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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 attempt 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 estimating for administration rendered and put which is effectively benefit obtained. Review uncovers that distinctive parts of promoting 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 estimating advancement and conveyance of merchandise, administrations and thoughts for making trade with target gatherings to accomplish consumer loyalty and hierarchical goals in libraries it named as conventional attitudinal change in procurement, association, handling and recovering data for giving library benefit which helps in comprehending data accumulation and seeking needs. This can be increased through legitimate definition of tenets and controls as per the interest of the employments.

The college library plans to offer help to training exploration and expansion program of the University for fulfilling the data needs of understudy's researchers and a workforce for this it secures reasonable perusing materials and composes on logical lines. Be that as it may, 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, deficiency 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 targets of the library successfully libraries currently turned out to be basic to pursue the procedures 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 obtains the accumulation with respect to books 3,20,000 likewise have CD ROM databases transparencies and databases on floppy diskettes other than the regular printed records. 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 framework. They use DDC as an order plan and AACR 2 as an index code for their books in the library.

Conclusion:

College library capacities to help instructing exploration and expansion 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 methods which benefit making enterprises are utilizing that in showcasing of library and data administrations.

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