

EBSCO

II International Scientific Conference

**"Libraries of the Higher Educational Institutions: Experience
and Prospects" Odessa, 4-6 July 2018**

Renata Wlodarczyk | Sales Manager

„Extension of the spectrum of sources as a prerequisite for the development of research activities of modern libraries”

Libraries and librarians are changing

- The advent of the internet and digitalization of library resources totally changed the earlier meaning of library from document preservation to knowledge management
- The modern librarian is not a custodian of documents but an information provider
- One of the major changes we see in academic libraries is the use of new innovating technologies for learning and research
- Modern library goes online!





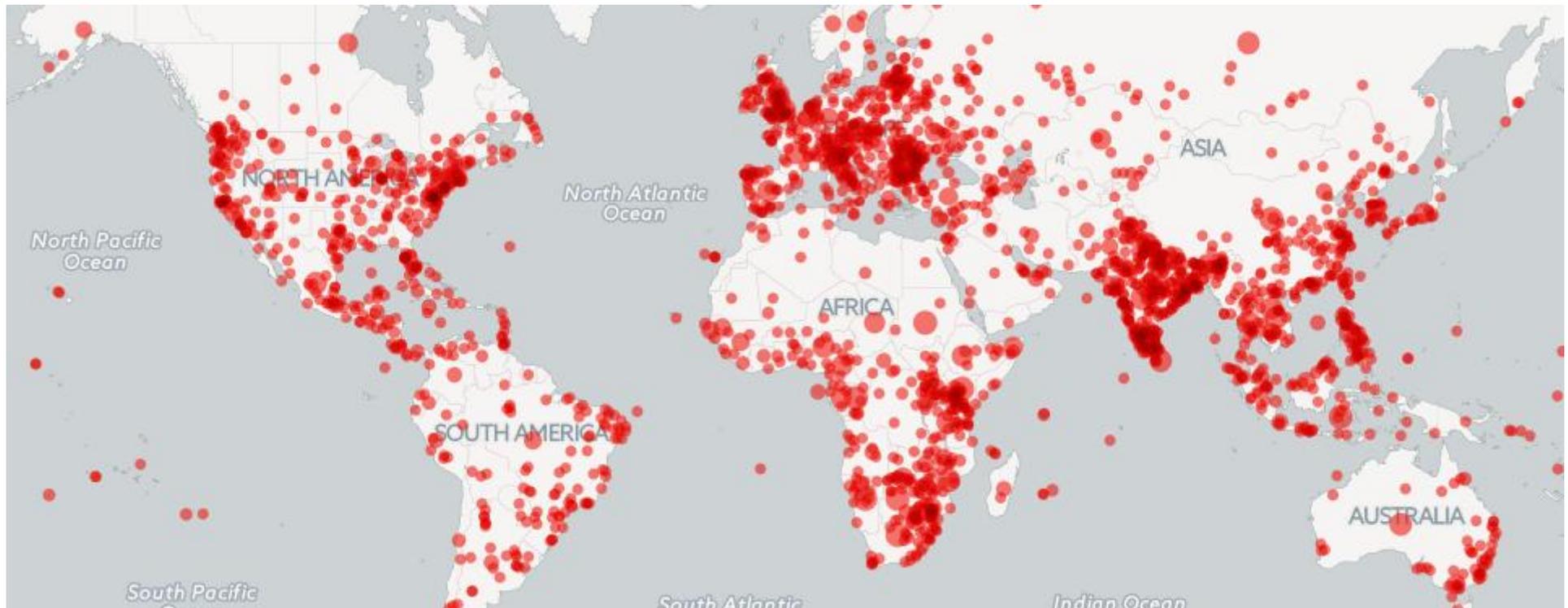
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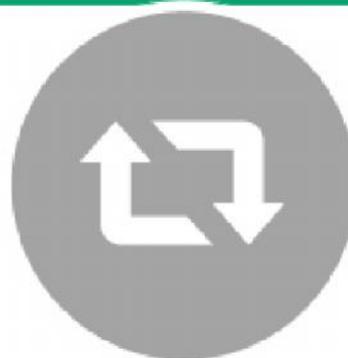
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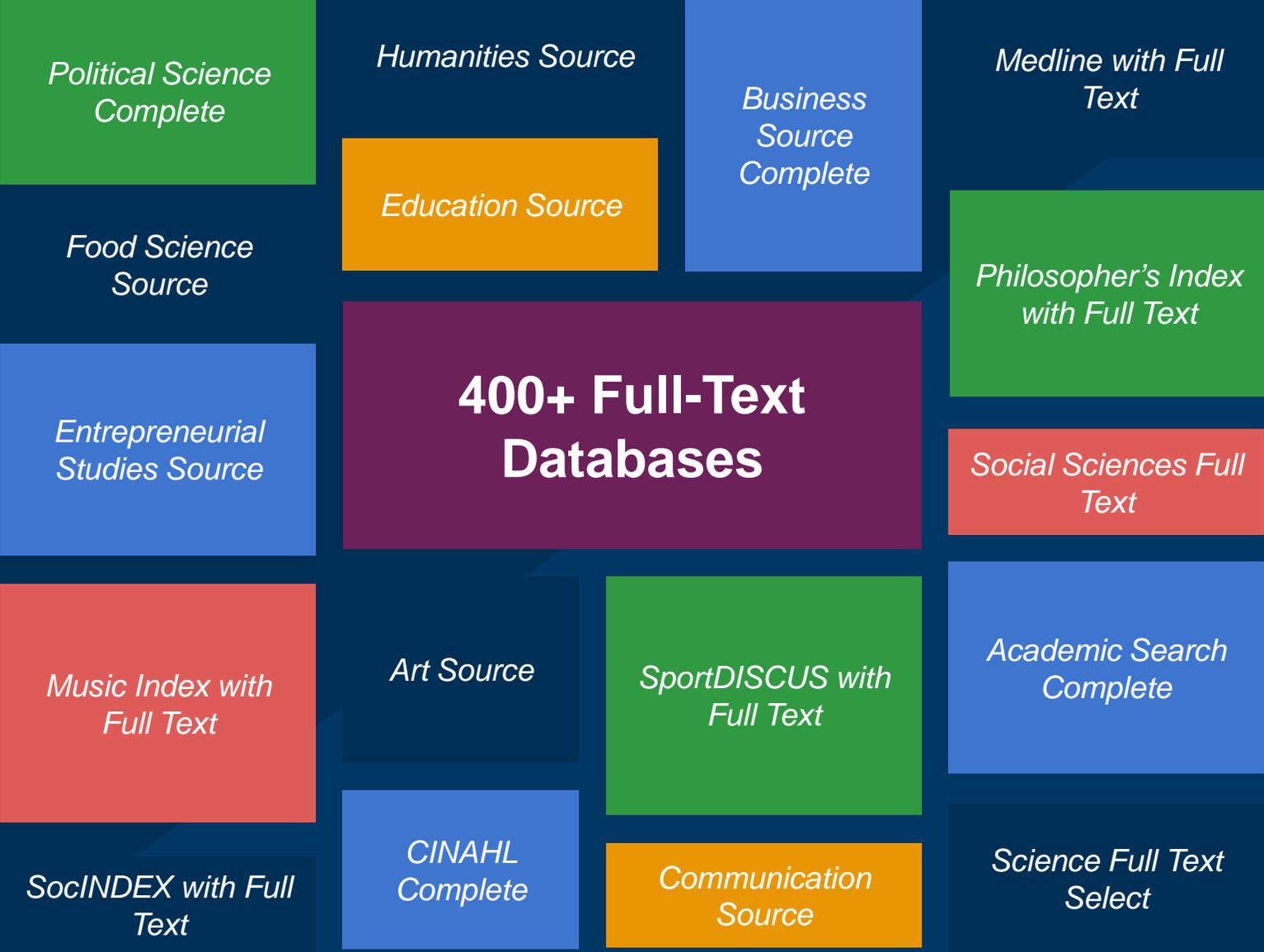
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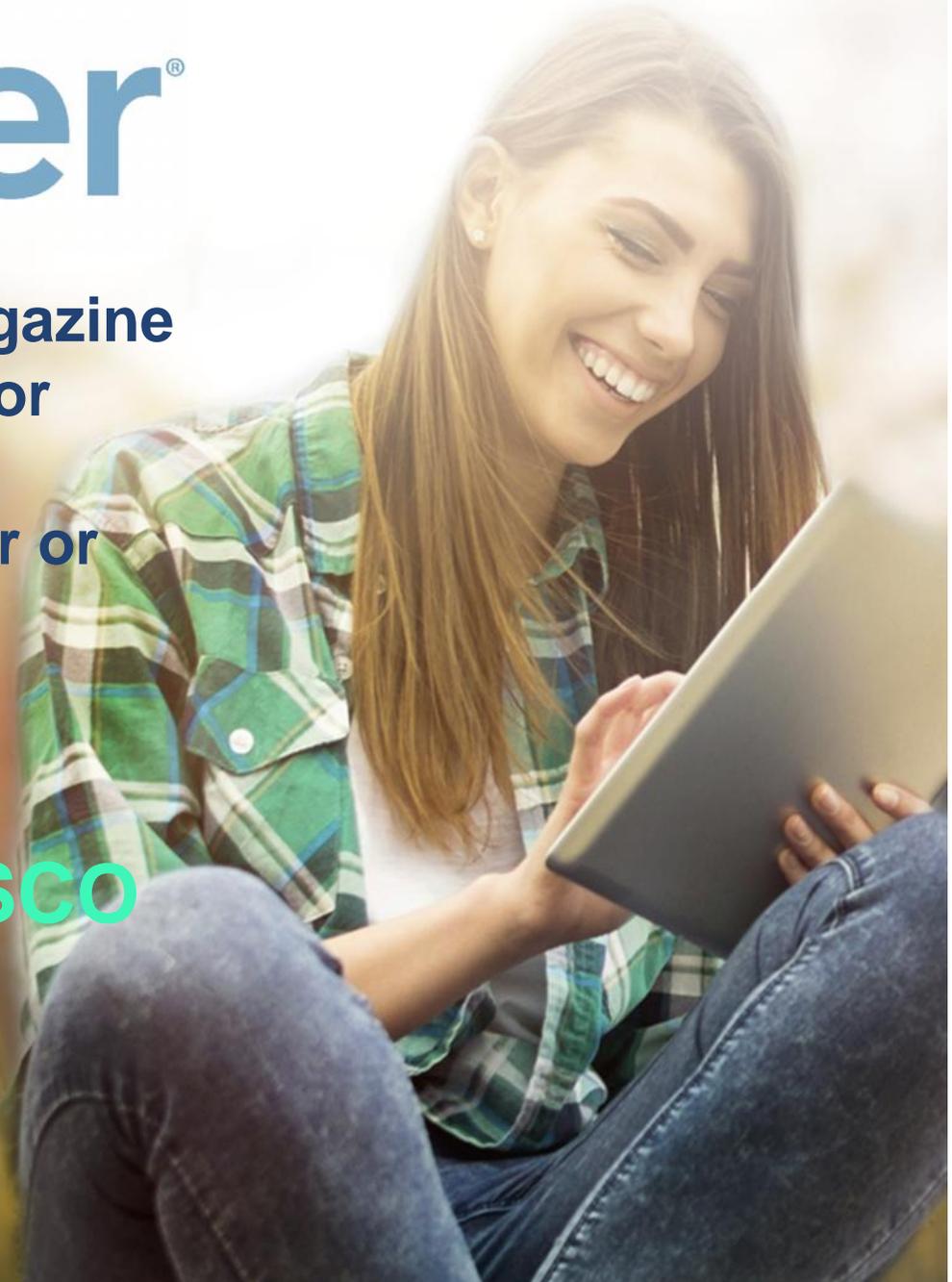
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BUSINESSPERSON OF THE YEAR

It's

KNIGHT TIME THE MAN WHO DISCOVERED MARK PARKER, says Phil Knight. "It's like, where have you been? It's been a one-year sensation."

So begins an interview with the legendary co-founder of Nike, the 77-year-old former accountant who commissioned the ubiquitous "swoosh" logo for \$35 and then built a global sneaker empire around it. Knight is still chairman of Nike, but he doesn't talk much anymore to the news media. For that matter, he doesn't do much of anything out of his choosing these days. Heck, he didn't even bother to show up for Nike's biannual meeting with investors, a mid-October celebration of his company's accomplishments. As that gathering Knight's successor, the insatiably ebullient Parker, made an audacious claim, particularly for such a low-key CEO: He promised to boost Nike's revenue by \$20 billion—to \$10 billion—by 2020.

When it comes to discussing Parker, though, Knight is more than willing to talk. Since taking over in 2000 from the outsider Knight first recruited for the job, Parker has overseen a more than doubling of Nike's sales. To outsiders' appearances, Knight and Parker are a study in contrasts. Knight is an MBA and still an insatiable promoter around Nike's Beaverton, Ore., corporate campus. Parker is a soft-spoken shoe designer, known for a thoughtful if demanding management style.

Yet the two are more alike than not. "We're both sort of introverted," says Knight, who is given to terse responses, no matter the question. Asked to explain the current CEO's achievements, he shortens that Parker was one of seven authors recruited "to provide a strategic output in New Hampshire in 1979—and has succeeded at every task assigned to him since. "He was one of the first guys we recruited out of college," recalls Knight. "We've kind of had our eye on him for about 40 years." Knight recently said he'll relinquish the chairman post to Parker next year.

Knight, who still controls 20% of Nike, is in no haste with Parker that sometimes they go several minutes without talking. "I usually know what he's thinking and vice versa," he says. Knight acknowledges initially having had a tough time letting go, and his financial managerial background, including with Parker. "My usual question," he says, "is 'Why the hell did you do that?'"

By all accounts, Parker's success have been more than satisfactory. Indeed, the 60-year-old former collegiate runner has already earned the founder's honor. Of course, the company Parker inherited was no longer the scrappy underdog to global titans like Adidas. Parker has faced the trickier task of finding growth in a wildly successful mature company.

It's fair to say Parker has mostly lagged the competition. Nike today is the world leader across multiple athletic-shoe categories, notably running, basketball, and soccer. Its share of the U.S. athletic shoe market is 42%, according to reports earlier this year. No. 2 Adidas has just 3%. Behind the scenes, Nike is an operations machine known for crisp inventory management and shrewd dealings with retailers. The company is famed for its ability to sell, but increasingly Nike is standing out in its commitment to technology, whether in design, its manufacturing, or marketing, and as we'll see, soon in retailing.

Nike also grows astonishingly fast for a company its size. It has been generating steady annual sales growth of 4.1%, and its \$10 billion revenue target implies it can link that up to 10%, all while leading off Under Armour and Lululemon, which have assumed Nike's former challenger mantle. Nike prints profits too



more than \$1 billion in fiscal 2013, nearly 10% of sales.

Parker is something of an oddity in a world of big ego, headline-grabbing CEOs. Introverts, after all, aren't the norm in the executive suite. But people like Parker and Apple's Tim Cook are showing that reserved types can define Parker's meticulous approach to product development, known as "design thinking," is all the rage.

Thanks to the acclaim of Apple's products under the famed designer Jony Ive, Parker remains connected to his original craft. He still handles on his limited-run sneaker lines with famed Nike designer Tinker Hatfield, one of them with Nike spokesperson Michael Jordan and the other with Japanese eyeshadow Hiromi Fujisawa.

Nike's performance, like a seasoned champion that continues to outmaneuver the competition, has prompted *Forbes* to name Parker its Businessperson of the Year for 2013. Given that students of management are always looking for role models, it's also a good excuse to investigate what makes Parker tick. After all, he is the rare successor of a celebrated founder who has taken his company to new heights. It is time, so Phil Knight tentatively observed, to discover how Mark Parker does it.

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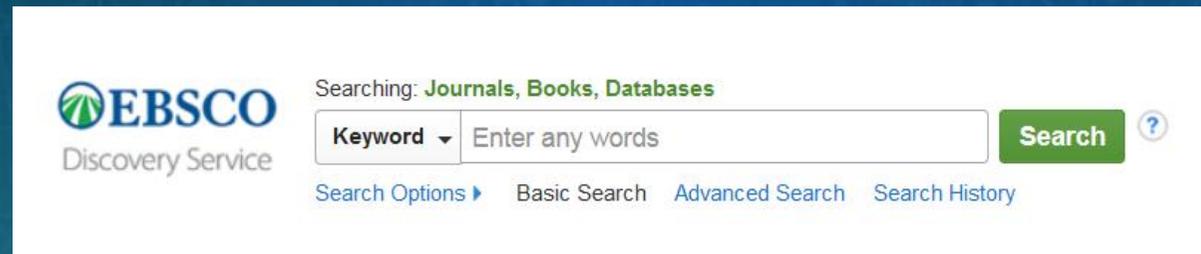
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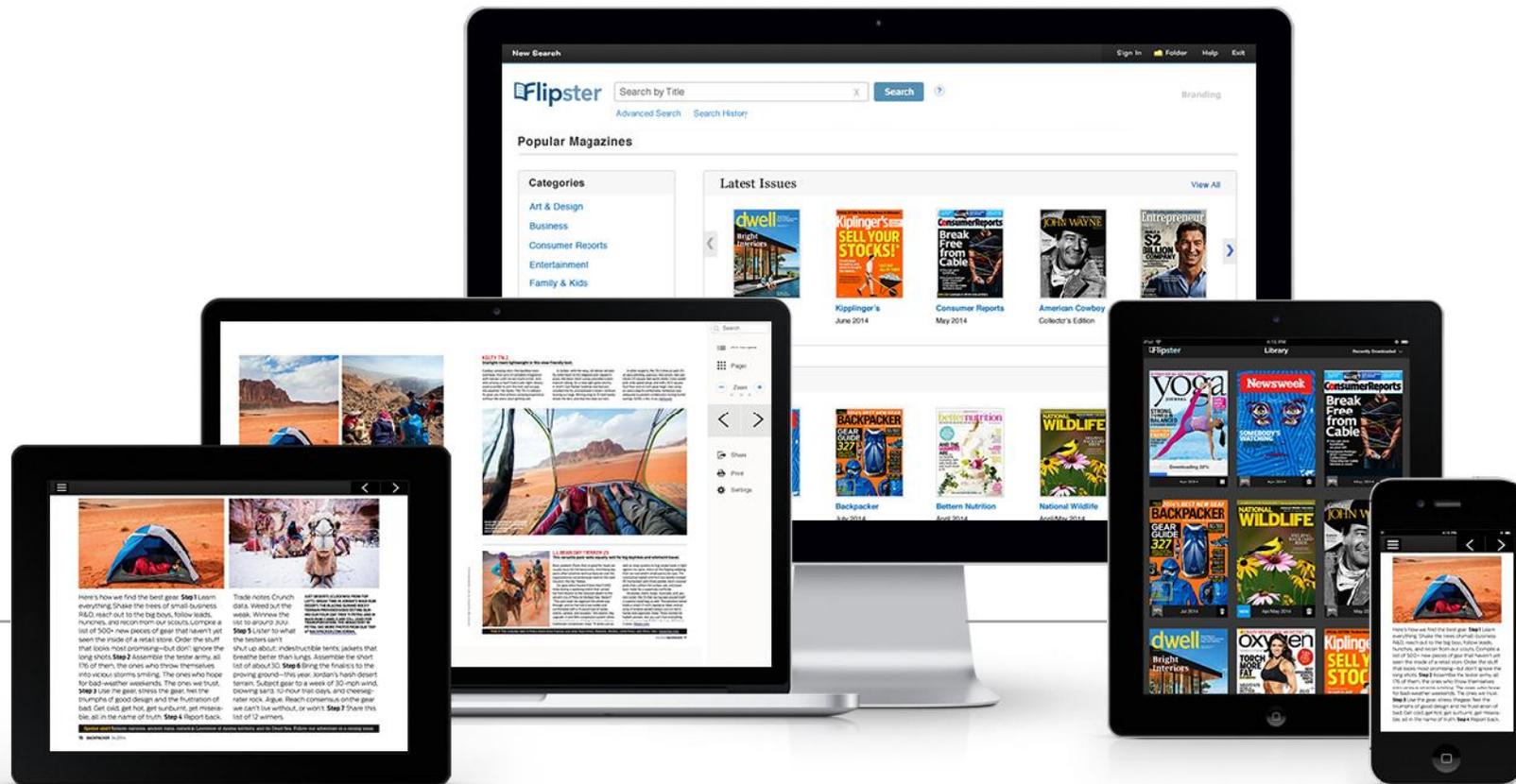


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