Three Libraries for One School

Maintaining diversity through common vision, mission and values

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INSEAD, Library, Asia Campus
INSEAD The Business School for the World

Asia & Middle East

Libraries – An integral part of the school’s development

Virtual Teams & Diversity
Mission & Vision

Mission

• Create a non-dogmatic learning environment that brings together people, cultures and ideas from around the world, in order to transform individuals and organizations through business education

• Develop responsible, thoughtful leaders and entrepreneurs who create value for their organizations and their communities

• Expand the frontiers of knowledge and influence business practice

Vision

• To be the most dynamic learning environment in the world and as a center of intense intellectual inquiry
Core Values

Diversity
Independence
Rigorous & Relevant
Closeness
Entrepreneurial
The Business School for the World

- A story of constant change
- Self-made school
- Balancing act
- Internationalism in action¹
General Profile of INSEAD’s Participants

- Western Europe
- Asia/Asia Pacific
- Central/South America
- North America
- Central/Eastern Europe
- Middle East/Africa
<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
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<tbody>
<tr>
<td>1972</td>
<td>European managers to work in Japan and their experiences made them realize what an economic powerhouse Japan is and potentially Asia.</td>
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<td>1976</td>
<td>Formal proposal to the executive committee to start a centre to deal with Euro-Asian issues.</td>
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<td>1980</td>
<td>The Euro-Asia Centre (EAC) was formed to provide professors with an understanding of Asian businesses.</td>
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<td>1994</td>
<td>INSEAD became the biggest provider of executive education in South East Asia and the idea was proposed for a complete suite of activities in Asia.</td>
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<td>2000</td>
<td>INSEAD moved into its first permanent facilities, including a 300m² library. First Singapore MBA class with 53 students from 26 countries.</td>
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<tr>
<td>2007</td>
<td>Establishment of Abu Dhabi Centre.</td>
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<tr>
<td>2010</td>
<td>INSEAD inaugurated the new Abu Dhabi Campus, including its own special library.</td>
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First INSEAD building on Asia campus in 2000
Abu Dhabi campus
Campuses
Fontainebleau • Singapore • Abu Dhabi

Partnerships/Alliances
Wharton (USA) • Tsinghua (China)
INSEAD’s Learning Community

Europe, Asia & Abu Dhabi campuses

- MBA Programme
- Executive MBA Programme
- PhD & Specialised Programmes
- Executive Programmes

INSEAD Faculty
Research and Development
The Business School for the World

- **One of the largest** of the world’s top graduate business schools
- A unique **cultural diversity** – of participants, faculty and staff
- **Two equal-status campuses** in France and Singapore
- An alliance with The Wharton School, USA, giving us a **presence on three continents**
- Management education and inspiration for a new generation of **transcultural leaders**
# Libraries – An integral part of the school’s development

<table>
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<td>1962</td>
<td>Georges Sandeau (MBA Class 1962) and was given responsibility of library. Started documentation services and gave library an external prominence.</td>
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<td>1973</td>
<td>INSEAD needed to cultivate a culture where research activities can happen. The library was not suitable for modern research.</td>
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<td>1974</td>
<td>INSEAD focused on interdisciplinary research with concentration in problem solving and real-world orientation.</td>
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<td>1988</td>
<td>Claude Rameau, Dean (1979) presented the idea of a new library to the board, one that would cater to the needs of modern research and its new doctoral program and was accepted.</td>
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<td>1990</td>
<td>INSEAD hosted the inauguration of the new library, supported by Ile de France Regional Council and Digital Equipment Company (DEC). Library was named Doriot Library.</td>
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<tr>
<td>2002</td>
<td>The Euro-Asia Centre Library’s collection, consisting of 11000 books and 700 journals in 2002 were mostly relocated to the Asia Campus.</td>
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<tr>
<td>2005</td>
<td>Construction of Phase II of Asia Campus, including a new 1000m² library on the ground floor of this building.</td>
</tr>
<tr>
<td>2010</td>
<td>Inauguration of Abu Dhabi campus with its own special library.</td>
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Collège des Carmes in Avon (1961), the library was housed in an abandoned chapel and books collection grew thanks to a few hundred books donated by Harvard University.
In 1967, INSEAD moved to newly built facilities on the site of the current campus. The library consisted of a few thousand books in English, French and German – The official languages at INSEAD.
Two reading rooms located in the lower gallery provided a total of 20 seats.
Georges Doriot, Founder of INSEAD, statue standing in current library building, Fontainebleau, Europe Campus
New Library Building Façade, built in 1989
Computing services started at the library with the arrival of the first databases on CD-ROM (1990)
Doriot Library housed 20000 books and 1200 journal titles (1990)
Phase II of the Asia campus construction was completed in 2005, including a new 1000m² library on the ground floor of this building.
One school, three campuses, three libraries...
Virtual Teams & Diversity

• Teams dispersed across countries, cultures and time zones

• Bridge global divides and dodge culture traps\(^2\) (Meyer, 2014)

• Understand common assumptions and find workarounds

• Embrace diversity
Library’s Core Business

Facility, Resources & Services

- Reading
- Teaching
- Research
Print Collections & Policies

• One policy for all libraries with respect to budget and physical constraints, always in consultation

• Textbooks, faculty recommendations and INSEAD publications first

• Books for research

• Different collection maintenance policies due to physical constraints (need to adapt)
Online Resources and Access

• Global subscriptions & licenses, and budget for database subscriptions, access to databases on all three campuses are the same

• Separate licenses and budgets for standalone services e.g. Bloomberg and Thomson Reuters products

• Restricted-access through authenticated IP for databases
Global Services

• User centered model
  – 24/7 use of library facilities and DIY services
  – User training of resources & tools organized differently on both campuses
  – Maintain responsible partnerships and memberships with other libraries and commercial vendors for ILDS
  – Use of commercial vendors e.g. Australian & British Libraries Document Services (due to currency exchange)
  – Book Delivery Service for professors only in Europe Campus
Impact on research

2013-2014 Outputs

Books 10
Chapters in books 36
Journal articles 135
Case Studies 94
Working Papers 80
Research Seminars 153
Awards 34
Lessons we learnt

• True to the vision, mission, and values of the school

• Harmonized cross-cultural differences

• Focused on libraries’ core business
References

