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ATTITUDE OF THE LIBRARY PROFESSIONALS WORKING AT GULBARGA UNIVERSITY LIBRARY TOWARDS MARKETING OF LIBRARY AND INFORMATION SERVICES

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ABSTRACT

The investigation try to analyze the conduct of the expert staff working at Gulbarga University, library towards idea of advertising library and data administrations and a poll was set up to know the need of promoting, thought of valuing for administration rendered and put which is effortlessly benefit gained. Overview uncovers that distinctive parts of showcasing are certain.

INTRODUCTION

Promoting which is having an estimation of trade for fulfilling human needs and needs. It is brought out through arranging playing out a thought of evaluating advancement and circulation of products, administrations and thoughts for making trade with target gatherings to accomplish consumer loyalty and authoritative destinations in libraries it named as conventional attitudinal change in procurement, association, handling and recovering data for giving library benefit which helps in explaining data accumulation and looking needs. This can be increased through appropriate plan of guidelines and directions as per the interest of the employments. The college library plans to offer help to encouraging exploration and expansion program of the University for fulfilling the data needs of understudy's researchers and a personnel for this it procures appropriate perusing materials and sorts out on logical lines. In any case, in the present day circumstance it has turned out to be troublesome because of rising costs of perusing materials data blast presentation of new data innovation, lack of assets, bring down the estimation of cash debilitating help to libraries for this it neglects to meet the desires for understudies employees towards data need of utilization and to accomplish the objectives and destinations of the library adequately libraries currently turned out to be fundamental to pursue the strategies which have been trailed by benefit making association which is known as advertising of items and administrations.

Gulbarga University Library:

Amid 1970, Gulbarga University was a P.G. Focal point of Karnataka University in 1980 it starts as a state college in Gulbarga and now it procures the gathering with respect to books 3,20,000 additionally have CD ROM databases transparencies and databases on floppy diskettes other than the customary printed reports. It buys in 654 diaries, 1,00,000 bound volumes and E-assets from UGC Infonet under UGC Infonet 2 million books, 12,000 diaries are accessible on the web. They every year get Rs. 50,00,000/- for books 30,00,00 for diaries and 150 PCs for IT foundation. They utilize DDC as a characterization plan and AACR 2 as a list code for their books in the library.

Research Methodology:

A survey was disseminated to contemplate the demeanor of the expert staff towards the idea of promoting need of showcasing and sentiment is gathered with respect to cost and place of advertising blend. The five point Likert scale is utilized to increase explicit data. The survey were disseminated among all the 7 individuals from the library experts just six individuals reacted one has not reacted among the library proficient staffs working at Gulbarga University library.

Conclusion:

College library capacities to help instructing examination and augmentation projects of the college to meet the data needs to understudy's researchers and employees. In any case, in the present day circumstance because of rising costs of perusing materials, data blast presentation of new data innovation deficiency of assets bring down the estimation of cash debilitating help to libraries this made it hard to reach upto the desires for clients data require. So far this there is a need to pursue the strategies which benefit making businesses are utilizing that in promoting of library and data administrations.

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