Oct** – we want comments/suggestions
- Available in reading rooms, as well (content is in main Primo view)
- **Free** to use. IRMDS in future to offer Doc Supply material (via zetoc records etc) and book ordering
- **DUAL audience<sup>1</sup>**: working managers AND management researchers/consultants i.e. producers and consumers of management research information
- **DUAL aim**: increase use of BL collections AND increase impact of research  
It also builds the (digital) collections: PDFs and editorial articles
- It requires all users to **register online<sup>2</sup>** to get 90% of the content. Registering means we get useful information about our customers and Sitestat records usage data for Portal pages and PDFs. Users get to tailor the site to reflect their subject interests and receive alerts about new content matching.
- **Pathfinder project** for Library: delivers remote access, a subject cut of Aleph data and a bespoke Primo view that makes for a better user experience of Search, and generic elements and techniques that can be re-used to create more Portals in future (by subject or theme). So far Social Welfare, Env Sci, BIPC<sup>3</sup> <sup>4</sup>

## What does it do?

### From user POV: Features and **benefits**

1. New secure website (register online to use it, free) containing downloadable full text research reports, working papers, book chapters videos and articles from high-quality publishers of management research. **Went live on 14 October**
  2. Brings together BL print and digital collections, in one powerful search interface
  3. Content tailored to your subject interests and alerts to new content matching your subject interests
  4. Joined-up service (single sign on)
  5. Partnership with BAM and Chartered Management Institute who are promoting it to their members
1. **24-7 access** to full text, high quality digital content – for free
  2. **Find more relevant material:** that can be hard to locate, which is normally behind membership barriers, or which disappears from the web over time
  3. **Save time:** Find print and digital formats in one ‘hit’, then choose the delivery route that suits you (including Amazon)
  4. **Dissemination:** Get your research in front of more than 90,000 professional managers – helps to get it used and show **impact**
  5. **Preserve your research** in the national Digital Library Store

## User involvement



Four of the 15 User Panel members

### 1. **User panel of 13 senior researchers and managers**

Ken Starkey, Jane Broadbent, Liz Daniel, Jason Cope, Richard Slack, David Slattery, Gillian Symon, Mohan Sodhi, Scott Taylor, Emma Bell, Hanna Gajewska-DeMattos

...plus Dominic Broadhurst (Head of MUBS Library) and Piers Cain (Head of KM at CMI)

### 2. **Partners:** the main professional bodies for management research and practice



## Who's involved?

### 1. Social Sciences team members

Michelangelo Staffolani,  
Social Science Curator



Sally Halper  
Social Science Content Development  
Manager (from 1 Nov)



Linda Arnold-Stratford  
Lead Curator: MBS  
(from 13 December)



Editorial assistant, to be  
advertised internally



## Who's involved

2. **Lots** of colleagues from across the Library,  
North and South...



### Thank you to

- **O&S:** Bibliographic Standards, Metadata Systems and MI  
Digital processing and cataloguing\*  
Boston Spa reading room team, SS and BIPC enquiry teams  
Electronic Services  
Customer Services (N and S)
- **EIS:** Architecture & Operations, AD(South), Primo team
- **Finance:** Publisher relations, DFM, CPU, BAR, Legal
- **SM&C:** WSDU, HE Marketing, BIPC Marketing, Marketing  
Operations (N)
- And ET for letting us do it!

# How does it work: theory

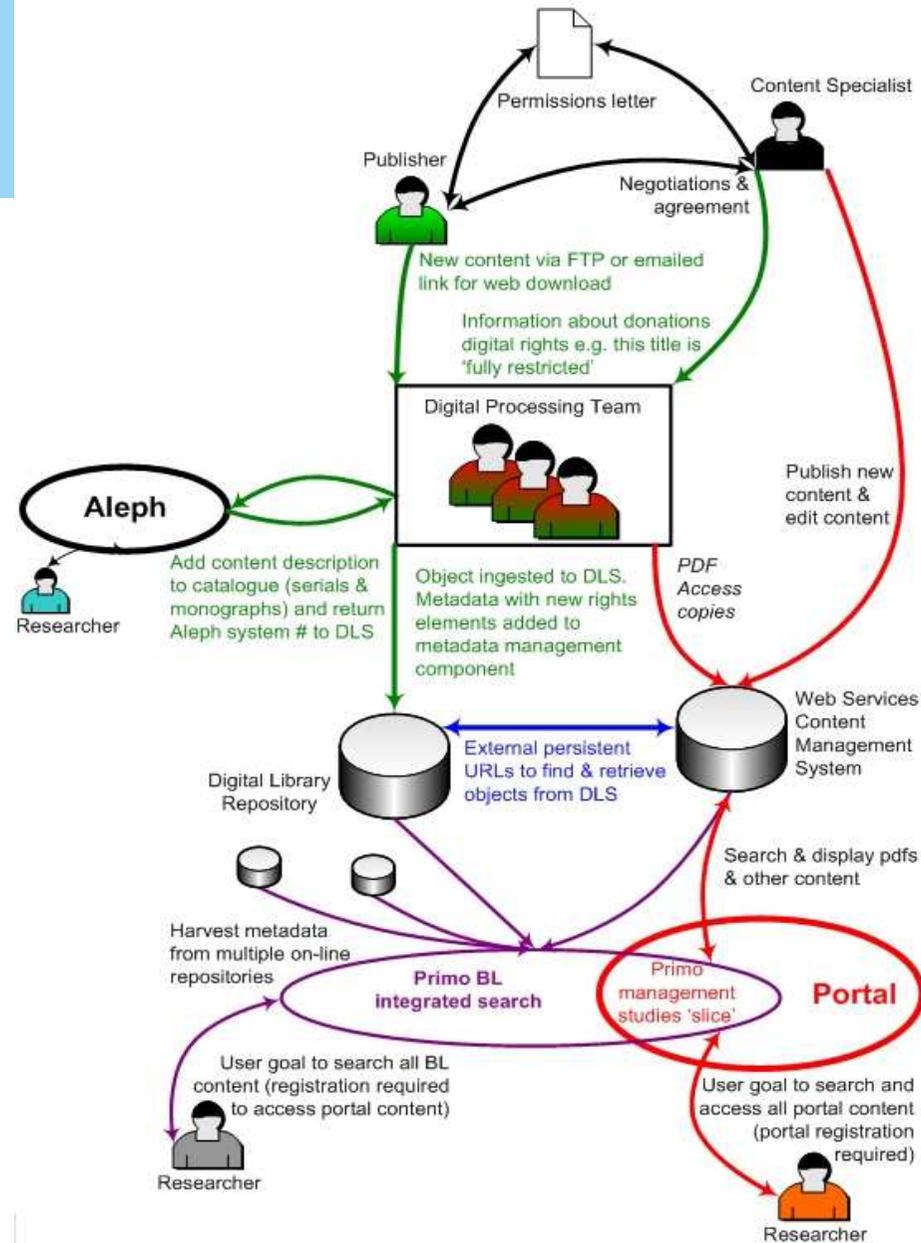
Joins up:

WebCMS

CRM/CMI

Aleph

Primo



# Management & Business Studies Portal: secure website

## MANAGEMENT & BUSINESS STUDIES PORTAL

Explore our collections for management research

Launched **14 October 2010**

Audience:  
**Management academics and PG students**  
 (c40,000 FTE)  
**plus practising managers**  
 (90,000 members of CMI)

MBS Portal Home About Blog Contact us FAQs Subject areas Resources and tools

Stay up to date with the latest information in your field

Access our vast digital and print collections

View All

Text only version

Pause Slideshow

Professor Andy Neely  
 Deputy Director of AMBA Research

How to use the portal  
 Watch this video to see what the MBS Portal can do... More

Brings together **print and digital** content

**Personalisation and alerting** on new content matching user's subject interests

UNIQUE AND SPECIALIST CONTENT

THE SHARPEST MINDS MEET IN OUR BLOG

TAILORED TO YOUR NEEDS

REGISTER IN JUST 5 MINUTES

**12 Key subject areas** reflect the main fields within MBS as an academic subject: labels and content **recognition-tested** with mixed users

### Key subject areas

- ▶ Accounting, Finance and the Economy
- ▶ Business and Management History
- ▶ Human Resource Management and Employee Relations
- ▶ International Business
- ▶ Management and Leadership
- ▶ Management Science and Operations Research
- ▶ Marketing

Search

MBS collection

All collections

GO

Advanced search

You've got an idea. We'll help you turn it into a business.

▶ Business & IP Centre

Contribute content

### Quick poll

How did you hear about this site?

From Google/other

**Primo search** with '**MBS collection**' subset

**Web 2.0 features:** tag, comment, vote, save and re-run searches, blog

# Personalised homepage for logged in users

Logout

**MANAGEMENT & BUSINESS STUDIES PORTAL**  
Explore our collections for management research

MBS Portal Home About Blog Contact us FAQs Subject areas Resources and tools

**Hello Sally Halper**  
You are interested in Technology, Innovation and Change, Management and Leadership, Business and Management History  
 ▶ Update your details  
 ▶ Change your alerts  
 ▶ Change your background image

Search  
 MBS collection  
 All collections  
 GO  
 Advanced search

**Key subject areas**

- ▶ Accounting, Finance and the Economy
- ▶ Business and Management History
- ▶ Human Resource Management and Employee Relations
- ▶ International Business
- ▶ Management and Leadership
- ▶ Management Science and Operations Research
- ▶ Marketing
- ▶ Organisational Psychology
- ▶ Research Methods
- ▶ Small Business and Entrepreneurship
- ▶ Strategy
- ▶ Technology, Innovation and Change

**Featured content**

Management and Leadership  
**The future of work**  
 Richard Donkin, independent journalist and longrunning Financial Times columnist, reflects on the key themes of his latest book, The future of work.  
 ▶ Read More

Management and Leadership  
**Evidence-based management: how to use research to make more informed decisions**  
 In this article organisational psychologist Professor Rob Briner of Birkbeck College, University of London, considers the relationship between evidence and management and how the MBS Portal can facilitate evidence-based practice.  
 ▶ Read More

Management and Leadership

**Recognises user and their subject interests**

**Highlights content matching user's subject interests**

**RSS feeds of funding opportunities and business news (scroll down page!)**

## Video on Youtube and 'About' page of Portal

<http://www.youtube.com/watch?v=pvkCLCxHjVw>

The screenshot displays a YouTube video player interface. At the top, the YouTube logo is on the left, and search, browse, and TV Shows links are on the right. Below the header, the video title "British Library MBS Portal launch" is shown, along with the channel name "britishlibrary" and a "Subscribe" button. The video player itself shows a man in a suit speaking. In the background, a website for the "MANAGEMENT & BUSINESS STUDIES PORTAL" is visible, featuring a slide about "Mintzberg on MBAs" and a "REGISTER IN JUST 3 MINUTES" button. The video player controls at the bottom show a progress bar at 2:00 / 3:38, a resolution of 360p, and various playback icons. Below the player, the video description reads "Get the latest management research direct to your desktop with the British Li...". The video has 135 views and includes buttons for "Like", "Add to", "Share", and "<Embed>". A comment section at the bottom shows "All Comments (0)" and a text input field for responding to the video.

# Searching for content... Primo results list

The screenshot shows the Management & Business Studies Portal search results for the term 'leadership'. The page includes a navigation menu, a search bar with filters, and a list of search results. Annotations highlight specific features:

- Guest** (circled in red): Indicates that users do not need to be logged in to search.
- Sort by: date-newest** (circled in red): Shows the sorting options for the results.
- Report** (circled in red): Points to the material type filter in the refined results.
- Digital collection items = Reports material type** (boxed): A note explaining the material type filter.
- SFX link to content on MBS Portal** (boxed): Points to the 'Go' button next to the SFX link for the first result.

**MANAGEMENT & BUSINESS STUDIES PORTAL**  
Explore our collections for management research

MBS Portal Home | About | Blog | Contact us | FAQs | Subject areas | Help

leadership Management/business collection Search Advanced search  
Anywhere

551 results for Management/business collection Sorted by: date-newest  
Refined by: top level: Online resources x material type: Reports x

**Author/Contributor**  
Hay Group (54)  
Acas Research and Evaluation (45)  
The Management Innovation Lab (MLab) (26)  
Show 16 more v

**Subject**  
Management and Leadership (539)  
Human Resource Management and Employee Relations (262)  
Strategy (73)  
Show 3 more v

**Collection**  
Acas Research Papers (44)  
ACAS Case Studies (25)  
Employment Relations Research (20)  
Show 17 more v

**Creation date**  
Before 2000 (4)  
2000 To 2002 (17)  
2002 To 2004 (95)  
Show 2 more v

**Publisher**  
ACAS (86)  
Institute for Employment Studies (80)  
Chartered Management Institute (54)  
Show 17 more v

**Try a new search**  
by this Author/Contributor:  
Hay Group

**Exceeding expectation: the principles of outstanding leadership (summary)**  
Summary  
Tankin, Penny; Pearson, Gemma; Hirsh, Wendy; The Work Foundation, 2010  
Details I want this Notes & Tags

**Get full text online from**  
The British Library MBS Portal - taster content Go

**Feedback**  
Problems or Comments? Complete the Feedback Form Go

**Exceeding expectation: the principles of outstanding leadership**  
Report  
Tankin, Penny; Pearson, Gemma; Hirsh, Wendy; The Work Foundation, 2010  
Details I want this Notes & Tags

**The big squeeze: the productivity 'how to' guide**  
Paper  
Hay Group; Hay Group, 2010  
Details I want this Notes & Tags

# Searching (continued)... PDF-holder page

Logout

**MANAGEMENT & BUSINESS STUDIES PORTAL**  
Explore our collections for management research

MBS Portal Home About Blog Contact us FAQs **Subject areas** Resources and tools

bl.uk > MBS Portal Home > Subject areas > Management and Leadership

**Subject areas**

- Accounting, Finance and the Economy
- Business and Management History
- HRM and Employee Relations
- International Business
- Management and Leadership**
- Marketing
- Management Science and Operations Research
- Organisational Psychology
- Research Methods
- Small Business and Entrepreneurship
- Strategy
- Technology, Innovation and Change

**Towards agile government**

Report - see abstract

**Author(s):** Bartlett, Jamie

**Publisher:** Demos

**Published:** October 2008

**Subjects:** Management and Leadership; Strategy

**Download (PDF)** File size 527.61 KB

This page contains links to Adobe PDF files. Accessibility solutions and free 'Reader' software are available from Adobe.

**Abstract**

This report argues that agile government means public services which respond to citizens' needs in the short term, adapt their structures and services to address medium term trends, and shape needs in the longer term. Based on research in Australia with the Victorian State Services Authority, the report presents some examples of best practice and highlights key barriers and opportunities for future direction.

**Your comments: tell us more about this article**

Terms and conditions | What is this?

**Hello Sally Halper**

You are interested in Technology, Innovation and Change, Management and Leadership, Business and Management History

- Update your details
- Change your alerts
- Change your background image

Search

MBS collection

All collections

GO

Advanced search

**External links**

- Demos website

**Contribute content to the Library**

Preserve and disseminate your work for free

Download button allows logged in users to download the full text (and print or save it)

## Challenges

### 1. **Sustainability:** staffing, content and technology

Portal was only ever supposed to be a **temporary solution**, with a 5-year lifespan. It's **not** 'the answer' to remote access

### 2. Funding for next phase

### 3. **Re-use:** yes, more - but need to design for **your** users

### 4. **Managing expectations:** internal and external

### 5. Maintaining and building relationships with key partners

## Lessons learned

1. Know your use-cases/user scenarios well, particularly for procurements e.g. web design directions. Involve real users.
2. Don't 'solutionise' or over-specify when creating your use-cases, be open to new ways of fulfilling them. It's the end goal that counts, not necessarily how you get there (bearing in mind cost and time)
3. Resource planning is always helpful even if only at a basic level, just so the BIG risks can be highlighted and managed/mitigated against. Important to have good contingency plans
4. It's easy to underestimate the time it takes to get up to speed with new processes/technology, get decisions etc
5. Document your critical success factors and always keep them in mind throughout delivery
6. It's easier to deliver successfully in phases, with shorter time frames (e.g. 3 months per phase) - that way if requirements change, you can deal with it when you review the scope and requirements of a later phase.

**Any questions?**

**Email [mbseditor@bl.uk](mailto:mbseditor@bl.uk)**

**Thank you**