INNOVATIVE LIBRARY SERVICES IN DIGITAL ERA

SALIS 2012

Editors

Dr. S. Surianarayanan

Mrs. A. Chitra Dhavaputhalvi

Dr. S. Muralidhar

Dr. J. Dominic

Published by

Central Library

Dr. Mahalingam College of Engineering and Technology

(An Autonomous Institution)

Udumalai Road, Pollachi - 642 003, Tamil Nadu

Jointly with

Society for the Advancement of Library and Information Science (SALIS)

2012

Proceedings of the National Conference on

Innovative Library Services in Digital Era

SALIS 2012

19 - 21, January 2012

Editors

Dr. S. Suriyanarayanan
Ms. A.Chitra Dhavaputhalvi
Dr. S. Muralidhar
Dr. J. Dominic

Editorial Assistance

Dr. M.Tamizhchelvan
Dr. A. M.Venkatachalam
Mr. K. Karunai Raghavan
Dr. A.L. Bathrinarayan

Dr. MAHALINGAM MCET
COLLEGE OF ENGINEERING AND TECHNOLOGY
Enlightening Technical Minds

Organized by

Central Library

SALIS Society for the Advancement of Library and Information Science

Dr. Mahalingam College of Engineering and Technology

(An Autonomous Institution)
Udumalai Road, Pollachi - 642 003, Tamil Nadu.

Jointly with

Society for the Advancement of Library and Information Science
(SALIS)

2012

All rights reserved. No part of this publication can be reproduced in any form by any means without the prior written permission from the publisher.

All data, information, views, opinions, charts, tables, figures, graphs that are published are the sole responsibility of the authors. Neither the publishers nor the editors in anyway are responsible for the same.

Price: Rs.800/-
US $ 100

ISBN: 978 – 81 – 903838 – 6 – 8

Published by

Central Library
Dr. Mahalingam College of Engineering and Technology
Pollachi-642 003.

&

Society for the Advancement of Library and Information Science (SALIS)
Chennai – 600 089

2012

Printed by
M/s.Mathi Offset Printers
56, Amman Building Advocate Nagarajan Street, Udumalpet – 642 126 Mobile: 9095007995

Preface

The current convergence of various technologies has led to significant changes in the scholarly information environment. This change has forced academic and other Library and Information Centres (LICs) to give serious thought on how they can best realign resources to meet the challenges in the 21st century. LICs are undergoing tremendous changes worldwide in the recent past due to various factors such as globalization of education, ICT revolution, information explosion, escalation of the cost of library resources etc. The users of this digital era require relevant and quality information instantly in a variety of formats for their academic and R & D work from various sources around the world. Library and Information Science professionals need to enhance their knowledge and skills to design, develop new innovative Library services using various ICT, web and Knowledge Management tools, to search, locate, filter, evaluate and deliver the required information to the users.

Keeping in view of the above, Dr. Mahalingam College of Engineering and Technology and SALIS have initiated to organize this national conference on **'Innovative Library Services in the Digital Era'** and also a pre-conference tutorial on **'E-prints'**. This conference aims to provide an opportunity to the practicing LIS professionals and students to share the knowledge, ideas and experiences among them.

We have received more than 130 papers from LIS professionals and students from various reputed institutions all over India. Among them, we have selected 106 papers. Papers included in this conference proceeding are grouped under the following seven categories.

1. Library Information Science Research and User Study
2. Library and Information Science and services
3. E-resources and Resource Sharing
4. Web Technology
5. Applications of ICT
6. Digital Library and Institutional Repositories
7. Management and Marketing

A brief abstract, keywords, and name and addresses of the contributors are given for easy retrieval.

We are very grateful to **Arutchelvar Dr.N. Mahalingam,** Chairman, Sakthi Group of Companies, Chairman Emeritus – MCET and **Dr. M. Manickam,** Chairman, MCET for their generous support to organize this National Conference in this great institution successfully. We are very thankful to **Shri. Shankar Vanavarayar**, Correspondent, MCET, **Prof. C.Ramaswamy**, Secretary, NIA Educational Institutions, **Dr. S. Vijayarangan**, Director (Academic), MCET for their valuable support and guidance in all the stages to organize the conference. Our sincere gratitude to **Dr. S. Chenthur Pandian,** Principal, MCET for his guidance and advice. We also express our thanks to **Dr. S. Ramakrishnan**, Convener & Professor & Head, IT for his encouragement and guidance throughout the conference. We also thank the organizing committee members, various other committee members, faculties and Library staff members of MCET for their valuable assistance.

We express our sincere thanks and appreciation to all the authors for contributing the papers for this conference. We also thank **M/s. Mathi offset printer**, Udumalpet for undertaking the printing proceedings in time.

Pollachi
10.01.2012

-Editors & Associate editors

Abraham.J (Dr.)
Deputy Librarian,
Gandhigram Rural Institute
Deemed University
Gandhigram – 624302, Dindigul Dist.

Ally Sornam S (Dr.)
Prof. & Head, P.G & Research Dept. of
Library & Information Science,
Bishop Heber College
Tiruchirappalli

Amose Alwin. A
Department of Library and Information Science
Bishop Heber College
Tiruchirapalli

Amsaveni. N. (Dr.)
Assistant Professor, DLIS, Bharathidasan University,
Trichy – 24

Angarkannai. C
Sengunthar Arts& Science College
Tiruchengode 637 205

Arul ,Librarian. T (Dr.)
PTMTM College,
Kamuthi.

Arumugam. J
Librarian and Information Asst., Grade – I, Anna
Centenary Library, Chennai.

Arun, K
M. Phil. Scholar, DLIS
Bharathidasan University
Trichy -24

Arya. M.K
Assistant Professor
Dept. of Library & Info. Science
Guru Ghasidas Central University,
Bilaspur ,Chhattisgarh, India

Ashok Kumar P
Ph.D Research Scholar, DLIS
Bharathidasan University
Trichy

Asok Kumar S K (Dr.)
Deputy Librarian
The Tamil Nadu Dr. Ambedkar
Law University
Chennai – 600 028.

Baladhandayutham.A
Asst. Professor
Department of Library and Information Science
Madurai Kamaraj University,
Madurai

Balasubramani.R (Dr.)
Assistant Professor, DLIS
Bharathidasan University
Trichy-24

Bathrinarayanan. AL
Librarian,Sri Krishna College of
Technology,Kovaipudur, Coimbatore.

Bharathi. S
Assistant Librarian,
Rajeswari college of Arts & Science for Women
Villupram Dt.

Bhavani D
Asst. Librarian, Hindustan University
Padur, Chennai 603103

Bhuvaneswari, J
M. Phil Scholars, DLIS
Bharathidasan University
Trichy -24

Channankegowda,
Librarian,
Government Law College,
Ramanagara,
Karnataka
Pin 562128

Chellappandi.P (Dr.)
Assistant Professor,DLIS
Department of Library and Information Science
Madurai Kamaraj Univerisity
Madurai, Tamil Nadu

Chinnasamy. K (Dr.)
Head,
Depart. Of Library and Information Science
Madurai Kamaraj University
Madurai - 625 021.

Chitra Dhavapudhlvai A
Librarian
Dr.MCET, Pollachi

Dhanavandan. S (Dr.)
Assistant Librarian
Gandhigram Rural Institute –Deemed University
Gandhigram-624 302,
Dindigul Dt. TN

Esakki. A (Dr.)
Dept. of Public Library
Tirunelveli.

Fazlur Rahman.A
Librarian,Sri Krishna College of Engineering and Technology
Kuniamuthur,Coimbatore.

Franklin. J
Assistant Professor,
P.G. & Research Dept. of Library and Information Science
Bishop Heber College(Autonomous),
Tiruchirappalli – 620 017

Ganesamoorthy. M
Librarian,
Karur College of Engineering,
Karur.

Geetha V (Dr.)
Reader,Bishop Heber College
Tiruchirapalli.

Gopalakrishnan.S
Librarian,
Velammal College of Engg. & Technology,
Madurai – 625 009

Hemavathy. D
Bharathidasan University
Trichy-24

Indumathi. K (Ms.)
librarian,
Anna Adarsh College for Women

Isabella Mary. A
Technical Assistant
Gandhigram Rural Institute,
Gandhigram-624 302
Dindigul District. TN.

Janaki A
Bharathidasan University
Tiruchirappalli-620024

Jannath Najeemunnisa Beegum M
Sp. Gr. Librarian,
Justice Basheer Ahmed Sayeed College for Women (Autonomous)
Chennai-600018.

Jasimudeen S,
Reference Assistant,
Mahatma Gandhi University,
Kottayam.

Jayanthi. G
Bharathidasan University
Tiruchirappalli-620024

Jayaprakash M
Librarian, Mahandra Engineering College
Tiruchengode

Jeyapragash.B
Asst. Professor,
DLIS, Bharathidasan University,
Trichy-24

Jeyshankar. R (Dr.)
Assistant Professor, DLIS
Alagappa University
Karaikudi- 630 003

Joselyn, S
Bharathidasan University
Tiruchirappalli-620024

Jothisparan S
Sr.Ast. Librarian,
Chettinad College of Technology
Karur.

Kamatchi J
Assistant Librarian, PRIST University
Vallam, Thanjavur-613403

Kanagavel. B
Technical Officer (PG)
School of Biological Sciences
Madurai Kamaraj University,
Madurai – 625 021

Kanaga Sundari. S
M. Phil Scholars, DLIS,
Bharathidasan University,
Trichy -24

Karthikeyan.G
Library Assistant
Bharathidasan University
Tiruchirappalli 620 024

Karthikeyan. S
Bharathidasan University
Tiruchirappalli-620024

Karunai Raghvan. K
Librarian,
National Engineering College,
Kovilpatti.

Kaushal Chauhan
Research Scholar
Berhampur University
Berhamour
Orissa

Kavitha. M
Librarian and Information Asst., Grade – I, Anna Centenary Library, Chennai.

Kavitha. S
Assistant Librarian
PRIST University, Vallam
Thanjavur-613403

Kowsalya. M
Bharathidasan University
Trichy-24

Kumaravel. J.P.S (Dr.)
Deputy Librarian,
Madurai Kamaraj University
Madurai – 625 021

Kumaravel. B
Sr.Ast. Librarian,
Chettinad College of Technology
Karur.

Kumudham. S.V
Librarian,
Sri Raaja Raajan College of Education,
Karaikudi-630 001,
Tamil Nadu

Lakshmanan K
Research Scholar, PG & R DLIS
Bishop Heber College, Trichy-17.

Lakshmi. R
Bharathidasan University
Trichy-24

Lakshmi Sankari R
Research Scholar & Assistant Librarian
Vinayaka Mission's Engineering College
Salem

Latha Mahes. A
Asst. Librarian
Dr. MCET Library,
Pollachi

Lawrence Mary A
Librarian (S.G)
TDMNS College,
Tirunelveli - 672 113

Maghesh Rajan M,
Assistant Librarian (UGC),
Mahatma Gandhi University,
Kottayam

Magudeeswaran. T (Lt.)
Librarian & Company Commander- NCC
Chikkaiah Naicker College,
Erode- 4.

Mahabaleshwara Rao Baikady (Dr.)
Assistant Professor (Sr. Scale)
Senior Librarian
Dept. of Library & Information Science and
Health Sciences Library, Manipal University
Manipal – 576 104, Karnataka

Mahalaskmi. K
Bishop Heber College, Trichy

Mahendra K Sahu
Librarian
Gandhi institute of Engg Technology
Gunupur ,Rayagada Dt.
Orissa

Mahesh V. Mudhol (Dr.)
Associate Professor, DLIS
Mangalore University
Mangalore-574 199, Karnataka

Makalakshmi. S
Research Scholar,
M.S. University,
Tirunelveli,
Tamil Nadu,
India-627 012.

Mandhirasalam. M
Ph.D. Research Scholar, DLIS,
BharathidasanUniversity, Tiruchirappalli – 620 024
&
Librarian, Coimbatore Institute of Technology,
Coimbatore – 641 014

Manikandan, J
Bharathidasan University
Trichy-24

Manikandan G
Bharathidasan University
Trichy - 24

Manikandan. A Librarian and Information
Asst., Grade – II, Anna Centenary Library
Chennai

Manjula C
Bishop Heber College
Trichy

Manohoran. A (Dr.)
Associate Professor,
Department Of Library And Information Science
Bishop Heber College
Triuchirapalli

Maria Sujitha. I
Research Scholar, DLIS
Alagappa University
Karaikudi -630 003.

Martin Arockiasamy.C (Dr.)
Librarian SG,
St.Xavier College
Palayam Kottai, Tirunelveli

Mary Isabella. X
Librarian
Annai Velankannis College of women
No.81/88, VGP Salai,
West Saidapet
Chennai 600 015

Mathurajothi. S
Assistant Librarian (Sl.Gr)
Gandhigram Rural Institute,
Gandhigram-624 302
Dindigul District. TN.

Muralidharan S.H
Research Scholar, PG & R DLIS
Bishop Heber College, Trichy-17.

Murugan. K (Dr.)
Librarian and Research Scholar,
Universal College of Engineering & Technology,
Vallioor

Mr. Murugesan. N
(Research scholar Anna University of Technology, Coimbatore)
Librarian,
Angel College of Engineering and Technology,
Tirupur 641 665,
Tamil Nadu

MuthuSelvan S
Bharathidasan University
Tiruchirappalli-620024

Nagarajan. M (Dr.)
Professor and Head,
Department of Library and Information Science,
Annamalai University
Annamalainagar

Nagesha Prabhu
Librarian
Manipal Institute of Technology
Manipal University, Manipal Udupi
Karnataka - 576 104

Nandakumar
Librarian, Loyola Institute of Engineering and Technology, Thovalai

Narenthiran. R
Librarian
French Institute of Pondicherry
11 Saint Louis Street,
Pondicherry – 605 001

Natarajan R (Dr.)
Assistant Professor
DLIS,Annamalai University
Annamalainagar

Nathiya, P
Bharathidasan University
Trichy-24

Neelakandan, B
Technical Officer, DLIS
Bharathidasan University
Trichy -24

Neelakrishnan M
Bharathidasan University
Trichy - 24

Nithya. C
Bharathidasan University
Trichy -24

Oware Henrietta
Bharathidasan University
Tiruchirappalli-620024

Packiyaraj. M
Librarian
R.M.K.College of Technology
Chennai

Padma.P (Dr.)
Asst. Professor,
Department of Library and Information Science,
Madurai Kamaraj University,
Madurai

Pandiyan.M
Librarian
Adithya Institute of Technology,
Coimbatore 641 107

Paramasivam.S
Librarian
SriGuru Institute of Technology,
Coimbatore 641 110

Parthiban P
Bharathidasan University
Tiruchirappalli-620024

Prabhu.M
Librarian,
United Institute of Technology,
Coimbatore – 20

Prabu R (Dr.)
Librarian
Hindustan University, Chennai

Prabhakaran M
Librarian,
Vivekananda College,
Tiruvedakam (West),

Prabakaran. T
Assistant professors,
Department of Library and Information Science,
Annamalai University,
Annamalainagar,
Tamilnadu, India

Prakash. M
Bishop Heber College,
Tiruchirappalli-620 017.

Priyadharsini. D
Bharathidasan University
Trichy -24

Poornima A
M.Phil, DLIS
Bharathidasan University
Trichy – 24

Pothumponnu, P
Bharathidasan University
Trichy-24

Punniyamoorthy. R
Lecturer
Department of management studies
Srinivasa Institute of engineering & Technology
Parivakam, Poonamalle,
Chennai – 56

Radhakrishnan. S
Technical Information Resource Centre
Naval Physical and Oceanographic Laboratory,
Kochi

Raghuram. M
Technical Officer
Bioinformatics Centre
Madurai Kamaraj University
Madurai

Rajan V.R.(Dr.)
Assistant Librarian (SG)
Ananda Ranga Pillai Library
Pondicherry University, Puducherry

Raja.M
Librarian
Srinivasa Institute of engineering & Technology
Parivakam, Poonamalle
Chennai – 56

Rajaleena. D.P
Library Assistant
Dr. MCET Library,
Pollachi

Rajev MKG
Manager
Information Resource Centre
Sur University College
Sultanate of Oman

Rajini N
Bharathidasan University
Trichy

Rakhi V.S
Research Scholar
Department of library and Information Science
Annamalai University

Ramanujam K
Librarian
French Institute of Pondicherry
11 Saint Louis Street,
Pondicherry – 605 001

Ramasamy K
Research Scholar, DLIS,
M.K. University, Madurai
Librarian, Kendriya Vidyalaya,
Madurai

Ramaraj. N
Assistant Librarian,
Angel College of Engineering and Technology,
Tirupur 641 665,
Tamil Nadu

Ramesh Karnath A
Assistant Librarian
Manipal Institute of Technology
Manipal University, Manipal Udupi
Karnataka - 576 104

Ramesh R (Dr.)
Assistant Professor
DLIS,Annamalai University
Annamalainagar

Ramkumar P
Assistant Librarian,
AMET University,
Chennai – 603 112

Ranganathan.C
Assistant Professor, DLIS
Bharathidasan University
Tiruchirappalli-620024

Ravi. S (Dr.)
Professor and Head, Dept of LIS,
DDE Wing,
Annamalai University, Chidambaram

Ravichandran M
Librarian
Legislative Assembly Secretariat
Tamil Nadu, Chennai-600 009.

Ravichandhiran P (Dr.)
Professor, DLIS, DDE Wing
Annamalai University
Annamalai Nagar

Sadik Batcha.M (Dr.)
Associate Professor
Library and Information Science Wign. DDE
Annamalai University, Annamalai Nagar.

Sakthi Sugant M
Librarian
Nachimuth Polytechnic College
Pollachi.

Saleem A
Librarian (SG)
Aalim Muhammed salegh Poytechnic College

Sam Andrews.T
Librarian,
Kings Eng. College, Chennai

Sanjeevi K (Dr.)
Assistant Professor,DLIS
Annamalai University
Annamalainagar – 608 002.

Sankaranarayanan D (Dr.)
Assistant Professor
DLIS,Annamalai University
Annamalainagar

Saravanan G
Librarian
French Institute of Pondicherry
11 Saint Louis Street,
Pondicherry – 605 001

Saravanan. K
SLIA,
Central Library,
IIT Madras
Muthapudupet
Avadi IAF
Chennai 55

Sathivel Murugan B.O
IRT-Perundurai Medical College
Perundurai -638053

Savithiri N
S.Vasantha
Dr. Vinitha

Selvaganapathi.N
Librarian
Pioneer Kumaraswamy College
Nagercoil – 03

Selvamariammal P
Librarian
Scad College of Engineering & Technology
Cheranmahadevi 627 414

Selvantony A
Assistant Librarian
B.S.Abdur Rahman University
Chennai - 600 048

Selvan .S.
Assistant Librarian, Chettinad College of
Engineering and Technology, Karur

Senthilvelan. M
Librarian
Info Institute of Engineering
Sathy Road, Kovilpalayam
Coimbatore-641 107

Senthil Kumar S.
Assistant Librarian
Hindustan University, Chennai

Sethai RM (Dr.)
Assistant Professor, DLIS
Annamalai University,
Annamalai Nager

Shabana Tabusum
Librarian
Aalim Muhammed Ssalegh Poytechnic College
Avadi IAF
Chennai 55

Shanmugam.M
Librarian
Mookambigai Engg. College
Pudukottai

Shanmuhapriya. S.V, B.COM, M.L.I.S
Librarian
ST.Pauls College of Arts and Science for Women
Coimbatore – 25.

Sivakami. K (Dr.)
Librarian,
Periyar Centenary Polytechnic College,
Vallam 613 403,
Thanjavur.

Sivakumar C G
Srivenkatesware College of Engineering
Sriperumbudur.

Sivakumaren K S
Assistant University Librarian
Library, MIT Campus, Anna University
Chennai-600 044

Sivasubramaniyan P
Bharathidasan University
Trichy

Sophia R
Librarian
Meston College of Education
Chennai – 600 014.

Somasundaram. N
Scientist
Heavy Water Plant
Tuticorin

Srinivasan. V
Research Scholar,
M.S. University
Tirunelveli,
Tamil Nadu
India-627 012

Srinivasaragavan S (Dr.)
Associate Professor& Head
Bharathidasan University
Tiruchirappalli-620024

Sridar. S , M.A., M.L.I.Sc, M.PHIL, (Ph. D)
Librarian,
Thiagarajar School of Management,
Thirupparankundram,
Madurai

Subramanian. K
Asst. Librarian ,
Dr.MCET,
Pollachi

Sudha, V
M. Phil Scholars, DLIS
Bharathidasan University
Trichy -24

Sugamari S
Bharathidasan University
Trichy-24

Sundarraj S
Bharathidasan University
Trichy - 24

Suresh Kumar S
Bharathidasan University
Trichy

Surulinathi, M
Assistant Professor, DLIS
Bharathidasan University
Tiruchirappalli-620024

Surianarayanan.S (Dr.)
Librarian (Selection Grade
Sri. Paramakalyani College
Alwarkurichi- 627 412

Swaminathan S
Librarian
Sri Ramakrishna Mission
Vidyalaya College of Education
Coimbatore

Tamilselvi. K
Assistant Librarian
Dr.MCET
Pollachi

Tamizhchelvan. M (Dr.)
Deputy Librarian
Gandhigram Rural Institute –Deemed University
Gandhigram-624 302,
Dindigul Dt. TN.

Thangapandy.M
Librarian
GD Naidu Charities
Coimbatore- 18.

Thanuskodi. S (Dr.)
Assistant Professor,
Library & Information Science Wing,
DDE,Annamalai University
Annamalai Nagar

Thilagavathy N (Dr.)
Librarian
Dr.MGR – Janaki College of
Arts & Science for Women
Chennai -28

Thirumagal. A (Dr.)
Librarian,
Manonmaniam Sundaranar University,
Tirunelveli – 627 012.

Thiyagu C
Bharathidasan University
Tiruchirappalli-620024

Uday Kumar Watti
Research Scholar
Dept. of Library & Info. Sc.
Guru Ghasidas Central University,
Bilaspur ,Chhattisgarh, India

Ulaganathan.G
Librarian
Dr.SNS.Rajalakshmi College of Arts & Science
486, Chinnavedampatti Post,
Coimbatore

Umaiyorubagam.R
M.K University
Palkalinagar
Maduri 21

Vasugi, M.
M.Phil. Research Scholar, DLIS
Annamalai University
Annamalainagar – 608 002

Veerachamy.M
Librarian
JCT College of Engineering & Technology
Coimbatore 641 105

Veeranan. A
Depart. Of Library and Information Science
Madurai Kamaraj University
Madurai – 625 021

Velmurugan C
Librarian, Central Library
Rajalakshmi Institute of Technology
Kuthambakkam, Chennai –600 124

Venkatachalam.A.M (Dr.)
Senior Librarian,
Chettinad College of Engineering and Technology,
Karur-639 114,
Tamil Nadu

Venkatram. R
Dy.Librarian,
Chettinad College of Engineering and Technology,
Karur

Venus R
Bharathidasan University
Tiruchirappalli-620024

Vijayakumar M
Bharathidasan University
Trichy – 24

Vijaya Kumar. S
Research Scholar
Department of Library and Information Science
Madurai Kamaraj University
Madurai

Vijayakumar P (Dr.)
Assistant Librarian
Thiruvalluvar University
Serkkadu, Vellore

Vijiyalakshmi. N
Asst.Librarian,
CHETTINAD College of Engineering and
Technology, Karur

Vinitha. K (Dr.)
Librarian,
St. Mary's College,
Tuticorin,
Tamil Nadu India

Vinoth Kumar.J
Librarian,
Vidhya Mandhir Institute of Technology,
Ingur, Perundurai, Erode (DT) – 638 052.

Viswanathan. V
Senior Librarian, Hindustan University
Padur, Chennai 603103

Vivekananthan D
Bharathidasan University
Tiruchirappalli-620024

Yuvaraj, M P
Bharathidasan University,
Trichy – 24

7. Digital Preservation: Need and Issues 493
Dr. Sanjeevi K and Vasugi, M.

8. Music Digital Library at Bharathidasan University 497
Yuvaraj, M., Surulinathi, M and Dr. Srinivasaragavan S

9. Open Source Digital Library Softwares - A Study 503
Paramasivam S and Pandiyan M

10. Digital Repositories – An overview 508
Saravanan K

11. Building Institution Repositories towards Digital Preservation and to enhance Information Access in the Digital Environment 514
Dr. Prabu R., Viswanathan V and Senthil Kumar S.

12. Deep Indexing and Relevancy search: A case study of Mahatma Gandhi University On line Theses Archive 519
Jasimudeen S and Maghesh Rajan M

13. Information visualization in digital libraries: a new innovative library service 526
Raghuram M and Somasundaram N

Technical Session VII: Management and Marketing

1. Management of Changes in Library and Information Centres in Present Scenario : A Strategy Towards Knowledge for All 532
Arya M K and Uday Kumar Watti

2. Customer Relationship Management (CRM) In Library 540
Tamilselvi K and Kamalanathan. K

3. Knowledge Management and Academic Libraries in IT Era 543
Raja M and Punniyamoorthy R

4. Challenges of Knowledge Management in Library Management 550
Dr. Martin C and Dr.Arul T

5. Customer Relationship Management In Learning Resource Centres with Special Reference to Research and Develoment Libraries in Tamilnadu. 554
Lt. Magudeeswaran T and Dr. Ally Sornam S

6. CRM-Customer Relationship Management 558
Umaiyorubagam R

7. A SWOT Analysis of Library and Information Science Education in India 560
Ranganathan.C., Owure Henrietta and MuthuSelvan S

8. Development of Transferable Different Types of Skills for Library Professionals in Digital era 565
Selvantony A and Lawrence Mary A

9. Motivating factors for Better of Library Services of Special Librarians: An Evaluating and Experimental Study 568
Thangapandy M and Gopalakrishnan S

Savithiri N 572
Dr. Vinitha
Selvaganapathi.N 243
Selvamariammal P 243,317
Selvantony A 565
Selvan .S. 451
Senthilvelan. M 605
Senthil Kumar S. 514
Sethai RM (Dr.) 76
Shabana Tabusum 116
Shanmugam.M 156
Shanmuhapriya. S.V, B.COM, M.L.I.S 256
Sivakami. K (Dr.) 239
Sivakumar C G 76,281
Sivakumaren K S 414
Sivasubramaniyan P 40,481
Sophia R 370
Somasundaram. N 526
Srinivasan. V 489
Srinivasaragavan S (Dr.) 281,497
Sridar.S, M.A., M.L.I.Sc, M.Phil, (Ph. D) 152
Subramanian. K 437
Sudha, V 354
Sugamari S 275
Sundarraj S 342
Suresh Kumar S 481
Surulinathi, M 399,497
Surianarayanan.S (Dr.) 152,185, 243,317
Swaminathan S 414
Tamilselvi. K 540
Tamizhchelvan. M (Dr.) 8,179,471
Thangapandy.M 568
Thanuskodi. S (Dr.) 1,579
Thilagavathy N (Dr.) 426
Thirumagal. A (Dr.) 191
Thiyagu C 350
Uday Kumar Watti 532
Ulaganathan.G 586
Umaiyorubagam.R 558
Vasugi, M. 493
Veerachamy.M 204,378
Veeranan. A 120
Velmurugan C 324
Venkatachalam.A.M (Dr.) 221
Venkatram. R 281
Venus R
Vijayakumar M 335
Vijaya Kumar. S 53
Vijayakumar P (Dr.) 76,84
Vijiyalakshmi. N 576
Vinitha. K (Dr.) 489,572
Vinoth Kumar.J
Viswanathan. V 426,514
Vivekananthan D 354
Yuvaraj, M P 497

CRM-Customer Relationship Management

Umaiyorubagam R

II MLISc, Dept of information &library science (***DLIS***),Madurai Kamaraj University, Madurai-21.

Abstract

Customer relationship management (CRM) is a customer-focused business strategy that dynamically integrates sales, marketing and customer care service in order to create and add value for the company and its customers. This change towards a customer-focused strategy is leading to a strong demand for CRM solutions by companies. However, in spite of companies' interest in this new management model, many CRM implementations fail. One of the main reasons for this lack of success is that the existing methodologies being used to approach a CRM project are not adequate, since they do not satisfactorily integrate and complement the strategic and technological aspects of CRM. This paper describes a formal methodology for directing the process of developing and implementing a CRM System that considers and integrates various aspects, such as defining a customer strategy, human resources management, management of change and continuous improvement.

Keywords: *Customer Relationship Management*

What is Customer Relationship Management (CRM)?

CRM is "the development and maintenance of mutually beneficial long-term relationships with strategically significant customers" *(Buttle, 2000).* CRM is "an IT enhanced value process, which identifies, develops, integrates and focuses the various competencies of the firm to the' voice' of the customer in order to deliver long-term superior customer value, at a profit to well identified existing and potential customers". Provides customer-facing employees with a single, complete view of every customer at every touch point and across all channels Provides the customer with a single, complete view of the company and its extended channels *(Plakoyiannaki and Tzokas, 2001).*

Definitive Definition of CRM

CRM is ultimately what the company defines it to be depending on their business objectives…

Five Views of CRM

Marketing Automation

Sales Automation

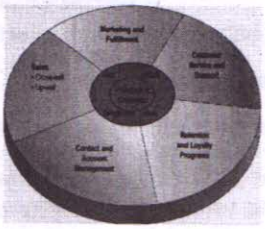
Service and Service Fulfillment

Customer Self-Service

E-Commerce

- **Marketing Automation:** designed to get the right mix of the company's products and services in front of each customer at the right time.
- **Sales Automation:** Collaborative tools that enable all parties to the transaction to interact with one another

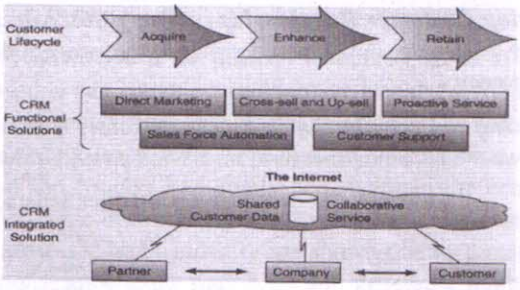
- **Service and Service Fulfillment:** Serving existing customer base through problem resolution systems, workflow automation and field service dispatch systems
- **Customer Self-Service:** E-CRM. Capabilities that can be directly invoked by the customer on the internet via PC and wireless devices.
- **E-Commerce:** capabilities such as shopping, marketplace, transaction and payment processing, and e-commerce security



The Importance of Channels

Channels are the way a company interfaces with its customers Examples

- Direct mail(NORMAL POST)
- Email
- Banner ads
- Telemarketing
- Billing inserts
- Customer service centers
- Messages on receipts



Key data about customers come from channels

Determinants of CRM

1.Trust : The willingness to rely on the ability, integrity, and motivation of one company to serve the needs of the other company as agreed upon implicitly and explicitly.

2.Value: The ability of a selling organisation to satisfy the needs of the customer at a comparatively lower cost or higher benefit than that offered by competitors and measured in monetary, temporal, functional and psychological terms.

Successful CRM

A successful CRM implementation with high ROI potential needs:

- Properly trained Front Office staff
- Proper data and good use of it
- Proper workflow processes
- Proper integration of Front Office and Back Office
- Proper software to support the strategy
- Full support of top management

Stages in the development of a Customer Relationship

The Pre-relationship Stage: The event that triggers a buyer to seek a new business partner.

The Early Stage: Experience is accumulated between the buyer and seller although a great degree of uncertainty and distance exists.

The Development Stage: Increased levels of transactions lead to a higher degree of commitment and the distance is reduced to a social exchange.

The Long-term Stage: Characterised by the companies' mutual importance to each other.

The Final Stage: The interaction between the companies becomes institutionalized.

Functions of Customer Relationship Management

1.Direct functions (are the basic requirements of a company that are necessary to survive in the competitive marketplace) Profit; Volume; and Safeguard

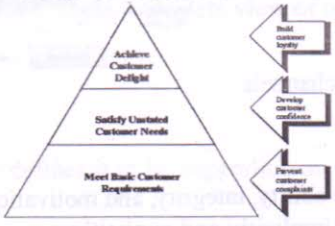
2.Indirect functions (are the actions necessary to convince the customer to participate in various marketing activities). Innovation: Market; Scout: and Access.

Developing the relationship : Select an appropriate offering; Customise the relationship; Link the solutions with the customer's needs; Discuss customer concerns; Summarize the solution to confirm benefits; and Secure commitment.

Managing Customer Relationships : The global salesperson must be involved in the following activities in order to initiate, develop and enhance the process that is aimed at building trust and commitment with the customer.

Enhancing the relationship : Assess customer satisfaction; Take action to ensure satisfaction; Maintain open, two-way Communication; and Work to add value and enhance Mutual opportunities.

Customer Satisfaction Model



Summary

CRM is a new business philosophy based on trust and value; The core function of CRM is the value creation process; Customer relationships develop over time; The role of global salespeople in the process is that of both relationship builders and relationship promoters; and The basic premise of CRM is to offer superior value to customers in an effort to turn prospects into customers, customers into loyal customers, and loyal customers into partners.

Conclusions

The customer relationship management is essential growth or developmentation helping of the marketing sequences to reach the customers inefficient with successful manner.

Bibliography

1. http://www.crmcommunity.com
2. http://www.imarketingnews.com
3. http://www.convergys.com
4. http://www.siebel.com

Dr. S. Surianarayanan, Selection Grade Librarian, Sri Paramakalyani College, Alwarkurichi has 32 long years of experience as College Librarian. He is the approved research guide for M.Phil. / Ph.D at Alagappa, Madurai Kamaraj, Annamalai, Manonmaniam Sundaranar, Bharathidasan and Sri Chandra Sekharendra Saraswathi Viswa Maha Vidyalaya Universities. He framed the syllabus for introducing library and information service programme under Part V in Manonmaniam Sundaranar University, Tirunelveli. He is the resource person for handling PCP for M.L.I.S and M.Phil in library and information science at Manonmaniam Sundaranar, Alagappa and Madurai Kamaraj Universities. He has served as the Senate Member of Manonmaniam Sundaranar University, SALIS Chapter Chairman - Tirunelveli, Vice President - SALIS and Vice President – TLA. At present, he is the President of SALIS. He has presented 53 papers in various conferences and has published 46 research articles in various national and international journals. He has also served as the Director, Rapportieur General and Member of Organising Committee in many conferences and has delivered many invited lectures. He is in the editorial board and member of advisory committee in six national and international journals. He is the recipient of Autolib Tamil Nadu Best Librarian Award - 2009 from SALIS and Best Tamil Nadu Librarian award for 2010 from Tamil Nadu Library Association (TLA). He is a great orator and verse writer in Tamil.

Ms. A. Chitra Dhavaputhalvi has submitted her Ph D in Software marketing strategies in Bharathidasan University, Trichy.. She is a rank holder in her Master degree from Bharadhidasan University, Trichy. She passed (SLET) State Level Education Test for Lectureship in the year 1999. She served in a Nursing College for 7 years and she worked in Kongu Engineering College, Perundurai for 5 years and from July 2009, she has been working as Librarian in Dr.Mahalingam College of Engineering and Technology. She has published more than 20 articles in various National, International conferences and Journals. Her field of interest is application of (ICT) Information and Communication Technology in Libraries and Information centers. Professional goal is to motivate the users to become voracious readers.

Dr. S. Muralidhar, Scientist 'F', is currently working as Head, Knowledge Resource Centre (KRC) and Administration at CVRDE, Defence R&D Organisation, Avadi, Chennai. He holds Ph.D in the library & information science from Annamalai University. He has served as Chief Librarian in Sri Venkateswara College of Engineering, Chennai and as Librarian, Advanced Training Institute, Guindy, Chennai in the past. Later, he joined the Aeronautical Development Establishment (ADE), Bangalore as Scientist B in 1989 and served in the organisation up to 2002 in the field of aerospace information system. Currently, he is working in the area of armoured fighting vehicles information system in CVRDE. He is also the Chairman and Editor of the in-house newsletter of CVRDE. . He has published around 20 technical papers in various international, national journals and in conferences. He is the Co-Chief Editor of SALIS Journal of Library and Information Science (International Journal) and Member, Editorial Committee of the SALIS Journal of Information Management and Technology. He also serves as Member, Board of Studies, PG Dept of LIS at Bishop Heber College, Trichy. He is a recognized research supervisor for guiding Ph.D. students for SASTRA University, Thanjavur. He is the former President of SALIS Chennai Chapter. He was one among the Editors of SALIS 2006 & SALIS 2010 Conference Proceedings. Presently he is serving as the General Secretary of SALIS. He has delivered 25 lectures as resource person in various LIS forums in India.

Dr.J.Dominic, M.L.I.Sc., Ph.D pursued PhD from University of Mysore and presently working as Chief Librarian & Head DLIS in Karunya University, Coimbatore, Tamilnadu, India for the past 23 years and implemented many IT based services. He has published More than 60 research papers published in National and International Conferences and in Journals and he received two best paper awards in various seminars and conferences. Guided 52 Mphil project and Presently guiding 8 PhD's. Chairperson for the National conferences and resource person for the seminars and workshops. Coordinator to conduct Training Programme for Engineering College Librarians by ISTE -AICTE. The Best Librarian Award for the year 2006 by SALIS. Member in Doctoral committee in various Universities. Membership in professional bodies ILA, IASLIC, SALIS, ISTE.