



The New Reality of Intellectual Property at the State University of Library Studies and Information Technologies: Project Initiatives

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Abstract

Intellectual property can be considered as an element of information literacy in university information environment as to be successful students at the university, and in life, they must learn to use efficiently and effectively the wide variety of information and communication technologies for searching, finding, arranging, analyzing and assessing the information they need.

The State University of Library Studies and Information Technologies (SULSIT) is one of the universities in Bulgaria appreciated the role and importance of Intellectual Property (IP) as a stimulator of innovation development and step by step carrying out the necessary steps to disseminate knowledge and information on IP. It conducts its activities in support of the initiatives of the two leading organizations in the world - the World Intellectual Property Organization (WIPO) and the European Patent Organization, and implemented its initiatives.

SULSIT has contributed to the successful dissemination of knowledge in the field of IP, as there are already 18 years of experience in IP education and is university, which has defined excellence in preparing students for IP. Founder of teaching Intellectual Property in SULSIT is Prof. Dr. S. Galabova.

The aim of the report is to make an overview of different project initiatives of SULSIT which are related to the stimulation of dissemination of IP knowledge.

***First one** is a project of SULSIT named "Analysis of the common practices in the use of products of intellectual property in university information environment". DMU 03/3 is a project led by Dr. Teresa Trencheva funded by the National Science Fund of the Ministry of Education and Science in the competition "Young Scientists". The project aims to explore the mind and culture of behavior among young people in Bulgaria, particularly students about IP to protect intellectual property on the Internet. An extremely important moment of the project's program is the visit of the WIPO which held in January, 2013.*

***Second one** is a research project with international participation "Copyright Policies of libraries and other cultural institutions" (2012-2014) is financed by National Science Fund of the Bulgarian Ministry of Education and Science, Contract № DNSF-K01/0002-21.11.2012, and headed by Assoc. Prof. Dr Tania Todorova. The main objective is to examine the copyright policy of the library and cultural institutions in Bulgaria, Croatia, Turkey and others, and through comparisons and analyzes to reach: new research products and educational content in academic programs and continuing education; proposals for updating the copyright legislation; preparation of practical and applied models of copyright policy for library, educational and cultural institutions responsible for the modern information environment and specific needs.*

These two initiatives aim to make a relation between the theory and practice in one hand and to explore the need of Intellectual property knowledge in a working environment.

1. Introduction

In the modern era, called "information society" (already transformed as a knowledge society), we have witnessed the rapid development of human intellectual activity, with the result that produces unique creative results products to personal creativity and the innovativeness of the human personality. Exactly this kind of creative goods provoke the development of intellectual property.

In the theoretical literature there are many definitions and interpretations of intellectual property, which are constantly evolving with the change of technology. By itself Intellectual property, very broadly, means the legal rights which result from intellectual activity in the industrial, scientific, literary and artistic fields.

Generally speaking, intellectual property law aims to safeguard creators and other producers of intellectual goods and services by granting them certain time-limited rights to control the use made of those productions. Those rights do not apply to the physical object in which the creation may be



embodied but instead to the intellectual creation as such [1]. According to V. Borisova intellectual property is "property, but not on items of material nature, and upon an intellectual achievements inherently with intangible nature, the so-called intellectual property objects" [2].

Intellectual property rights must be seen as objective and subjective right courses and science. On intellectual property rights, as objectively existing law, in the legal science there is no single opinion. The new information environment imposes new requirements on the competences and adequate knowledge of modern young professionals, graduated their higher education. R. Krasteva summarizes that "this is especially true for the professional fields related to information and social sciences, as currently these sciences are one of the most dynamically developing" [3].

According T. Trencheva and S. Denchev "the main spheres of realization of these specialists are: regional and national media, institutions, governmental and non-governmental organizations, and the use of information resources is the basis of their professional activity and condition for their successful realization, they need to be well informed on the issues of the protection of Intellectual Property" [4]. T. Todorova emphasizes that the copyright competence is an essential part of information literacy of students in this professional field in terms of Internet usage and digital content [5].

2. The Intellectual Property Tradition at the State University of Library Studies and Information Technologies

SULSIT has contributed to the successful dissemination of knowledge in the field of Intellectual Property, as there are already 18 years of experience in Intellectual Property education and is university, which has defined excellence in preparing students for Intellectual Property. Founder of teaching Intellectual Property in SULSIT is Prof. Dr. Sevdalina Galabova [6].

The reason for this is that the educational profile of SULSIT is directly related to the dissemination of information and knowledge. Therefore, professional knowledge, skills and experience that students receive during training are similar to the necessary dissemination of information and knowledge in the field of Intellectual Property. That makes them prepared to work in this area.

Another focus is important, namely, that the object of learning in SULSIT is a wide range of information products, services, equipment and technologies that are inherently intellectual products whose Intellectual Property is logical for students to have good knowledge.

Therefore, the inclusion of Intellectual Property matters in the curricula of students in all subjects, it is natural and necessary, and therefore efforts are directed towards its realization. Conviction can be said that this is the opinion of the students who definitely are interested and willing knowledge acquired Intellectual Property - an area perceived as modern, relevant and useful. Indicative of this is the fact that each year the majority of students graduating from different disciplines and levels of study is aimed at developing a thesis on intellectual property rights that protect successfully.

3. The New Reality of Intellectual Property at the State University of Library Studies and Information Technologies: Project Initiatives

Intellectual property can be considered as an element of information literacy in university information environment as to be successful students at the university, and in life, they must learn to use efficiently and effectively the wide variety of information and communication technologies for searching, finding, arranging, analyzing and assessing the information they need [7].

In the recent years SULSIT has a lot of initiative which are focused to the intellectual property so the aim of the report is to make a short overview of two of the biggest SULSIT's initiatives, which are related to the stimulation of IP knowledge dissemination. These two initiatives aim to make a relation between the theory and practice in one hand and to explore the need of Intellectual property knowledge in a working environment.

First one is a project of SULSIT named "Analysis of the common practices in the use of products of intellectual property in university information environment" (2012-2014) DMU 03/3 – 19.06.2012 is a project led by Dr. Teresa Trencheva funded by the National Science Fund of the Ministry of Education and Science in the competition "Young Scientists". **The research team**, united around the project concept includes **young researchers and PhD students from SULSIT**, working in different fields of knowledge, which corresponds to the interdisciplinary problems of the project. The project aims to explore the mind and culture of behavior among young people in Bulgaria, particularly students about IP to protect intellectual property on the Internet. **The main moment in the project is the conducted survey among students in the professional field "Public Communications and**



Information Science" of all universities in Bulgaria, having valid accreditation program for training in this professional field. The survey was done on the principle of systematic random selection with stratification compared to 10% of students in the above mentioned professional field. The sample covers 570 respondents from 9 universities in 5 towns in Bulgaria.

The project's results were presented on a site visit at the WIPO, held in January, 2013 and in Florence at the International conference "The Future of Education". During the first stage were realized 12 national and international publications. One of the key moments of the project were the two seminars held in Sofia and Blagoevgrad, dedicated to The World Intellectual Property Day (26th April). The scientific product from these two seminars is a textbook, which slogan is "Creativity: The next Generation" [8]. Sustainability of the project results in perspective is achieved by creating a project website: www.ipbgbg.com, which maintain current and diverse information about the project.

Second one is a research project with international participation "Copyright Policies of libraries and other cultural institutions", financed by National Science Fund of the Bulgarian Ministry of Education and Science, Contract № DNSF-K01/0002-21.11.2012, and headed by Assoc. Prof. Dr Tania Todorova. The main objective is to examine the copyright policy of the library and cultural institutions in Bulgaria, Croatia, Turkey and others, and through comparisons and analyzes to reach: new research products and educational content in academic programs and continuing education; proposals for updating the copyright legislation; preparation of practical and applied models of copyright policy for library, educational and cultural institutions responsible for the modern information environment and specific needs [9].

First stage of the project was realized in the period November 2012 – November 2013. Some of the main achievements are: **the conducted empirical study on "Copyright Literacy of specialists from libraries and other cultural institutions" in Bulgaria, Turkey and Croatia**; scientific seminar held on 31st October 2013 with participation of researchers, academics and practitioners; publishing of monograph "Open Access to Scientific Information" [10] and thematical bibliography [11]. Findings from the projects results will be used in the implementation of activities for the second stage that aim to increase the efficiency of the relationship: education - practice. Specifically, some of the future tasks are: development of new and updated curriculum in bachelor and master programs in SULSIT [12]; promotion of best practices and models of institutional copyright policies; conducting of practically-orientated seminar attended by managers and specialists of libraries and cultural institutions; bringing the achievements of the project to the experts from practice, promotion of the created website: <http://copyrightlib.unibit.bg/>, database, publications and other resources; realization of conference with international participation on topic "Cultural Institutions and Copyright Policy". One of the main activities will be discussion and development of comments - suggestions for changes in the Bulgarian Law on Copyright and Related Rights (1993) on improving the legal framework regarding the management of copyright in accordance with the digital technologies and pervasive use of Internet for educational, scientific and cultural purposes.

4. Conclusion

In conclusion we could say that SULSIT is one of the universities in Bulgaria appreciated the role and importance of Intellectual Property as a stimulator of innovation development and step by step carrying out the necessary steps to disseminate knowledge and information on Intellectual Property. As can be seen from the above mentioned project initiatives, SULSIT works really very actively to achieve it's ambition to train students on Intellectual Property Rights in all three forms of education: full, part time and distance, as well as three degrees: Bachelor, Master and Doctoral. These two projects make the relation between the science education in one hand and the practitioners in library and cultural institutions in other. It conducts its activities in support of the initiatives of the two leading organizations in the world - the World Intellectual Property Organization and the European Patent Organization, and implemented its own initiatives.

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