Re-Engineering of Academic Library Services in Context of its Marketing and Promotion

B. Kumar

Library Assistant, University College of Engineering, Osmania University, Hyderabad, India

Abstract:
Re-engineering focused on dramatically improvement of quality and speed of work and to reduce its cost, fundamentally changing the process. It is technique to help organizations fundamentally rethink how they do their work in order to dramatically improve customer service, cut operational costs, and become world class competitors. Digital Libraries are being created today for diverse communities and in different fields e.g. education, science, culture, development, health, governance and so on. With the availability of several free digital Library software packages at the recent time.
This present paper deals with re-engineering of library activities etc. This paper also discusses the about the marketing and promotion of academic library services.

Keywords: Re-engineering Library Services, Governance, Electronic Library

1. Introduction

The digital age has changed the face of libraries forever and libraries must continue to change if they are to remain viable and respected institutions (Sawant, 2009). In reaping benefits of ICT, the academic libraries in India are far behind as compared to those in the developed nations. Inadequate fund, infrastructure, manpower training, unscientific rules and management policies, etc. are the reasons for this situation. Uneven distribution of the available resources causes wide disparity in information availability, access and use (Salve, 2009).

As a concept, marketing has multiple definitions. Many of them are based on the

activities included in that. At the very grass root level, people equate it to selling. Definitions by management gurus and respected organizations are given in insuring sections to give a comprehensive view of marketing. Marketing is frequently viewed as a set of strategies and techniques that belong to administrators outside of librarianship. However as librarians we are all involved in the process of marketing. Thus the essence of marketing involves finding out what the users want, then setting out to meet those needs. As librarians we all participate in this process of assessing our user's needs and trying to fulfill them.

2. What is Re-Engineering?

Re-engineering is about inventing new approaches into process structure that bear little or no resemblance to those of previous eras. Fundamentally re-engineering is revolution. It is the search for new models of organizing work. Re-engineering is a new beginning. 'The application of technology and management science to the modification of existing system, organisations, processes and products in order to make them more effective, efficient, and responsive.'

3. What Is Marketing

According to American Marketing Association "Marketing is an organizational function and a set of processes for creating , communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders".(Kotler,P 2009) Marketing means understanding and responding to customer needs, a prerequisite for any organization for success. And this certainly cannot be ignored by any organization in today's competitive environment. However to be successful any organization has to be competition oriented too. It has to continuously determine its competitive advantage and take steps to further augment it. Thus the marketing concept involves:

- Customer orientation
- Competition orientation
- Ability to respond to environmental changes (changes in consumer needs, competition, government policy, technology etc.)Before competition does (Rajan Saxena)

3.1. Service
The fundamental idea of marketing is to focus how to better satisfy the costumer/user. For that the library staff should find ways to not only fulfill their costumer's current expectations from the library services but also to explore the possibilities and provide them extra services/information that customers have not even imagined. For the successful & excellent marketing librarians should do some important activities to attract the user for utilization of library services.

3.2. Planning
Once user's needs, future trends and resources available have been established the librarian is in a position to plan the marketing objectives, the resources to be used, the place and the time scale of the operation and the strategies required achieving them. The process of setting aims and objectives will serve a number of purposes. It will provide a focused overview of the library service and give direction and guidance in achieving the objectives. If possible objectives should be quantifiable in order to ensure effective evaluation. Once objectives have been set the strategies necessary to achieve them can be planned. If any of the objectives change over time then the market plan will need to be updated.

4. Why and How of Marketing
WHY - For the Academic libraries and information centre, marketing of product and services are needed for the following reasons:
- Maximum Use of Library Resources: Marketing provides an opportunity to use of library resources in a maximum way.
- Justifiable Expansion Programme: Due to the limited budget in all libraries irrespective of size and region, libraries are unable to provide effective library services to the community. Marketing is the only way to expand the programmes of libraries to satisfy users' needs. Without any cost, because the cost involved in the service will be return too and the user also will be satisfied.
- For Self Survival: Libraries are facing increasing threat from the emerging information industry, necessitate the use of the marketing techniques in libraries to survive itself in this competitive world.
- Generating Funds: Library is not for profit organization but it is also cannot make loss. In the sense they must remain within the budget, but from marketing at least some funds can be generated by the libraries.

HOW - The marketing can be achieved by following means:
- Market Research: A market research is essential to determine user needs, available services, operation and cost, longevity of demand etc.
- Market Segmentation: Market segmentation is the segmentation of the clientele/ users on the basis of individual differences and group similarities. Segmentation can be by subject/ institution / values of user / age group (adult, young, children etc.), special interest group such as faculty, student, and research scholar. Market segmentation involves the identification of actual and potential and their needs assessment followed by analyzing market segments to determine what they need and how to deliver library services.

5. Promotion and Distribution
Promotion **-** Essentially promotion is the means of informing your users what you do and what you can do. The benefits for those who promote their library services include: increased usage, increased value in the organization, education of users and changed perceptions. The promotional plan emerges from the marketing plan. It is to do with how to achieve the objectives that have been forecast..

Promotion involves mechanism by which the target groups are informed about the resources available, services and products offered by the library. So this purpose, word of mouth, mail, communication through brochure, pamphlets, portal, handbook, news paper, radio, exhibition, social networking sites, etc. should be and it should be a continuous process. Full scale aggressive and appealing advertisement is essential even for marketing of information services. Since each mechanism has its own advantage, it would be ideal if different approaches are adopted. Some of the promotional methods are i. Propaganda: Propaganda through the newspaper, radio, television can be done in the public community so that the people may attract towards them. ii. Exhibition: On the occasion of fair, festival, book fair and other programmes in the nearest area of the libraries, exhibitions of marketing services should be done by proper method.

Distribution - Distribution is the marketing activity concerned with distributing the product from the manufacturer to the customer, making the product available and easy to buy. Following are the major channels of dissemination of products can be used:
- Inter Personnel Delivery: Products that are personally delivered.
- Group Personnel Delivery: Product delivered at meeting, conference, seminar, demonstration etc.
- Mass Media: Through newspaper, professional journals, magazines etc.
- Broadcasting: Through radio, television etc.
- Information Technology: Telephone, Computer, Email.

6. Need of Re-Engineering in Academic Libraries
Re-engineering in academic libraries is needed because:
- To improve library services, provide better library services.
- To minimize the library paperwork.
- To change the existing library procedure and adopt electronic environment in a traditional library structure (Sawant, 2009)
- Rapid development and implementation of ICT in library.
- Due to the information explosion

6.1. Re-engineering of Academic Library Activities
Among many possible solutions to survive the change one is the re-engineering of library services. Re-engineering is about changing to the way we do things. Change is the basic need of re-engineering means starting over. The following library activities will improve through the re-engineering;

7. Strategy to Use for Re-Engineering Academic Libraries
Find out what the problems in the process are and how to handle them what the ways0 are   to overcome such problems always search for new way techniques
- Decide what type of reinvention we want to make. Once it is decided clearly. Then don't change mind before they come to fruitions
- Find out what the problems in the process are and how to handle them what the ways are to overcome such problems always search for new way techniques

8. Output of Re-Engineering in Academic Libraries
Re-engineering is beneficial to academic libraries like;
- Users expected library services
- Increase the library users and library use
- Save the time of users
- Change in traditional practices which are replaced by using technology

9. Evaluation Barriers of Marketing
Evaluation **-** A continuous built in evaluation procedure should be followed to assess the capabilities and weakness of the product/service, distribution channel etc. The evaluation should be based on customer satisfaction of the services/ products etc.
Barriers **-** The following can stand as a barrier of marketing
- Structural: Staff coming into the contact with users is not information professionals; hence there is no staff to think from the user point or side.
- Systematic: Library and information system don't seem to allow the client or client point of view inside the system.
- Attitudinal: Libraries remains happy with satisfying a limited user that too when asked for.
- Environment: The culture still believes in that information should be free.

10. Conclusion
Financial constraints are the major organizational levels. As a result the implementations of information communication technology for libraries are not receiving adequate support from their parent body. Thus, re-engineering of library activities is important. In the context of current user's demand and growth and development of library, re-engineering of library services is essential.
The ultimate aim of marketing here is *to provide the right information to the right user at the right time* as the modern library is now generally called an *information market* and the library user is a *consumer of information.* As librarians we should be actively marketing and promoting our library services. The basic aim of marketing is to know and understand our users in order that the library is able to satisfy those needs in an effective way.

11. References
1. Adaskar, P.V. and Kamble, M.G. (2011). Role of E-Resources in Academic Libraries. PEARL - A Journal of Library and Information Science. 5 (2), 71-73.
2. Salve, Ramesh V. (2009). Re-engineering of libraries in 21 century. Proceedings of the one day state level Seminar on Re-engineering of Libraries 2009, Joshi Bedekar College, Thane, 27 November 2009. pp. 3-5.
3. Sawant, Namrata. (2009). Need of Re-engineering in LIS education. Proceedings of the one day state level Seminar on Re-engineering of Libraries 2009, Joshi Bedekar College, Thane, 27 November 2009. pp. 6-9.
4. Dawar, Vaishali. (2009). Re-engineering in relation to library services. Proceedings of the one day state level Seminar on Re-engineering of Libraries 2009, Joshi Bedekar College, Thane, 27 November 2009. pp. 10-11.
5. Dahibhate, N.B. et al. (2009). Is re-engineering necessary in library? Proceedings of the one day state level Seminar on Re-engineering of Libraries 2009, Joshi Bedekar College, Thane, 27 November 2009. pp. 12-13.

6. Brodie, M. and McLean, N. (1995) process re-engineering in academic libraries: shifting to client centered resource provision. Cause/effect summer 95. pp. 40-46.
7. Graves, Karen J. and Martin, Elaine R. (1998) re-engineering the library for improved access to electronic health information: one research library experience. INSPEL, 32 (3), pp. 182-
8. Kotler, P. (1994). Marketing management: Analysis, planning, implementation, and control. 8th Ed. New Jersey, Englewood Cliffs: Prentice-Hall
9. Kotler, P. (1994). Marketing management: Analysis, planning, implementation, and control. 8th Ed. New Jersey, Englewood Cliffs: Prentice-Hall Rajan Saxena, "Marketing Management" 4th edition