IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A WEBOMETRICS ANALYSIS OF BABY IIM`S LIBRARIES WEBSITES IN INDIA

Kawale Yogesh Sopan
Assistant Librarian
SVKM's NMIMS Deemed to be University, Indore.
&
Dr. Namdev K Rathod
Librarian
Sambhajirao Kendre Mahavidyalaya, Jalkot, Maharashtra.
&
Kumari Vandana
Library Assistant
SVKM`s NMIMS Deemed to be University, Indore.

Abstract
The rapid expansion of digital information services has made the online presence of academic libraries a critical component of institutional visibility and user engagement. This study evaluates the digital presence of selected Indian Institutes of Management (IIMs) libraries through a webometric analysis of their official library websites. Using indicators such as Web Impact Factor (WIF), page count, external in links, domain authority, and content accessibility, the study assesses the extent This study presents a webometric approach to systematically evaluation of the library websites services and its digital presence of a newer selected Indian Institute of Management (IIM`s) commonly known as the Baby IIM's. There are 9 baby IIM`s and all are established after 2010. Now a days the web presence is very important for the official notification and services among all faculty and students. Library websites / Webpages provide various rich collections and services among students. It is perfect to understand the current collection of data available on websites, up-to-date information, and user-friendly. Websites offer information about their collection, e resources. The study identifies an analysis of collection and sharing information for end users.

Keywords: World Wide Web (WWW), Webometric, 9 baby IIMs, Library Websites.

Introduction:

The online platform has become increasingly important in academic libraries in the digital era to effectively deliver information, resources, and services across various user groups. A well-structured and accessible library website has become a must for enhancing institutional visibility, supporting research activities, and warranting seamless access to digital collections. IIMs, renowned for their academic excellence, have developed library websites that serve as vital information hubs for students, faculty, and researchers.

These new IIMs, often referred to as Baby IIMs, came into being between 2011 and 2016 with the purpose of spreading quality management education throughout India. Digital presence, particularly for emerging institutions, plays an important role in shaping academic engagement and user experience. The assessment of library websites by webometric techniques covers their technical performance, accessibility, richness of content, and overall digital impact.

This study systematically investigates the online presence of nine Baby IIM library websites, using various indicators, such as Web Impact Factor, domain authority, link analysis, and website performance metrics. The findings are expected to provide an insight into current strengths, gaps, and opportunities for enhancing the digital effectiveness of the academic libraries concerned.

IIMs in India

IIMs are India's premier public business schools, which have gained global recognition for their excellence in management education, research, and leadership development. The aim of the founding of IIMs was nurturing high-quality managerial talent to support the economic growth of the nation, and subsequently, they grew into institutions of national importance. The first IIMs were founded in the 1960s—at Ahmedabad and Calcutta—through collaborative efforts between the Government of India, international universities, and industry leaders. The network has expanded over the decades, and today there are 21 IIMs spread across the country.

The term "Baby IIMs" refers to the youngest set of Indian Institutes of Management created to enlarge the network of high-quality management education in the country as an initiative of the Government of India. The institutions were set up largely during 2015 and 2016; hence, it represents the third generation of IIMs that was launched with the vision of making world-class management education more accessible while supporting regional growth and industry development.

Although relatively new, the Baby IIMs have quickly risen to prominence because of their modern academic frameworks, industry-relevant curricula, and active mentorship from older, well-established IIMs. Most of them initially functioned under the mentorship of other IIMs, drawing on their academic experience, support through faculty sharing, and already established best practices. Over time, they developed their own identities, strengthened faculty teams, and built state-of-the-art campuses.

These institutes offer flagship MBA/PGP programs, executive courses, and research opportunities with a growing focus on entrepreneurship, digital business, analytics, sustainability, and regional industry needs. Their placement records have also shown consistent improvement, reflecting rising corporate trust and the growing capabilities of their students.

The Baby IIMs symbolize the expanding footprint of India’s premier management education system. With modern infrastructure, dynamic learning environments, and increasing industry engagement, they are emerging as competitive destinations for aspiring managers and future leaders across the country.

Review of literature

Jeyshankar & Valarmathi studied websites of ICMR institutes for their study (2015). They calculated webpage size, WAVE Web AIM accessibility error (a web accessibility tool that assists in the evaluation of web), various search engines’ performances, the difference between pages in various time intervals and number of rich files.

Rupak & Shalini studied on webometric analysis of library website in higher educational institution in India through google search engine (2015). They have given the top ten HEI rankings and the relationship between WIF and R-WIF. They have also explained correlation and coefficient in the study.

Sarkar & Pal studied on webometric analysis of open universities in India (2019) In this study they focused on open universities WIF, SEO, improvement in digital presence.

Binu & Rakesh studied on a private universities' website in Madhya Pradesh state (2021). In this study they have majored in websites, parts of web pages, words in web pages, self& External links through various search engines.

Shree Rekha & Radhakrishnan studied on webometric based public library websites in India (2024). In this study, they focused on web content and functional features of chosen public libraries websites and domain authority, Page authority metrics. They have also classified SWIF, EWIF, and IWIF among public library websites.

Anubhav & Madhu studied on webometric analysis of central university websites of eastern India (2023). They have identified domain, rich files, domain authority, and page authority of the websites and google page ranking

Objective of the study

The objective of the study is to systematically evaluate the function and digital presence of library websites of baby IIMs.

i. To analyze the URL of IIMs libraries websites under study.
ii. Evaluate the search engine`s performance for webometrics studies.
iii. To know the availability of services and facilities at the library website of IIMs.
iv. To Identify the user friendly and informative data on library website.
v. To find out the Domain Authority and Page Authority of IIMs websites.
vi. To calculate the WIF-Web impact factor and page rank as per WIF.

Scope of the study

The study examines the officials' websites of selected Indian Institute of management we are taking total 9 baby IIM’s that is IIM Kashipur, IIM Trichy, IIM Amritsar, IIM Bodh Gaya, IIM Sirmaur, IIM Sambalpur, IIM Nagpur, IIM Visakhapatnam and IIM Jammu. These IIM’s examine utilizing webometric techniques. Webometric is the quantitative study of the website analyzing aspects such as link analyze WIF, Domain Authority (DA), Page authority (PA) and various visibility, accessibility, structures of content on web page and various engagement matrix. This study scopes a compass the following points:

i. To find and identify from the list of IIMs, i.e. 9 IIM’s, also known as baby IIMs. Accessing their official library websites, design, performance, operations and different parameters.
ii. Examine the metrics including their reach content, DA, PA, search engine visibility, and external link structure and page count.
iii. The library websites highlight and analyze their features, advantages, and disadvantages for scholarly administrative and public outreach.
iv. Using WCAG (web content accessibility guidelines) and web usability concepts to evaluate the usability and accessibility of websites.
v. Finding the best website of these 9 IIM’s library websites efficiency and online visibility for the end users.

Methodology

In this study, we have used two research methods first is the survey method and second is the Observation method. In Observation, techniques are used for collecting data. The data were collected from the Nine baby IIMs library websites from all over India. The data collected and mentioned between 15th November to 25th November 2025 by using various search engine tools. Such as: https://moz.com/, PageSpeed Insights, Free Internal Link Checker: Show All Internal Links With Anchor Texts, https://dnschecker.org/pagerank.php. etc. The 9 IIMs library websites were analyzed and presented in the tabular form by using MS Excel 2016.

Methods for calculating WIF:

1. Distribution of data by internal web impact factor (IWIF) has been calculated by the following formulas:

   (**IWIF** = Total No. of Internal links / Total No. of web pages)

2. Distribution of data by external web impact factor (EWIF) has been calculated by the following formulas:

   (**EWIF** = Total No. of External links/ Total No. of web pages)

3. Distribution of data by simple/self-web impact factor (SWIF) has been calculated by the following formulas:

   (**SWIF** = Total No. of Simple links / Total No. of web pages)

Table No. 1: List of Baby IIMs Est. Year, URLs and Library URLs and GPR

Sr. No.	Name of Baby IIM's	States	Year of Est.	URL	Library URL	Google page rank
1	IIM Kashipur	Uttarakhand	2011	https://www.iimkashipur.ac.in	https://www.iimkashipur.ac.in/about-institute/library/about-library	4/10
2	IIM Trichy	Tamil Nadu	2011	https://www.iimtrichy.ac.in	https://library.iimtrichy.ac.in/	2/10
3	IIM Amritsar	Punjab	2015	https://iimamritsar.ac.in	https://iimamritsar.ac.in/the-institute/library	5/10
4	IIM Bodh Gaya	Bihar	2015	https://iimbg.ac.in	https://library.iimbg.ac.in/	2/10
5	IIM Sirmaur	Karnataka	2015	https://iimsirmaur.ac.in	https://www.elibrary.iimsirmaur.ac.in	2/10
6	IIM Sambalpur	Uttar Pradesh	2015	https://iimsambalpur.ac.in	https://iimsambalpur.ac.in/library/	5/10

7	IIM Nagpur	Mumbai	2015	https://www.iimnagpur.ac.in	https://www.iimnagpur.ac.in/library/about-library-and-e-resource-centre/	5/10
8	IIM Visakhapatnam	Andhra Pradesh	2015	https://iimv.ac.in	https://sites.google.com/view/iimvlrc/home	9/10
9	IIM Jammu	Jammu & Kashmir	2016	https://iimj.ac.in	https://www.iimj.ac.in/institute/library.php	5/10

(Data collection Date & Time:22-11-25 between 5-6pm)

Table No. 2: Website performance parameters

Sr. No.	Name of IIM's	Performance Score	Accessibility	Best Practices	SEO
1	IIM Kashipur	71	72	77	92
2	IIM Trichy	74	90	100	92
3	IIM Amritsar	94	77	92	75
4	IIM Bodh Gaya	67	69	69	82
5	IIM Sirmaur	90	78	92	67
6	IIM Sambalpur	58	79	92	85
7	IIM Nagpur	88	82	77	92
8	IIM Visakhapatnam	82	86	81	83
9	IIM Jammu	75	78	92	82

(Data collection Date & Time:22-11-25 between 1-2pm)

Table No. 3: Domain authority and page authority, linking domains and domain rating

Sr. No.	Name of IIM's	Domain Authority (DA)	Page Authority (PA)	Linking Domains	Domain Rating
1	IIM Kashipur	35	14	1400	47
2	IIM Trichy	36	14	24	43
3	IIM Amritsar	36	7	1200	41
4	IIM Bodh Gaya	34	11	1	46
5	IIM Sirmaur	39	7	2	39
6	IIM Sambalpur	41	7	669	41
7	IIM Nagpur	46	9	754	46
8	IIM Visakhapatnam	99	31	75100	99
9	IIM Jammu	47	10	1300	47

(Data collection Date & Time:22-11-25 between 3 PM to 4 PM)

Table No. 4: Internal links, external links and total links

Sr. No.	Name of IIM's	Internal Links	External Links	Total Links
1	IIM Kashipur	167	24	191
2	IIM Trichy	142	22	164
3	IIM Amritsar	309	61	370
4	IIM Bodh Gaya	67	109	176
5	IIM Sirmaur	60	63	123
6	IIM Sambalpur	441	56	497
7	IIM Nagpur	258	50	308
8	IIM Visakhapatnam	82	20	102
9	IIM Jammu	186	54	240

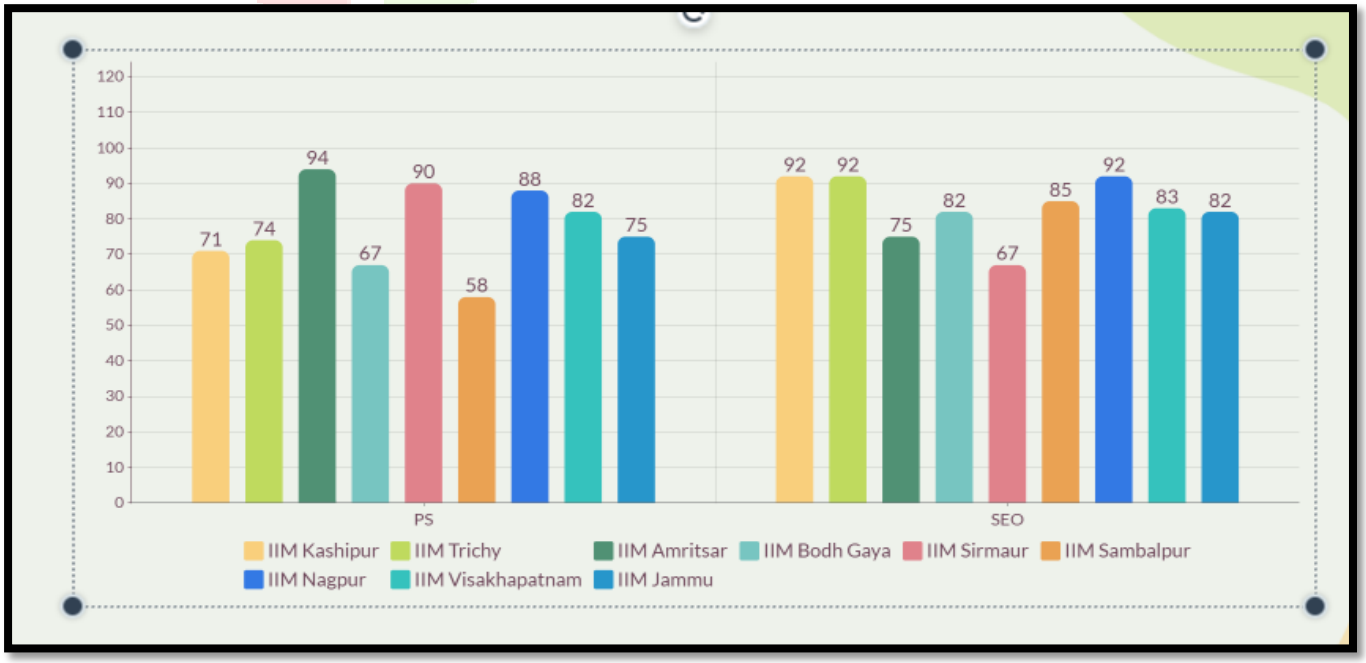
(Data collection Date & Time:22-11-25 between 3 PM to 4 PM)

Table No. 5: Web Impact Factor

Sr. No.	Name of IIM's	IWIF	EWIF	SWIF
1	IIM Kashipur	0.334	0.048	0.202
2	IIM Trichy	0.946	0.146	1.093
3	IIM Amritsar	0.618	0.122	0.740
4	IIM Bodh Gaya	0.248	0.370	0.651
5	IIM Sirmaur	0.171	0.180	0.351
6	IIM Sambalpur	1.418	0.094	1.598
7	IIM Nagpur	0.486	0.094	0.581
8	IIM Visakhapatnam	0.234	0.057	0.292
9	IIM Jammu	0.453	0.131	0.585

(Data collection Date & Time:25-11-25 between 1 PM to 2 PM)

Graph showing the Performance score and SEO of IIMs library websites



Finding of the study

- The earliest Baby IIM evaluated is IIM Kashipur (2011), and the newest is IIM Jammu (2016).
- IIM Visakhapatnam has the highest Google Page Rank (9/10), indicating strong web presence, while IIM Trichy and IIM Bodh Gaya scored lowest (2/10).
- IIM-Kashipur, IIM-Trichy, and IIM-Nagpur have the highest score of Search engine optimization (SEO 92).
- IIM Amritsar (94) demonstrated the highest performance score, while IIM Sambalpur (58) recorded the lowest.
- Accessibility scores varied widely, with IIM Trichy (90) performing best in accessibility compliance.
- IIM Visakhapatnam reported the highest Domain Authority (DA 99) and Page Authority (31), showing strong search engine visibility and backlinks.
- Websites like IIM Bodh Gaya and IIM Sirmaur showed lower DA and weak linking domains.
- IIM Sambalpur showed the highest number of total links (497), indicating a rich content ecosystem, whereas IIM Visakhapatnam had the lowest (102).
- Based on Internal Web Impact Factor (IWIF), IIM Sambalpur (1.418) ranked highest, followed by IIM Sirmaur (0.171).
- Based on External Web Impact Factor (EWIF), IIM Bodh Gaya (0.370) ranked highest, followed by IIM Kashipur (0.048)
- Based on Simple Web Impact Factor (SWIF), IIM Sambalpur (1.598) ranked highest, followed by IIM Kashipur (0.202).

Silent / Unique features

- During the study of nine baby IIM's library websites have provided proper and authenticated information on their websites to the end users.
- With the help of remote access users can easily access e-Resources 24x7.
- All baby IIM's have a rich collection of databases, and they have union catalogues of all IIMs in one click.
- All IIMs are using KOHA software for library management systems.
- Only

Conclusion

The webometric evaluation of nine Baby IIM library websites highlights significant differences in their digital presence, accessibility, and online visibility. While most libraries provide rich e-resources, remote access, and user-friendly services, their technical structure and search engine performance vary notably. IIM Visakhapatnam demonstrated the strongest online visibility, whereas IIM Sambalpur and IIM Amritsar ranked higher in link-based web impact factors, indicating strong internal content networks. IIM Bodh Gaya and IIM Sirmaur reported lower domain metrics and linking structure, hence leaving scope for improvement. In general, the findings of the study highlight that continuous improvement is required regarding accessibility, SEO optimization, and development of backlink strategies in enhancing the digital presence and user experience for the Baby IIM library websites.

References:

1. Almind, T. C., & Ingwersen, P. (1997). Informetric analyses on the World Wide Web: methodological approaches to 'webometrics.' Journal of Documentation, 53(4), 404–426. https://doi.org/10.1108/eum0000000007205
2. Chakravarty, R., & Wasan, S. (2015). Webometric analysis of Library Websites of Higher Educational Institutes (HEIs) of India: A study. DESIDOC Journal of Library & Information Technology, 35(5), 325–329. https://doi.org/10.14429/djlit.35.5.8788
3. Dobriyal, N., Deepmala, & Department of Library and Information Science, Mangalayatan University, Aligarh. (2020). A webometric analysis of libraries of Central Universities of Sanskrit in India. In Exploring innovative research mythologies in variety of multidisciplinary fields and their prospective future impact (pp. 543–546).
4. Ingwersen, P. & Centre for Informetric Studies. (1998). The calculation of web impact Factors. Journal of Documentation, 54–54(2), 236–243. http://www.aslib.co.uk/aslib
5. Khanduri, B., Shivraj, P., Lal, G. K., & International Scholars Journals. (2016). A webometric analysis of web pages of ICMR institutes websites. In Frontiers of Library, Information and Computer Sciences (Vol. 2, Issue 2, pp. 163–174) [Journal-article]. https://www.internationalscholarsjournals.org
6. Kumar Suman, A., & Patel, M. (2023). WEBOMETRIC ANALYSIS OF WEBSITES OF CENTRAL UNIVERSITIES OF EASTERN INDIA: A STUDY. In Mahatma Gandhi Central University, LIS Today: Vol. Vol. 9 (Issue No. 2, pp. 33–35).
7. Maharana, R. K., Panda, K. C., & Sahoo, J. (2012). Web Impact Factor (WIF) and link Analysis of Indian Institute of Technologies (IITs): A webometric study. Library Philosophy and Practice. https://digitalcommons.unl.edu/libphilprac/789
8. Mehrotra, B., & Khare, R. (2021). Websites of central and deemed Universities in Madhya Pradesh: A webometric study [Journal-article]. International Journal of Creative Research Thoughts (IJCRT), 9(4), 5401–5403. https://www.ijcrt.org
9. Wani, J. A. & University of Kashmir. (2019). Webometric analysis of selected university library websites of India. Library Philosophy and Practice (E-journal). https://digitalcommons.unl.edu/libphilprac/3686
10. INDIAN INSTITUTES OF TECHNOLOGY'S WEBSITES IN INDIA: A WEBOMETRIC ANALYSIS. (2021). JOURNAL OF INDIAN LIBRARY ASSOCIATION, 57(4), 143–154. https://www.ilaindia.net/jila/index.php/jila/article/viewFile/1427/301
11. Gaikwad, D., & Dongare, S. (2022). Webometric Analysis Study of UGC Recognized Maharashtra State University. Journal of Emerging Technologies and Innovative Research (JETIR), 9(7), d271–d283.
12. Gaikwad, D. N., & Dongare, S. N. (2023). A Webometric study of Government Medical Colleges in Maharashtra. In Journal of Emerging Technologies and Innovative Research (JETIR), Dr. Babasaheb Ambedkar Marathwada University, & M.S.P.Mandal's Deogiri College, Journal of Emerging Technologies and Innovative Research (JETIR) (Vol. 10, Issue 2) [Journal-article]. https://www.jetir.org
13. al, A., Sarkar, A., Bhattacharya, U., Institute of Development Studies Kolkata, & Department of Library and Information Science, Jadavpur University. (2019). Webometric analysis of open universities in India. In Library Philosophy and Practice (E-journal) (Vol. 3038) [Journal-article]. https://digitalcommons.unl.edu/libphilprac/3038
14. Wani, G., & Barphe, V. (2025). A webometric analysis of museum websites in the state of Maharashtra. International Journal of Library and Information Science (IJLIS), 14(2), 60–72.