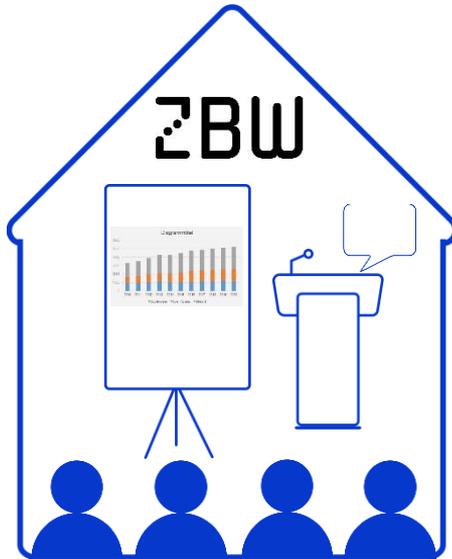


Digitale Benutzungsdienste – remote und hybrid

Nicole Clasen
ZBW – Leibniz-Informationszentrum Wirtschaft
Leibniz AK Bibliothek 09.11.2021

Praxisbeispiel: Schulungen für Studierende

FRÜHER



HEUTE



Digitale interaktive Tools



Brainstorming



Interaktive Übung in nexboard



> My first space > CAU_Master

NC



NC



publication types

journal article

article in a book

book

Chang, C. (2018). Big data, computational science, economics, finance, marketing, management, and psychology. *Connections. Journal of risk and financial management* . *JRFM*, 11(1), p.19-23

Deschamps, B. (2021). Business transfer: Historical perspectives, definitions and the transfer process. *Business transfers, family firms and entrepreneurship*.

Wäge, D. (2020). Innovation in digital business models. *Managing digital open innovation*.

Bosshard, William. "Does Studying Economics in College Influence Loan Officers's Labor in Lark?" *The Journal of Economic Education* 49.2 (April-June 2018), 5.5-11

McMichael, Philip. *Development and Social Change: A Global Perspective*. Seventh edition. Los Angeles : SAGE. 2020

Carletti, E. The bank business model in the Post-Covid-19 world. London, UK : Centre for Economic Policy Research.

China's changing economic priorities and the impact of COVID-19 / Jonathan Anderson (Emerging Adversity Group). *Mitigating the COVID economic crisis : act fast and do whatever it takes* . London, UK : CUP Press, (2020), ISBN 978-1-92179-29-9. (2020), p. 93-101

Williamsson, J. (2019). Business logic: The missing link between strategy, business model and business process? *Journal of business models* . *JOBM*, 7(4), .

Kornai, J. (2021). 1956 in Hungary: As I saw it then and as I see it now. *Public choice*, 187(1/2), p.56-70

Chen, Hong. "Explore Success Factors That Impact Artificial Intelligence Adoption On Telecom Industry in China." *Journal of Management Analytics* 8, no. 1 (2021): p.9-11

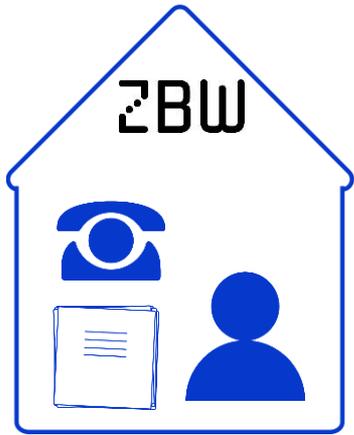
The happiness equation : the surprising economics of our most valuable asset / Nick Powdthavee. - London : Icon Books, c 2010.

- Verständnis?
- Zu schnell? Zu langsam?
- wenig Feedback
- Interaktion
- Systemwechsel

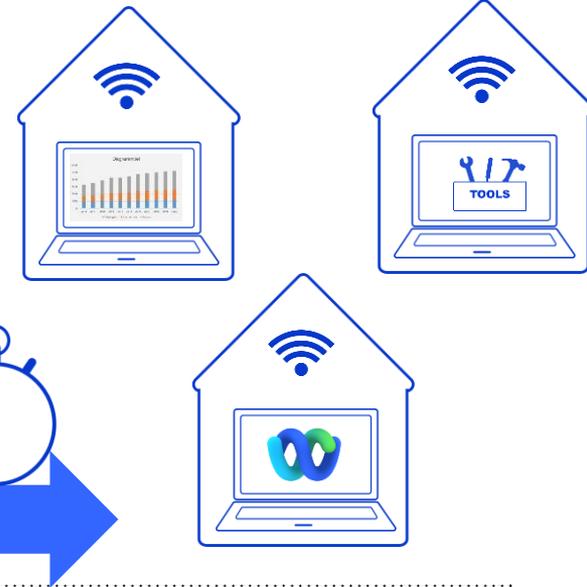


Praxisbeispiel: Research Guide EconDesk

FRÜHER

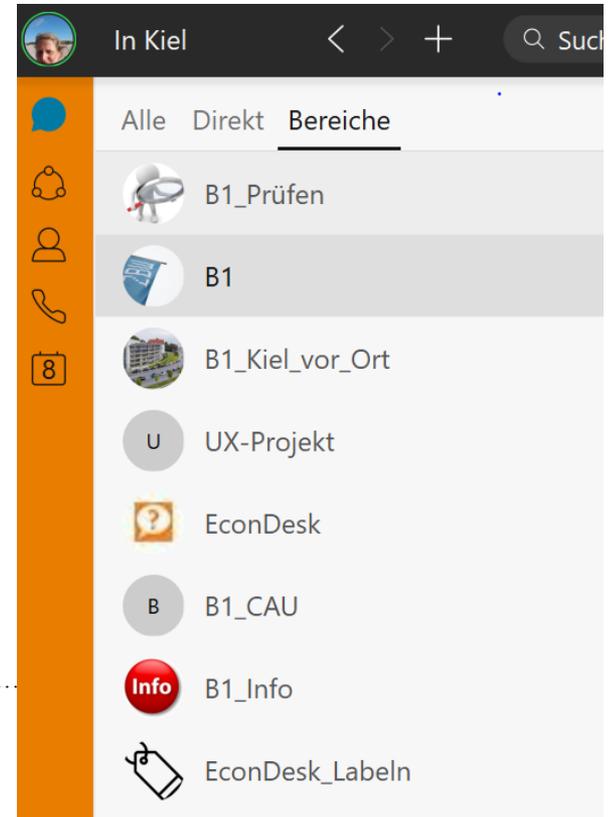


HEUTE



Kommunikation & Wissensmanagement intern

- Interne Chatgruppen
 - Ad hoc Fragen
 - Teambindung
- Confluence
 - Arbeitsabläufe
 - Protokolle
 - Feedback
 - Aufgaben



IK-Vermittlung im virtuellen Raum

Online-Seminare

- Recherche für Einsteiger:innen
- Recherchieren wie die Profis

Zusatzmodule:

- Wie komme ich an den Volltext? (e-Ressourcen)
- Was ist eine gute wissenschaftliche Quelle?
- Wie zitiere ich richtig?
- Offene Bildungsressourcen (OER)

Online-Führungen

Video „Auf einen Rundgang durch die ZBW“

EconDesk (Chat & Mail)

IK-Material

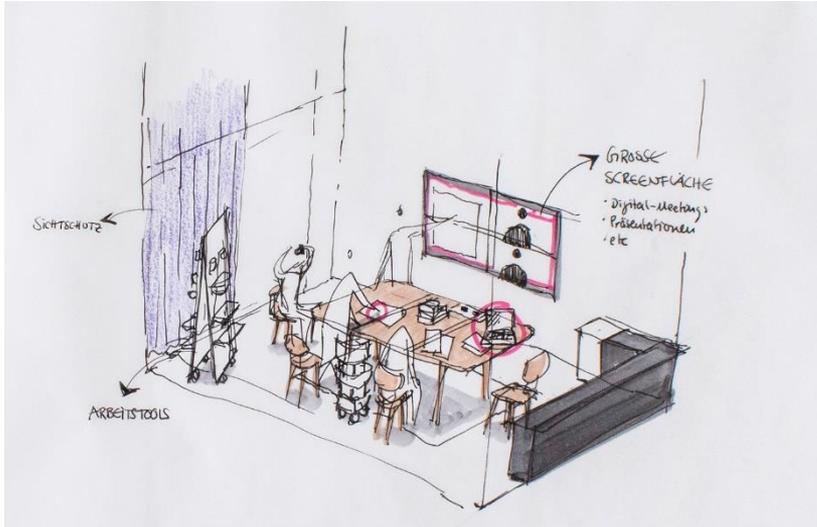
EconBiz Academic Career Kit
interaktive Tools, z.B. Nexboard

Recherchewerkstatt (Online-Theke)

Hybride Angebote

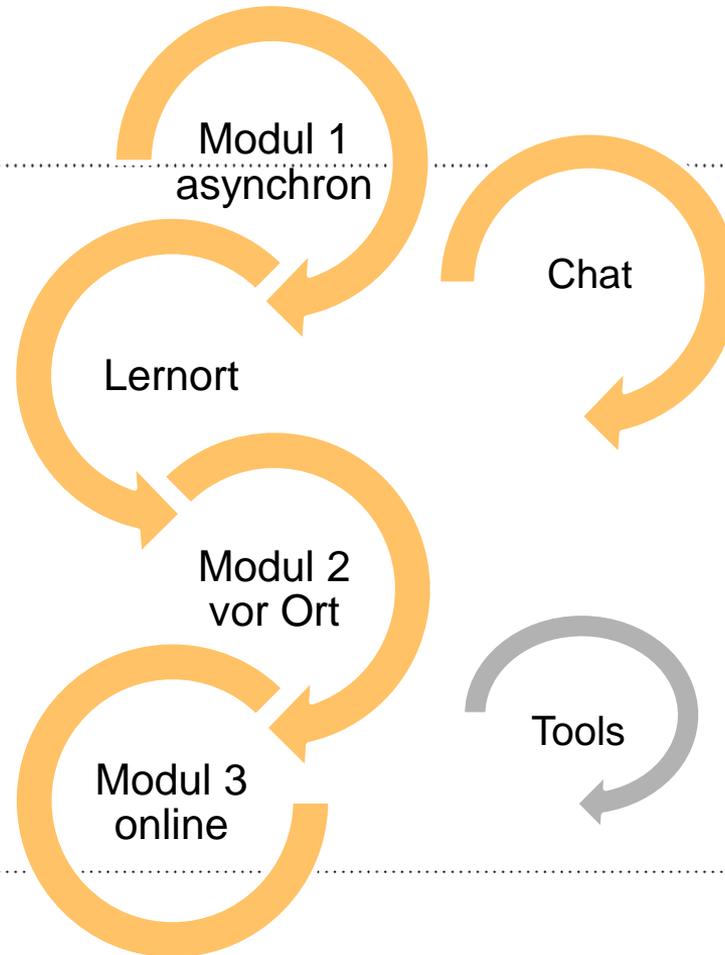


Hybrider Lern- und Veranstaltungsort ZBW

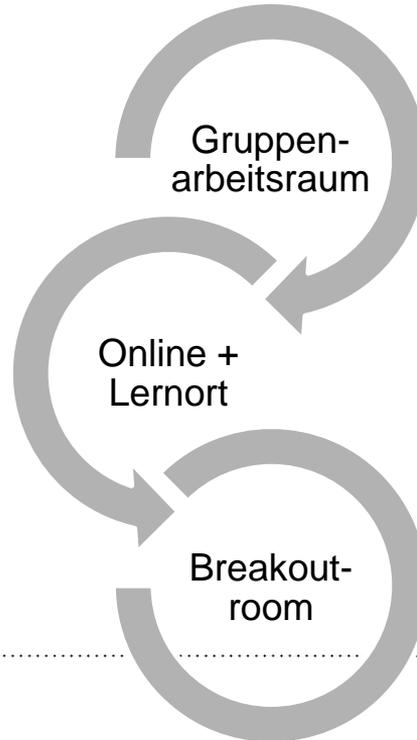


Mehrwert zu digitalen Angeboten
Digital im analogen Raum
Hybrid und partizipativ

Hybride IK



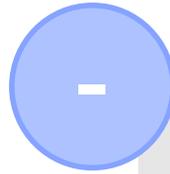
Hybrides Arbeiten der Nutzer:innen



Mikrofone
Screens
Akustik

Lessons learned

Trend zur digitalen
Wissensvermittlung
(Chat, Online-
Seminare) im
analogen Raum



Zeit und
Raum

Technik

Parallele TN

Digitalkom-
petenz TN

Skepsis
Dozierenden



raumunab-
hängig

überregional

+ Vielfalt

+ Menge

+ Nachfrage

Austausch



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