

About the Department

Department of Library and Information Science (LIS), Gujarat University is one of the oldest department of the Gujarat state imparting and supporting value based education in the area of the Library and Information Science. Department was established in the year of 1964 with a vision to promote excellence in the field of Library Science education and to fulfil the ever increasing demand of quality professionals in the area of Library and Information Science. The Department has earned its reputation by creating pioneering and innovative educational opportunities by delivering dynamic curriculum in the area of Library Science. To meet the needs of today's information society, curriculum is constantly adapted according to changing modern ICT based environmental developments at global level. We continue to modify our curriculum and preparing next generation workforce with theories, practical and research based approach. The department is well known for imparting quality education and also in nurturing students for holistic development. All our initiatives are a living proof of our commitment to every student's success in his career.

RE-ENVISIONING LIBRARY AND INFORMATION SERVICES IN THE AGILE AREA

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Editors

Geeta Girish Gadhvi
Atul Bhatt | Rajeshkumar M. Gamit
Yogesh Parekh | Rakesh Parmar



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Chapter

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A Comparative Study of Marketing in Uka Tarsadia University and Veer Narmad South Gujarat University Library

— *Mr. Jashvant Patel &
Dr. Rajeshkumar M. Gamit*

Abstract :

Study understand the trends and characteristics of marketing in both university central library. Study adopts qualitative analysis methodology focusing on library marketing. Study adopted though the comparison of theme library marketing i) library environment ii) user centric iii) library marketing strategies iv) customer/ user relationship management v) user satisfaction. Comparative study results the library marketing activities of the university and libraries for their products and services.

Keyword : library marketing, comparative analysis, marketing strategies, library services

Introduction :

In any academic organization library is important part of the education. In University, library plays the key role for their teaching and learning process by providing them information and resources as per their needs. Marketing is the mediator of the library user's needs and its resources and services; with constant competition from other academic organization and information providers, library need to communicate to their users that they can meet their needs better than other providers. Library is non profit organization and marketing of library is promotion activities to achieve the task of organization, utilization of library resources and provide better services to users.