

MARKETING OF LIBRARY AND INFORMATION SERVICES

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ABSTRACT

The library and information services sector is new in our country. This article discusses and highlights the need for school libraries to take a business approach to increasing funding and using new information to provide better information to those who use it. The focus is on business concepts and their various activities and how these activities can be carried out for the operation of libraries and the materials and methods service in academic libraries. The issue of using marketing strategies for libraries and information services is also discussed. Provide more information about the job. Looking at UGC; if the state government cuts funding, it is advisable to support library work and information services in school libraries. Participate in the process of creating services and products. It has been determined that library business policies must be carefully planned, developed, implemented and regularly reviewed and reviewed.

Keyword: - Marketing, Services, UGC, IT

Introduction:- In recent years the information industry has become a hot topic in the library world. However, there are also many contradictions between the concepts of business library and information business. I've written a lot about the "library service industry" and information service fees. In the field of libraries and information services, there is still good protection against the use of "business" for control purposes. Products and services are similar to consumers and services in many ways. But librarians refuse to accept the business models in their own libraries. The business world is still foreign to many library and information workers, both conceptually and practically. There is a widespread belief in the business world that the job is not suitable for a public service organization such as a library. Some librarians still believe that this practice has no place in non-profit institutions such as libraries.

It's time to change our behavior. Marketing information means sending messages to customers/customers. Information marketing in academic libraries has emerged as a new phenomenon. In India, universities are funded by the UGC and state governments. This may be why academic information libraries do not consider marketing their products and services. Until now, academic libraries have relied on heuristic models to acquire information and disseminate it to users. Their efforts in this direction can be described as dubious or ignorant at best. As a result, the information services offered by libraries do not benefit researchers. Libraries do not provide the information support that users need because the services they offer are often not user oriented or not needed. The reason for this difficult situation is that users do not participate in the creation of service, they do not know the resources of information services and how these

services can help them. The result is that the services available are not used or cannot be used. However, this situation can be unlocked by using appropriate business strategies.

Librarians in academic libraries can play an important role in meeting the needs for further research of different groups in the academic community (students, teachers' papers, and research scholars). They can better respond to patrons' needs and desires and better achieve the library's goals and objectives. They do not use the full benefits of their comparisons to improve the organization's personal information. The increase in the cost of reading materials, the explosion of materials, the introduction of new materials, the decrease in the budget, the decrease in the cost of money, the decrease in support for libraries make it necessary for librarians to rethink their work and use some tools. being right. For profit organizations operate effectively, efficiently and effectively. One of the necessary tools is the marketing of their products and services.

Many Librarians believe that it is impossible to advertise products and services in the work of the university. Philip Kotler believes that the business world is not limited to large corporations seeking profits. It concerns nonprofit organizations, including universities, colleges, universities, libraries, teaching centers, and many other service organizations. Marketing is very useful for school libraries to improve their image and attract more users. There is no doubt that marketing can help libraries improve their reputation within their organizations and their work in society.

Need for Marketing of Information Services:-

It is now thought that all types of libraries need commercial services. Libraries face competition from other information service providers. They have to make daily decisions about the format and type of data capture and storage. Libraries work hard to provide free access to information. They are dealing with limited space, shrinking budgets, and rising equipment costs. At the same time, with the emergence of online access to information, users' expectations are also increasing. In response to these conditions, the library's management strategy and management practices changed. Libraries are adopting business processes to become better managers and providers of quality information services. Therefore, the biggest challenge for libraries is the decrease in the funds allocated to libraries and the decrease in the ability of libraries to support themselves. Libraries have financial problems. This requires more guidance for business. Good business management of all resources and how to use them effectively.

Application of Ranganathan's five laws of library science to marketing of Library services and products: Ranganathan's five laws are stated as follow;

1. Books are for use (the term book should be interpreted broadly to stand for information resources),
2. Every reader his/her book,
3. Every book its reader,
4. Save the time of the reader and
5. The Library is a growing organism.

His first law “books (information resources) are for use” Clarify what needs to be done to ensure that library users use the information selected and presented to them. It shows that libraries not only store information but also provide people with access to information, which leads to the idea that professionals need to access information regarding the need to market their products and services. Library marketing is important for all information professionals who want to promote their library and improve its image; thus, people now see libraries as institutions where they can create and obtain information. No matter how big the library is, no matter how big or small the library is, the most important thing is that the library can show good interest and create interest in the building, library products and services.

Considering the second law, "every reader his or her book,"

Section Consumers need information, and books and other materials are available to all consumers. Section the role of the library is to help librarians find the information they need and to satisfy library users. Article The second law also states that libraries must treat users equally. The second principle means that the job of libraries and information services is to meet the information needs of users by collecting, interpreting, researching and disseminating information. Article Persons who refuse to accept defeat.

The third law: “every book its reader”

Regarding easy access to information to meet the information needs of library users. Because we marketed the books to 4,444 patrons who didn't know the product they could use at the library, the focus of Act Three is to get books into the hands of people who don't know what they want. Time to move on to another title. The riches that the text cannot provide are created by third parties and are available in the virtual library. Virtual reference programs continue to grow in popularity among academic and public libraries. The importance of third party law in library business includes work that provides library materials and services to patrons: communication benefits and influencing benefits, advertising, advertising, public relations, personal communication, selective media, social networking tools, etc.

The fourth law is "save the time of the reader”

Time is valuable for everyone. Time management is the key to success in life. Libraries should develop strategies and plans to reduce the time users spend retrieving information. To save readers' time, libraries should provide access points such as table of contents (Card or OPAC or WebOpac), bibliography, index, table of contents, bibliography history, content, and other places to save readers' time. Section Saves readers’ time in planning and presenting information. Using information and communications technology (ICT) in libraries can save readers thousands of hours compared to traditional archives. The importance of Ranganathan's fourth law in the library and information services industry is greater attention to users' interests and preferences. This is about collecting and repackaging information in appropriate formats, making it available when needed and ensuring that quality services and products, users' likes and dislikes are taken into account. The aim of the library should be to ensure that services are provided effectively and that users' needs are met to the best of their ability.

The fifth law,

He pointed out that the library will continue to develop in the future. Article If electronic materials do not reach the library, the library will still suffer from limited space. Lawyers should be aware that the availability of electronic equipment does not prevent the acquisition of new printed materials and that it does not have the capacity to grow and change. The essence of the fifth law of librarian business is to adapt library services and resources to the needs of current and future users, including resource creation, coping with the uncertainty of future customer needs, new services, new readerships, new environments and new environments. To implement this policy, libraries and information centers should be provided with presentations/exhibitions, posters, road signs, announcements, electronic billboards, flyers, advertisements, blogs, twitter, flash, YouTube, mass media, appropriate marketing tools and promotional tools. and visible signs, library brochures and newsletters, event announcements, library tour, library week/day, ICT-based channels – websites, emails, web links/hyperlinks, etc. Information and communication technologies can bring major changes to libraries, so libraries should be prepared to use online resources to engage with readers. Electronic commerce is another valuable resource for business libraries and information systems.

The Need of Marketing in LIS:

With the emergence of various information tools and technologies in the digital age, libraries should consider marketing and supporting user facing library services and products. The work and support of professional librarians is needed for the following reasons. Improve the status and image of the organization in the minds of different stakeholders.

1. Create new services or modify existing services to meet user needs
2. Improve overall performance such as on-time supply.
3. Focus on the customer.
4. Image library improved.
5. Build relationships with the business world. Libraries are the first gateway to education from the corporate world. Libraries can help their organizations strengthen existing relationships and find new partners.
6. Covering the cost: The cost of electronic and print libraries is increasing rapidly. Other operating costs, such as maintaining books, furniture and other infrastructure, have also increased. Therefore, libraries need to make money by reinvesting in resources. Marketing is not about creating and introducing new services and products; will also enable customers to be aware of available services and products and explore their suitability. (Gaur 292)
7. Need to focus on libraries, library services, library costs for district, government, users and staff.
8. New services such as online forms of evaluation documents, development of electronic databases of research articles, use of software for plagiarism detection and online text entry should be supported to users.
9. If you do not support these services, the library will not be able to display current users or new users who can benefit from these services. They may forget that the library has services they can use where they can watch movies or have full copies of their favorite magazines and books.
10. Marketing is not only about creating and introducing new services and products, but also about making customers aware of existing services and products and seeing their value. (HWV 292).

Tools and methods for marketing information products and services:

There are tools and techniques used for marketing information products and services. of them are as follows:

1. **Electronic Materials:** In the electronic age, most libraries are interested in the registration of electronic materials such as e-books and e magazines. This is the best way to market library materials so that they can be used at the door of the project.
2. **Consortia:** When the cost of writing is high, consortia are good tools for businesses with limited budgets, such as UGC-INFONET, INDEST, IUC-DAEF Consortium, FORSA, CSIR Electronic Journal Consortium, and others. The benefits of library consolidation include: reduced costs through group purchasing; greater ability to advocate for library needs; and enhancing skills through professional development of library staff.
3. **Remote access:** Remote access to the Internet is called TELENET. Using Telnet, people can communicate with the host computer by typing the name of the host IP and transfer and access data from the TCP/IP host to their computer. Thanks to this tool, job circulation can be done by many people and users can order the books they need remotely.
4. **Email:** Libraries and child care centers use email in many ways. . Libraries can become participants in the library's "LISTSERV," an email discussion group that will connect with other writers around the world, post tough questions, offer advice on budgeting policies, and more.
5. **Metadata Search:** Metadata contains various types of conversion and loading operations, schema layouts, system tables, partition settings, indexes, view definitions, etc. coral is used to catalogue, integrate, illustrate and support. Therefore, metadata determines the framework of the data warehouse architecture. This helps users access/retrieve data easily.
6. **Digital Reference Services:** Digital reference or virtual reference is an online library reference service in which the reference process is a computer-mediated communication.
7. There are some changes depending on the market regarding library services. These include: catalogue, library website, social media, direct mail, web postings, seminars, orientation events, blogs, classroom tutorials, flyers, flyers, library tour, in-person, etc.

Challenges towards the Librarians in marketing:

1. One of the most important problems of the LBS sector is the lack of funds.
2. LIS has no commercial rights.
3. There is no room for work in the library.
4. There is no media access to commercial services in the library.
5. Difficulty in accessing information technologies is another problem in this regard.
6. Many library professionals have no business ideas.
7. No job training.
8. There is no good communication between librarians and users.
9. There is no business expert.

Conclusion:

From this study, we can understand that businesses play an important role in libraries and information services. It helps librarians demonstrate their effectiveness and efficiency create a positive image, and promote the effective acquisition of products and services.

The motivation of the library and service sector is to meet customer needs and increase customer satisfaction. In marketing, marketing mix, choosing a marketing target, focusing on customer needs, etc. Since there are different strategies such as, people used with change and response services are always provided to improve their knowledge.

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