

## Chapter 5

# Intrapreneurship and Enterprise 2.0 as Grounds for Developing In-House Digital Tools for Handling METS/ALTO Files at the University Library Belgrade

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### ABSTRACT

*The chapter is based on experience of authors who work at different positions at University Library "Svetozar Markovic" in Belgrade, Serbia. This library has been aiming at creation of efficient, creative work environment in the last decade and one of the main pay-offs has been the development of a unique set of digital tools for handling METS/ALTO files. The chapter will present both managerial background and ICT related details that encompass this complex process. It will also aim at providing examples of good practice in implementation of Enterprise 2.0 and fostering of intrapreneurship that may be employed in other library environments with notes on specifics of the University Library Belgrade and its relations to more general managerial issues and challenges that may be useful for other librarians.*

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## **INTRODUCTION**

This chapter provides information on the relationship between the concepts of Enterprise 2.0 and Intrapreneurship and how they can successfully be used for the development of in-house digital tools in a context of a library.

First, we introduce the University Library of Belgrade, the scope of its activity and the relevance of the aforementioned concepts. In the second section, we provide some background information on the concept of intrapreneurship and how it can be successfully applied to the current managerial issues in libraries. We present the case study of the University Library in Belgrade which shows how an Enterprise 2.0 concept was implemented via intrapreneurial activities with the resulting recommendations regarding organizational culture, organizational structure, management style, and organizational rules and regulations. The third section deals with the different groups of library stakeholders and explains the importance of the development of digital tools for handling METS-ALTO files for various stakeholder groups. METS and ALTO are XML standards maintained by the Library of Congress and METS-ALTO files are current industry standard for newspaper digitization projects. The fourth section describes how intrapreneurs at the University Library have handled the METS-ALTO challenge through the use of Enterprise 2.0 concepts. Finally, the fifth section portrays the creation of the in-house digital tool for handling METS/ALTO files used for the presentation of digitized materials at the University Library Belgrade.

## **THE UNIVERSITY LIBRARY BELGRADE**

The University Library “Svetozar Markovic”, the main library of the University of Belgrade, is the largest, oldest and, as of 2016, the most influential higher education library in the Republic of Serbia. It coordinates the network of academic libraries in Serbia. It employs 92 librarians and support staff members while additional 146 librarians are employed at 31 faculty libraries of University of Belgrade. This workforce meets information needs of 90,000 students and 7,000 researchers, professors, and associates at the University of Belgrade. The Library collection is comprised of 1.5 million printed documents and gives access to 30,000 electronic journals and 40,000 electronic books. The Library also promotes the usage of open access data. Interlibrary loan and collaboration with libraries worldwide; providing access to almost any digital document and to the majority of the printed ones.

The University Library operates a library system called Cobiss that automates acquisition, cataloguing, and circulation operations. An Online Public Access Catalogue (OPAC) caters to users in the framework of the system and is equipped

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