

LIS-Service Product Industries: A Case Study of Marketing for Pacific Academic Institutions

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abstract:The present study explains the concept for philosophy of LIS service product marketing, and rudiments of edge amid academic institutions and related industries which proposes to information products and amenities. This can be promoted by the academic institutions to the industries for the shared benefits. LIS service product marketing industries in the 'pacific county' are expenditure provocatively on the R&D of LIS developments and are trying to their best level to extend, each and every possible sign needed by their experts and researchers for which they are continuously excited to pay. Their individual information resources also depend upon the available in the enthusiastic Libraries. The 'pacific region information centers' owing their massive information resources either print or non-print, with adequate ICT capacity and highly dedicated services, can help to the users from the trade houses to get their starvation met and intern can make currency to bear and service monetarily up to a convinced amount.

Keywords: ICT, LIS, LIS-Industries, LIS-Product LIS-Services.

I. INTRODUCTION

Marketing is a self-motivated fragment field for business administration. As per definition of American Marketing Association (AMA) "the performance of business activities that direct the flow of goods and services from producer to consumer". The most expressive all-encompassing and yet a very short report of modern marketing was made a few years ago by Paul Mazar. He also states that "the marketing is the delivery of a standard of living to society and so, many other thinking's for LIS-marketing is a new trend, something that only emerged during the last three decades". Marketing was additional legally introduced in this occupation after the 1970s.

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Though, truth about the promotion in LIS field is the confusion regarding the concept of itself, most of the the promotion only as the correspondent to marketing, they do not see what is beneath 'the tip of the iceberg'.

II. DEFINITION OF MARKETING

The marketing tactics are patrons given the superiority, therefore, the service benefactors should always recall when dealing with users/ patrons from business that patrons are the most vital people to be served in the library and information centers⁽³¹⁾.

As per the definitions attraction our courtesy to the subsequent features:

- Marketing is a decision-making process linking investigation, development, operation and regulator, concerned with prudently expressed programs not random activities- intended to achieve planned responses.
- Marketing pursues to bring about charitable conversation with selects goal and places stress on the target markets needs and desires slightly than on the producer partialities and marketing is directly correlated to the accomplishment of structural aims.

They are the people who carry their wants and needs and call for their information needs to be met exceedingly.

III. 'MARKETING' CONCEPT AS REDEFINED

The descriptions given by the 'American Marketing Association' (AMA) and the 'Chartered Institute of Marketing' (CIM) have been widely accepted over the years, but are redefined time and again recurring as⁽¹⁾: "Marketing is the performance of business activities that direct the flow of goods and services from producers to consumers". In 2006, Gupta states that the resist of this definition is a set many new dimensions to marketing concepts- the emphasis is that⁽²⁾:

- Value is the 'Basket of welfares' or utilities which a user or customer gets while using a product or

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services. Value is clearly communication to patron, so that it can be understood easily. Promotion serves as the intervening philosophy in conducting marketing task in the group as a whole.

- b) A long term association is developed among the ‘customers and marketers’ through deep empathetic, reciprocal needs and mutual trust. The set of processes involves interactions among people, methods, technology and material by which any benefit comes to the patron.
- c) This relationship is sustainably valuable to both the practices and from the organization’s point of view, this relationship is a tactical issue, but for the customer it is just a communication growth.

It involves to philosophical-thinking, strategic outlook and operational tactics for LIS industries. Thus, clearly putting marketing above simple advertising or promotions.

IV. METHODOLOGY

The available literature on LIS service product marketing in ‘pacific countries’ is widely dispersed. LIS Information professional find it difficult to access appropriate and relevant literature. For the present study the Library & Information Science Abstracts (LISA) and Library and Information Science & Technology Abstracts (LISTA) have been used.

The two databases offer online searches to data from the same period when “marketing” started appearing in library and information services literature.

V. HISTORY OF LIS MARKETING

By the 1920s the library movement had started in many countries. As National and International professional association (Including IFLA, 1972) came into existence during this period and their work improved the overall state of information centers and librarianship around the world. Dr. S. R. Ranganathan’s famous theory ‘Five laws of Library Science’ was published in 1931. The five laws have been discussed in the light of marketing by many authors.

T. D. Wilson ⁽³²⁾ finds that although user studies started around 1948s they did not become a hot topic in LIS until the 1960s. At the end of the 1960s, the world famous marketing author Philip Kotler and his colleague, Sidney Levy, published a breakthrough paper entitled: ‘Broadening the concept of marketing’ ⁽³⁴⁾. In this 1969 paper Kotler and Levy suggested new avenues for marketing in non-profit organizations. This brought about a change amidst the marketing specialists who had previously

considered marketing mainly as the field of marketable associations.

In 1981, Blaise Cronin amassed a famous set of marketing papers for the association of special information centers and information bureau (ASLIB). Another significant trend was noted during 1980s in the combining of strategic planning and marketing. In 1983, Woods wrote an article: ‘Strategic Planning and Marketing Process: Library Application’ ⁽³¹⁾, in which she stressed providing programs which support the library’s mission. In the 2000s the question of quality services in information centers became an important issue in library literature, a problem privately linked to marketing.

VI. ROLE OF LIS ASSOCIATIONS

The ‘National and International Library Association’ have played a key and vital role in promoting and endorsing role of information centers, their present and impending services, resources and facilities for the benefit of the community at large, and also in developing their member’s marketing skills, and providing them with supports. It is an extensive review sponsored by IFLA covering areas such as conception framework, LIS service product marketing practices around the world, role of the library association, education, research and training for library marketing, excellence in marketing, literature review, database etc.

Table 1: Changes in marketing themes

1970-1980	1981-1991	1992-2002	2003-2014
Product development	Marketing Products & services	Costing & Pricing factors	Performance measurement system
User charges	Nos. of Division	Electronic information	Think like a business act. library
Market analysis	Marketing communications	Putting issues	Visible librarian asserting
Information economy policy	Planned marketing	Support systems	Designing brochures and flyers
Information utilities	Online services marketing	Marketing campaign	Shy-librarian: marketing & PR
Pricing criteria	Fund raising methods	Meaning, use and value	Card campaign methods
User education programme	Information sources	Marketing services and product	@ your library campaigns
-	Through physical environment	Part-time public relation	Virtual reference
-	Global marketing	Future-driven marketing	Realistic marketing
-	Environmental scanning	Marketing 101	Marketing through blogs

VII. EDUCATION FOR LIS-MARKETING

The initial steps to formalizing the education and training of information centers took place in 1944 when the 'Australian Institute of Librarian' introduced a pattern for 'Succeeding examination'. This was retitled the 'Registration exam' and shaped the main occupation pathway for library professionals until 1980. Library and information system sector in Australia is encompassed of Public, academic and special information centers; the National Library of Australia, territory information centers and eight state and around 1800 community information centers. There is 38nos. University Information centers and around 70nos. information centers in the college of Technical and future Education (TAFE). The latest figure for commercial and Government information centers indicated there were 1128 nos. information centers in 1999 (Bhatt 2006)⁽²⁾.

The growth of library and information services marketing literature over the years shows that inquisitiveness of library and information professional in the area is constantly rising. During this period, the following major landmarks have meaningfully contributed in promoting and advancing the cause of LIS service product marketing the world over:

- a) 'Marketing Library Services, Library Treasures' give precise coverage on marketing of library services. These offer tips, idea and insight to the library professionals and others on how to endorse and apply marketing tackles to their information facilities and products.
- b) Inclusion of marketing of information and library services in the syllabus of many universities across the 'pacific countries'. There are also various institutions/ associations running short-term training programs on different aspects of marketing.
- c) Significant recommendation for education of LIS service product marketing for making effective marketing in information centers and information centers are available.

VII. PATRON'S TRADES AND THEIR FEATURES

As associated to the overall users from the academic situation, the users/customers from the industry have some significant modifications such as:

- i. Consumers coming from the trade are spread geologically and might truly work at substantial distance from the library and rivalry and usually narrow time agendas for research, progress and manufacture make fast delivery important in overall, and energetic in unusual situation.

- ii. Users from the trade have to earn their wages in a more explicitly price/profit awareness regarding use of time and consequently a readiness to pay for additional services.

IX. RECOMMENDATIONS FOR LIS-PRODUCT INFORMATION INDUSTRY

Recommendation tools of Marketing for LIS-Product Information Industry can divide as-

- i. Information centers should conduct a research as per trade's information needs. Thus, academic information centers should acquire information about trade's existing, possible and forthcoming technical difficulties in relation to library and info services.
- ii. Academic information centers should generate connections with intrade to allow researchers to keep track of obtainable or existing information in industries with a view to fortify their collection and acceptance of the newest info tools as well as creation use of these in adding to if them the convenience to the online and other data bases obtainable in the arena of their attention.
- iii. Recognize and interactions suitable manufacturing customers with possible interest in groundbreaking machineries and services. Refer all thoughtful for information collection affecting to high-quality, selection and request and appropriate and maintainable technologies.
- iv. Information centers should generate the user profiles by match with the fitting bibliographic database available in the resource collection. The entire workout would be done on regular intermissions to update this greatest in order to deliver well-organized and actual services to the users from the trades.
- v. Organize seminars, conferences/workshops for the upgrade of communication between the information centers and trades for information conversation and facilities. Information centers should have nearby E-mail schmoozing arrangement with other trade information centers, certification centers, unit for specific need based resource sharing programs.
- vi. Create private and specialized network of involvement and a customer alignment and partnership and associations with additional or national info services and other relevant frames.
- vii. Discover the premises in a topographical area with a huge number of possible customer or users and tool a prompt and apt document delivery services (DDS). Usage ICT lengthily for information repossession, excision and delivery and recruit only

professional with relevant knowledge and customer alignment.

- viii. Participants should vigorously in national and international information centers network, know their resource volumes and match them with the information necessities of the industrial users and employment an optimistic and receptive attitude to patron response.
- ix. Implement unceasing learning and exercise programmes for associates of the information specialized staff and inspire staff to stay and position staff with multiple responsibility.
- x. Information centers would develop satisfactory personal association with exiting targets trades and use all channels of statement with dispatching of flyers to make the user set aware of possessions services.
- xi. The high-ranking followers of the specialized staff should reach out to the recognized/beleaguered firms or trades to discuss and recognize their main information needs, and have a conversation with them to understand how our library can encounter their needs.
- xii. For LIS products and facilities, the academic information centers should charge form the trades and make an account of the considerable quantity earned.
- xiii. It might be common with the staff complicated in the whole group of the info service to the manufacturing families as an incentive to encourage them and create amount the keenness for devoted and dedicated services.

As such many of the traditional and advance sources of information now have presence on the internet. It appears that literature on LIS service product marketing at all level is rapidly shifting form print media to electronic media.

X. CONCLUSION

The idea of marketing LIS is not instantaneous, and some progress has been made in the past, more efforts have to be made if LIS professional want to see a better marketing of a wide range of LIS in 'pacific countries'. In recent years there has been a kind of bullishness in information technology and many LIS professional believe that these new technologies will provide a way to make LIS more noticeable. It is true those technologies are important, librarians, archive and other information professional need to make effective use of technology in order to improve the service to users. Library professionals need to realize that these technologies are expansion the market/products and therefore provide huge occasions to them to offer services and products at the pacific and global level. To effectively reach

this widened group of potential users, it becomes authoritative that positive attitude towards marketing be part of the structural culture of information centers. Information center manager must be aware of and subtle to marketing in every aspect of acquisition, digitization, sharing of resources, access and delivery and services to the users. Considerable literature on LIS service product marketing exists, which has been growing and never measurement of LIS service product marketing evolving's which periodical articles and books are a major sources of information on LIS marketing, the study also reveals the new sources such as the news sheets and different forms of Internet resources on LIS marketing. Without a marketing arrangement, a high-tech library or information service would not unavoidably be successful. There is also good number of resources available on the web on the area of marketing of library and information services. There are different search engines to list out sources based on different search option, but classifying some important sources has always been a challenge for seekers.

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