- Market Testing and Test Marketing in Libraries

- Measuring Service Quality and Users' Satisfaction

- Web OPAC in University Libraries

- School Librarianship and National Education Policy 2020

- Open Educational Resources in Central University Libraries

- Use Pattern of e-Resources among Tribal Students

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CONTENTS

Information Products and Services: Market Testing and Test Marketing*

K P Singh[a]

(Assisted by Manir Uddin Ansari)

Abstract

Purpose: *This article tries to describe how the marketing concept is used by libraries and information centres to promote information products and services and how to generate revenue. The advent of technology has provided libraries with a plethora of chances to market their products and services. Social media, websites, blogs, Smartphone applications, and so on are just a few examples. Furthermore, how can a library generate a profit if it is a non-profit organisation? What are the most common ways to employ marketing at the library? What's the best way to come up with information products? In addition, Testing and Test Marketing also discuss in the relevance of the library.*

Methodology: *The article based on a discussion and deliberations of the faculty development progamme organised by the Education Division of IASLIC. Hence, this paper is extracted from the talk by the author. A thorough literature has been done later on in order to fill the gaps.*

Findings: *This article is an outcome of an FDP lecture, organised by the Education Division of IASLIC rather than raising awareness, the article focuses on how libraries may sell their information products and turns them into an information industry in order to generate revenue inmaking self-reliance.*

Keywords: *LIS marketing; Information products & services; Information trade; Test marketing; Market testing; Marketing cycle*

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Measuring Service Quality and Users' Satisfaction: A Case Study

Naseer Ahmed[a] and Naved Ahmad[b]

Abstract

Purpose: This paper is to measure service quality through library perspectives of users of Gyanodya library of Indian Institute of Management, Lucknow.

Methodology: A survey method was for this investigation and a structured questionnaire based on modified SERVQUAL was used to explore users' degree of satisfaction with the twenty two service items of the library along a weighted five-point Likert scale. The sample of the study was selected on a random basis. To make evaluation of user's satisfaction with regard to service performance and to determine order of service quality improvement, this study created a Service Performance Matrix (SPM).

Findings: The results of this study revealed that most of the users were highly satisfied with service quality of the library and all items under study either fell in the excellent or in the standard zone. However, as to set improvement priorities among the service items, service item (10) 'inform users on the latest development in their subject of interest' with the lowest rank (21) should get first priority for improvement and requires immediate attention of the library authority.

Value: This study is quite significant for library and information professionals in academic libraries as well as in special libraries. This may provide a base to explore the strengths, weaknesses and opportunities of the respective libraries and act accordingly to maintain quality services.

Keywords: Service quality; Users' satisfaction; Service performance matrix (SPM); SERVQUAL; Gyanodaya; Indian Institute of Management; Lucknow.

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Web OPAC in University Libraries in Karnataka: A Study

K Adhinarayanan[a] and N Chaithra[b]

Abstract

Purpose: This paper aims to assess the state of OPAC and WebOpac services in the university libraries in Karnataka to study the state of Web OPAC activities and to ascertain the challenges faced by libraries.

Methodology: The survey method was used to collect data from university libraries in Karnataka. The survey method was used for collecting data from selected libraries through self-administered questionnaires and interviews. A sampling procedure was applied to select the sample of libraries from private universities and Government universities. The data collected from the questionnaires were comprehensively analysed and interpreted using excel. For knowing the users' access, a questionnaire was developed and distributed randomly to UG and PG students, MPhil and PhD scholars. The users returned completed questionnaires of which 100 were selected for analysis.

Findings: Some libraries provide WebOpac services. It identified a lack of awareness and sensitisation on the importance of WebOpac among libraries and limited education and training among librarians as other forms of obstacles to effective access to WebOpac.

Value: The paper provides a better understanding of the OPAC and WebOPAC services in the university libraries of Karnataka. The findings can be useful to increase the usage of resources in the library through remote access effectively.

Keywords: OPAC; Web OPAC; Library automation; Online search; Library catalogue; University library; Karnataka.

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School Librarianship vis-á-vis National Education Policy

Moorttimatee Samantaray[a]

Abstract

Purpose: *The present study aims at exploring the importance of school library as a learning and resource centre and as an essential component of National Education Policy (NEP) 2020.*

Methodology: *The present paper is designed and presented based on the primary sources of documents like Kothari Commission Report (1964-1966), the first National Policy on Education, NPE-1968, NPE-1986 and NEP 2020.*

Findings: *The learning resources play the centre-stage in education system. Three language formula has provided scope to develop a lot of learning resources in mother tongue, classical languages and Hindi. The age-appropriate and class-appropriate learning resource in both print and non-print medium emphasises the role of school library for learning purpose. The paper presents total number of schools, school librarians from EMIS database of NIEPA and the school library scenario worldwide. The school library and librarian are to be considered as variables in the instructional, technological and staffing resources in order to implement "Learning to learn."*

Value: *The present study assumes the benefits of school library, learning resources and proper staffing which has far reaching consequences on making these resources available to learners giving importance to three language formula in NEP 2020.*

Keywords: *NEP2020; School library; Learning resource; NCF2005; Secondary education commission*

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Exploring the Awareness of Open Educational Resources among Users of Central University Libraries of North India

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Abstract

Purpose: *This study is to explore the structural relationships between awareness, Open Educational Resource (OER) use, and 'overall OER awareness' in the Central Universities of North India at the level of faculty, research scholars (RS), Post Graduate (PG) and Under Graduate (UG) students.*

Methodology: *A well-structured questionnaire has been used to collect data using simple random stratified sampling. Data has been analysed using Factor Analysis and Structural Equations Modeling with the help of SPSS and AMOS software.*

Findings: *Major findings have revealed that the Common Creative Licenses (CCL), OER awareness, and OER Knowledge significantly contribute to Overall OER Awareness. Also, OERs, Institutional National OERs, Repositories and Courseware significantly contribute to the Overall OER Awareness of users. The national repositories of India are compatible with international repositories in offering OER. International courseware's are in a better position as compared to national Courseware. However, both significantly contribute to OER awareness. Non-governmental National OER holds a better place than Non-governmental International OER. OER by institutions and e-Gyankosh significantly contribute to Institutional OERs.*

Value: *The research findings contribute to helping practitioners and strategists for developing strategies and policies and disseminate knowledge under the OER umbrella. This paper has also suggested a scope for future research on OER.*

Keywords: *Open educational resource ; Central university library; OER perception; OER awareness; OER formats.*

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Use Pattern of E-Resources : A Study with a Special Emphasis on Tribal Students' Participatory Experience

Anindya Bhattacharya[a]

Abstract

Purpose: *The present study seeks to place on the anvil of expectation, expediency and efficacy the de facto use pattern of e-resources and services at the Assam University, Diphu Campus. The study strives to explore users' behaviour in terms of use, purpose, satisfaction level vis-a-vis adequacy of e-resources and services. Special emphasis has been accorded to investigate, identify and assess the use of e-resources by tribal students.*

Methodology: *For the study, a structured questionnaire was prepared and distributed to the Postgraduate students, Faculties, MPhil and PhD Research Scholars of Assam University, Diphu Campus.*

Findings: *The result has unfolded that more than 60% users including PG Students, Research Scholars, Faculties are accessing e-resources for the purpose of teaching and research. The true intention of the users towards the utilisation of proper e-resources is found significant.*

Value: *This study bears its own merit. So far no such study has been made to explore the use pattern of e-resources at the Assam University, Diphu Campus.*

Keywords : *E-resource ; E-resource - kind; Satisfaction level ; Users ; Tribal student.*

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