



**National Conference
Re-envisioning Library and Information
Services in the Agile Era**



**Jointly Organised by
Department of Library & Information Science,
University Library, Gujarat University,
Ahmedabad
& Raja RamMohun Roy Library Foundation,
Kolkata**



Date: 9th and 10th January 2023

**Venue: Seminar hall, Department of Library and Information Science
(New Building) Gujarat University**

Programme Schedule

9th January 2023

Day - 1

Monday

09:30 - 11:30am. Registration/Breakfast

**11:30 - 12:30pm. Exhibition and Social Networking/ Exhibition and department
visit [students' projects and products]**

12:30 - 01:30pm. Inauguration

01:30 - 02:30pm. Lunch Break

02:30 - 04:00pm.

1st Technical Session

Session Chair: Prof. Prayatkar Kanadiya

Co-Chair:

Invited Speakers

Dr. Sanjay Banavar

Mapping Library Collection

Dr. Nimesh Oza

Disruptive Technology

Participants Presentations

Prakashbhai N.Makwana

Citation techniques used in Journal of Library Management articles

S.K. Panda

A Scientometric Exploration of Global Publications of Yoga Research from 2002-2021

Poonam Bharti

Research Mapping of Soft Skills Deployment in LIS Education: A Bibliometric Analysis

Tahir Ahmed Batt

Types of E- resources, usage, challenges and opportunities

Jayaprakash S

Applying Bibliometric Analysis to Visualize the global knowledge domain of work-family balance

02:00 – 03:30pm.

5th Technical Session –

Session Chair: Vallari Hathi

Co-Chair:

Invited Speakers

Dr. Mayank Trivedi

Open Education Platform

Participant presentations

Mr. Jashvant Patel

A Comparative study of Marketing in Uka Tarsadia University and Veer Narmad South Gujarat University Library

Kamleshkumar J. Patel

Open Educational Resources: A study of awareness among the undergraduate students at IIT Jodhpur

Namrata Hitesh Kamdar

Library space and building

Sejal Dineshbhai Sanchala

Transforming information literacy for higher education in the 21st century: a lifelong learning approach

એમ.ડી. નંદાણીયા

ગુજરાત રાજ્યમાં આવેલ સરકારી વિજ્ઞાન, વાણિજ્ય, વિનયન, બી.એડ. અને લો પ્રવાહની કોલેજોના ગ્રંથાલય, વાંચન સામગ્રી, વ્યવસ્થાપન, સેવાઓ અને પડકારો

Surabhi Joshi,

National Educational Policy and Libraries

Divyakant Sutariya

State-of-the-art Natural Language Processing and its applications in the Libraries

Mamta R Patel

Awareness and attitude of open access resources among the faculty Members of CGPIT: A case study

Divyakant Sutariya

Researchers' Digital profile: A comparative evaluation of VIDWAN and ORCID

03:30 – 04:00pm.

Tea Break

04:00 - 05:00pm.

Valedictory Function

A Comparative study on the marketing management in Uka Tarsadia University library and Veer Narmad South Gujarat University Library

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Abstract :

Study understand the trends and characteristics of marketing in both university central library. Study adopts qualitative analysis methodology focusing on library marketing. Study adopted through the comparison of theme library marketing i) library environment ii) user centric iii) library marketing strategies iv) customer/ user relationship management v) user satisfaction. Comparative study results the library marketing activities of the university and libraries for their products and services.

Keyword : library marketing, comparative analysis, marketing strategies, library services

Introduction

In any academic organization library is important part of the education. In University, library plays the key role for their teaching and learning process by providing them information and resources as per their needs. Marketing is the mediator of the library user's needs and its resources and services; with constant competition from other academic organization and information providers, library need to communicate to their users that they can meet their needs better than other providers. Library is non profit organization and marketing of library is promotion activities to achieve the task of organization, utilization of library resources and provide better services to users.

According to Kotler Philip (1991) "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others." Marketing need the holistic approach for recognition of library product and services by four key dimension a) internal marketing b) integrated marketing c) relationship marketing and d) performance marketing; in the 21st century marketing.

To keeping our users informed and educated about the resources and services that match their needs and interests' effective marketing are needed to increase awareness of the library's value.

Review of Literature

Busari and ayankola (2015) study the conceptual analysis of relationship between marketing as a strategy, and academic library as an information service. research paper criticize the adoption of marketing techniques as a necessity to enhance the efficiency and effectiveness of academic library services by offering products and services to maximum of users. authors conclude that foregoing that library services should be based on user orientation whereby users' needs are given priority in the library its valued by users so as to attract more and more users.

Sheikh Arslan (2016) study on "Use of social media tools by reputed University libraries of the world: A comparative study". Paper discuss the use of social media tools by reputed university libraries and explore the various social media like facebook, twitter, LinkedIn, youtube, Flicker, Pinterest, orkut, my space, google plus, slide share, blogs, RSS etc. Author finding his study that university libraries in developing countries are aware of social media's role in marketing their services as they are making much more use of it.

Chaubey Ajay Kumar and Lal Madan (2016) conducted study on "Marketing of Library and Information Science Products and Services in Present Scenario"; paper explores the marketing tools and techniques in libraries and barriers of marketing in libraries in present environment. The concept of marketing is widely applicable in library and information environment. They discuss why marketing is essentials in library and information centre with key elements of marketing. They also discuss the basic steps of marketing in library and information services. Authors are evaluate that Market philosophy requires that library management focuses on the identification of patrons' needs rather than library needs. Librarian should minimize gap between theory and practice and also trace the growth of literature, information sources, review of literature, creation of web-based resources and databases.

Biranvand Ali and Ghaffari Saeed (2018) they conducted comparative study on marketing status of library services. Considering the use of the 7P model, research findings are presented in terms of seven components of product, prices, people, physical evidence, promotion, place, and process. Research concluded that focusing product component at Qom University (QU), the

component of physical evidence, promotion at Payame Noor University (PNU) is not in the desirable situation and require attention and promotion for a better.

Diana Atuase and Jan Maluleka (2022) study on “Marketing of library resources and its impact on the library usage of distance-learning students” study sought to investigate marketing of library resources and its impact on the library usage of distance learning students. The study found that the marketing of library resources and services increased awareness and motivates students from the University of Education Winneba and University of Cape Coast to use them. study also found no relationship between competencies in information literacy and the use of library resources and services beyond developing students’ capacity to use library resources.

Objectives and Scope

Objective of the research study conduct for comparative analysis on library marketing status in Uka Tarsadia University and Veer Narmad south Gujarat University based on marketing management. The aims of the research to find out the how and what extended marketing management are applied for university libraries.

Methodology

Research study is cross sectional and comparative in nature, observation method, interview method and content analysis method is use for the study. The data from the primary and secondary source has been use for the study.

Comparative Analysis of the study

Comparative study adopted though the comparison of various viewpoint of library marketing as follows i) library environment ii) user centric iii) library marketing strategies iv) customer/ user relationship management v) user satisfaction.

1. Understanding of library environment : Library environment

Library environment is much more effected for utilization of library products and services following various factors are focus for the comparative study of both university library.

Sr	Library environment	UTU Library	VNSGU Library
1	Library Building and Working Hours	Central Library having Six floor library building with Green library concepts, sun light can covers each area of the library Total Carpet area[6046.34] sqm	VNSGU library have old library building with extension of new conation[889.09]sqm New expanded building Expansion area 272.24 sqm

2	Library Timing	Library open during 8.00 am to 5.00pm Monday to Saturday [except 1,3 Saturday] all government holidays and Sunday library is close	Library Working hours – 7.00 a.m. to 9.00 p.m. - all days (Including Sunday & Public Holiday)
3	Geographical location of library	Library easily accessible to the students, faculty and staff of colleges situated centre of the campus and near by boys and girls hostel area	Library easily accessible to the students, faculty and staff of colleges situated centre of the campus
4	Infrastructure facilities	<p>Librarian Cabin</p> <ul style="list-style-type: none"> • Reading Room • Research Repository Centre • Seminar Hall • Garden • Water Room with Cooler • Open space for the students • Parking space • executive chairs and sofa sets <p>* N/A</p> <ul style="list-style-type: none"> • Suggestion Box • Wash Rooms each floor of library <p>*.Group discussion area * Research Cubes with lighting *N/A</p>	<p>Librarian Cabin</p> <ul style="list-style-type: none"> • Reading Room • Research Repository Centre • Seminar Hall • Garden • Water Room with Cooler • Open space for the students • Parking space <p>* chair available</p> <ul style="list-style-type: none"> • Ramp & Chair for handicapped • Suggestion Box • Wash Rooms <p>• N/A</p> <ul style="list-style-type: none"> *Girls Room • Sanitary Napkin Destroyer Machine
5	Technical Zone	<p>* Library equipped with RFID Technology</p> <p>*Online Turn style Gate entry for users</p> <p>*24 x 7 Wi-fi facility</p> <p>*Computer Lab for Library users</p> <p>*CCTV camera of each floor and all library premises</p> <p>*Web OPAC</p> <p>*Expansion of seven branch libraries with Networking on single platform</p> <p>*SMART Card Technology use by Library user for access library</p> <p>*Multimedia LCD TV for CCVT Serve lance</p> <p>*Group discussion Sound proof area for library users.</p> <p>* Computer Lab with Internet facility 45 computer</p> <p>*Xerox machine</p> <p>*. SMART LCD TV available</p> <p>* Central Library with branch library all are connected with LAN networks with computing facility</p> <p>* Scanners and Printers are available in central as well as branch library</p> <p>*N/A</p>	<p>* N/A</p> <p>* Simple register base entry</p> <ul style="list-style-type: none"> • Wi-Fi (NAMO) Connectivity • VNNGU Wi-Fi Connectivity • CC TV camera with apt recording facility • Web OPAC <p>* independent department library</p> <p>* N/A</p> <p>*. LCD TV available</p> <p>* N/ A</p> <ul style="list-style-type: none"> • Computer Lab with Internet Facility for users 52 computer • Xerox machine • Television • Various sections are equipped with 51 computers, 7 printers, 5 barcode scanners, 2 barcode Printers and 1 scanner • Lamination Machine

		*N/A * All branch library and central Library automated with KOHA and Connected with LAN network	• Multimedia projector *Library automated with SOUL software and independent department library is available
6	Library Collection	Library have various types of collection *Books : 2,10 000 *Back vol : 585 *Thesis :96 *Project /Dissertation : 4200 *E-Recourses : Promote open access resource & subscribe resources AV *Periodical : 195 subscribes	Library have various types of collection *Books : 1,95,876 *Back vol : 10034 *Thesis :1598 *Project /Dissertation :10034 *E-Recourses : e-books and e-journals are access thought the INFLIBNET *Periodical : 219 subscribes
7	Library Staff	Librarian : 01 Full Time Assistant Librarian: 02 Full Time Library assistant[LIS] : 03 Library assistant [non LIS] : 05 Technical Assistant : 00 Other supporting staff : 07	I/C Librarian : 01 Full Time Assistant Librarian: 00 Library assistant[LIS] : 03 Library assistant [non LIS] : 05 Technical Assistant : 01 Other supporting staff : 09

2. Understanding of library users, Provision of appropriate library services to users : User centric

To full fill the users need library must provide the services to meet target users needs. user satisfaction with library services successful when matching users' needs with library resources.

Sr	User Centric Library Services	UTU Library	VNSGU Library
1	Information services	<ul style="list-style-type: none"> ○ User Orientation services ○ Reference services ○ Current awareness services ○ Bibliographic services ○ Inter library loan services ○ Document Delivery services ○ Reprographic services ○ Research support services ○ Plagiarism detection services ○ Ask librarians ○ FAQs for Libraries ○ SOP for technical support ○ News paper clippings ○ New Arrival display ○ Faculty publication display ○ Periodical display 	<ul style="list-style-type: none"> ○ User Orientation Service ○ Reference Services ○ Current Awareness Service ○ Bibliographic Service ○ Inter Loan Library Services ○ Document Delivery Service ○ Reprography Service ○ Research support ○ Plagiarism Detection Service ○ N/A ○ N/A ○ N/A ○ News Paper Clipping Service ○ New Arrival Display ○ N/A ○ Periodical display
2	IT base services	<ul style="list-style-type: none"> ○ Internet computer lab ○ Internet Service with Wi-Fi connectivity 	<ul style="list-style-type: none"> ○ Internet computer lab ○ Internet Service with Wi-Fi connectivity

		<ul style="list-style-type: none"> ○ Document delivery on electronic version ○ Online full text e-books e-journals access ○ Web pages/ web portal ○ DELNET – services ○ INFLIBNET shodhganga ○ National digital library access services ○ Document scanning and printing ○ Institutional Repository ○ Email alert services/ digest services ○ Multimedia Group discussion facility ○ RFID base Circulation with SMART Card ○ N/A ○ Web OPAC available ○ Open Access e resources promoted 	<ul style="list-style-type: none"> ○ Document delivery ○ Online full text e-books e-journals access ○ Web pages/ web portal ○ N/A ○ INFLIBNET shodhganga ○ National digital library access services ○ Document scanning and printing ○ N/ A ○ Email services provide as per required ○ N / A ○ N / A ○ UGC-INFONET Digital library consortium ○ Web OPAC available ○ N/A
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3. Planning and decision making for marketing activities: planning of marketing activities

To fulfilment of the organization’s mission, library needs to plan well organized efforts for long term association with the users.

Sr	Marketing planning	UTU Library	VNSGU Library
1	Library Budget	Library budget has been allotted whenever events or activities are organization	Special budget not allotted however prior approval base fund utilized
2	Social media marketing	University and Library both are making efforts to social media marketing on various platform like, youtube, facebook, Twitter, LinkedIn, Watsapp groups, blogs, websites etc.	University Library have not much active social media platform facebook, youtube, twitter and website pages etc.
3	Campus visits	Campus visits are arranged for students of other organization	N/A
4	Events/conference / workshop etc	Various activities and events has been organised library made joint efforts for the success	University level events are being organize

4. Marketing strategies, market segmentation: Marketing strategies

To provide proactive services to the users marketing strategies are required for promoting library activities, library resources, library services.

Sr	Marketing Strategies	UTU Library	VNSGU Library
1	Services Marketing Awareness	Orientations has been regularly arranged for new students	User Orientation provided when ever needed
		Users seeks help from library staff only when in difficulty	Users seeks help from library staff only when in difficulty
		User guide, floor diagram, collection plan and User SOP is available for technical support	Only User instruction is available
2	Marketing communication	Though the brochures, leaflets, emails digest, email alerts, etc	N/A
		Internal marketing, Integrated marketing, user relation marketing being is made to aware the user	N/A
		For interaction with the user RSS feed, feedback, social media engagement on various platform	N/A
3	Marketing strategies	Efforts being made to promote library * websites/WebPages * Library blog/web pages *Social media management *Email marketing *Search engine optimization *Video marketing *Event marketing	Efforts being made to promote library Websites/WebPages N/A N/ A N/A N/A N/A Whenever event benign organize press note being given by the university
4	Collaboration and MOUs	DELNET INFLIBNET National Digital Library of India N/A	N/A INFLIBNET National Digital Library of India British Library

5. User satisfaction : user satisfaction

For appropriate library services for users following aspect to library is focus for service quality improvement, superior service performance, provision of appropriate library services for users, provision of proactive services to users.

Sr	User satisfaction	UTU Library	VNSGU Library
1	Library services satisfaction	Survey has been conducted for quality services time to time	N/A
2	Suggestion	User Feedback and suggestions has been taken by University and library	University has make feedback
		RSS feed and reviews are invited by the library to improve library development	N/A
3	Enhanced additional services	Ask Librarian Research Support services Email digest Help Desk online/offline	Research support services Help Desk /offline

6. Building a long-term relationship with libraries : customer relationship management

User/customer relationship management in academic libraries such as customer segmentation, customer interaction, customization of services management need to practice in Academic libraries to meet their users' needs and expectations.

Sr	User/ Customer relationship management	UTU Library	VNSGU Library
1	User segmentation by librarian	Registered Library users and recorded the user profile	Registered Library users and recorded the user profile
		Analyzed user profile and classify their references	N/A
		Have database of all library users	Have database of all library users
2	User Interactions	providing personal assistance to clarify customers' needs and determine what information needed	providing personal assistance to clarify customers' needs and determine what information needed
		providing education to users to enable them use the library effectively	providing user education whenever needed
		By using techniques to collect and analyze data on users' opinions and needs.	N/A
		Library blogs and social media connected with the users	N/A
3	Customization services to users	IT strategic plan that is linked and guided by the library strategic plan	Use data only for transaction purpose

		Staff training is given to technology meets library daily routines and objectives	Whenever needs special training arrange by expert
		Use IT to store and integrate user's data to communicate	-

7. Ensuring survival of libraries: Ensuring survival of libraries

To increased use of library services, increased efficiency of library services, and responsive library services ensuring survival is must be practiced by library in competitive advantage.

Sr	Ensuring survival of libraries	UTU Library	VNSGU Library
1	Repackaging Information	Library practices repackaging of information to satisfy the users need	-
		Reviews and suggestion mechanism has been practiced	Suggestion box is available in library
		Community Information Services in practice	N/A
2	Technology enable services	Practices IT enable services to users make efficient to survive	Few services are adopted to survives

Findings

Study results of library marketing on focused them aspect on i) library environment ii) user centric iii) library marketing strategies iv) customer/ user relationship management v) user satisfaction. Article focuses on comparative aspect of marketing activities in UTU Library and VNSGU Library ensuring survival of library.

Comparative study found that library environment in utulibrary is equipped with modern technology with innovative infrastructure while VNSGU library having limited implication of technology and with infrastructure.

In library services comparison utulibrary provide IT enable Innovative services to its user while VNSGU library provide traditional services with limited IT enable services to its user.

Competition of marketing services found that efforts being made by both library however, utulibrary actively use social media marketing tools, campus visits and events participation while VNSGU library found not much more active to use social media marketing

Study analyzed the marketing strategy use by utulibrary is enhance user awareness while vnsgu library not having proper marketing strategy

Conclusions

Achieving objectives of organisation academic libraries adopted marketing techniques. It can help to enhance library users' satisfaction and image of library and library profession; and it also increase the library resource usability.

It seems that marketing activities have been focus on long term planning to get good result. Library much more focuses on marketing library product and services. Further, establishment of positive social values of library need marketing activities and emphasize the importance of social role and responsibilities of library.

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