

Models of Innovation

DIANE ZABEL

The Pennsylvania State University, University Park
dxz2@psu.edu

When reviewing the contents for this issue, I looked for a theme. While each article stands alone, each article also provides examples of innovative approaches to tasks familiar to many business librarians. These activities include library instruction, licensing of business content, and marketing of spaces and services. The techniques and best practices discussed in these articles will be of interest beyond the academic business librarianship community.

Sarah Hartman-Caverly's feature article, "The Da Vinci Code for IP Research," is a fascinating case study on the use of game-based learning and escape room pedagogy to create an active learning environment for entrepreneurship students. This terrific example of innovative instruction could easily be adopted by librarians serving disciplines other than business.

The need to engage students in their learning is also a theme reflected in the article that Marwin Britto and Sarah Britto contributed to the "Teaching and Learning" section. The authors share their insights on how to effectively teach the APA citation style to beginning business librarians through a series of video tutorials that include quizzes and a final exam. The need for flexibility and myriad approaches can also be applied to collection development, especially when working with vendors to license business content. Kelly LaVoice and Erin Wachowicz share their expertise on negotiating and managing database licenses in their excellent co-authored article in the "Tips" section. In this article, "Licensing Business Data for Academia: Challenges and Opportunities," the authors discuss complexities relating to modes of access, downloading limitations, pricing models, audit clauses, publication clauses, data sharing limitations, and other terms of use clauses that often present challenges for academic clients.

Partnerships can be an innovative approach for marketing spaces and services. The Gast Business Library at Michigan State University has had a major renovation. New furniture, new carpeting, and a new color scheme have all contributed to an inviting and contemporary space that meets the needs of users. In the "Business Libraries by Design" section, column editor Laura Walesby describes how she leveraged her partnership with the marketing and communication team of the Broad College of Business to get the word out about this newly reconfigured space. Finally, in the "Conference Reports" section, column editor Corey Seeman reflects on how flexibility and innovation were guiding principles for his library and other leading business libraries around the globe as academic institutions navigated challenges relating to the COVID-19 pandemic.