



# Library and Information Services through Web Marketing among the Central University Libraries in India

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## Abstract

The purpose of this paper is to find out the opinion of the LIS professionals working in India's 56 central universities regarding various aspects of web marketing and its effectiveness. Survey through questionnaire was done to get the desired output. All the 56 central universities in India were considered for the study. Nearly 460 questionnaires were distributed among the library professionals and 373 of them (81.03%) responded. 13 variables were taken up for the study. The data was collected and analysed through different tables and charts with the help of statistical software package- SPSS. The study shows the importance of web marketing to cater the library services to its varied users and aids in determining the different parameters based on which contents can be given on the library web pages.

**Keywords:** Central university, Library marketing, Marketing, Online marketing, Online resource, Web marketing

## 1. Introduction

Marketing is a managerial as well as social procedure that can fulfill the needs and desires of individuals or groups by creating, providing and trading products of service and value. The idea of marketing is infused in every domain. These days, libraries and information centres increasingly employ marketing strategies. In this study, efforts have been made to ascertain what the library professionals working at India's central universities feel about the effectiveness of marketing through web.

The conventional mind set of librarians towards the gathering, organising, processing, and retrieval of information can

be sufficiently reformed by marketing. The core purpose of a library's services should be to assist its patrons in meeting their information demands by providing proper products or resources. A marketing strategy is a thorough, planned, and customised plan that integrates the three Ps of the marketing mix- "participants, physical evidence, and process"(Rafiq & Ahmed, 1995)-with the four "Ps" of marketing: "product, price, place, and promotion"(Koontz & Rockwood, 2001). Other parts of the marketing dimension are external marketing, organisational strategy, interactive marketing, etc.

## 2. Review of related literature

There are several studies on marketing in



Library and Information Science (LIS). Several efforts were made to elaborate on the perception of marketing in the field of LIS. Special mention may be made about the studies on marketing of library and information services by Ansari and Kumar in 2011, by Bharti in 2010 and by Verma and Pateria in 2010. The studies discussed the basic steps and key elements of marketing in libraries. The role of electronic academic libraries in marketing to provide information resources and services to the concerned was discussed (Verma & Pateria, 2010). A strategic resolution to the problem of financial crisis by marketing various products and services provided by the university libraries for industries was provided (Bhatt, 2009). An investigation was made to find out the extent of back links of the web pages of the Institutes of National Importance and Premier Management Institutions Library websites (Shukla & Tripathi, 2014). Emphasis on marketing e-resources task force for expanded utilisation of teaching and learning was opined (Hafner, 2007). How users' needs in changing information landscapes may be responded to through the idea of marketing of library services was explained (Morei, 2004). How a marketing programme can affect the public relations of the library of a university was described (Neuhaus & Snowden, 2003). Another study enlightened the need for marketing information services and products with special reference to Nagpur University (Rajyalakshmi & Waghmore, 2001). All the studies have been done from different perspectives to find out the proper usage of marketing in the LIS field.

Some study shows that in case of electronic resources, open resources are mostly welcomed by the faculties and students due to the increasing price of subscribed resources. Openly available and licensed library materials were considered as

an alternative to commercial textbooks (Buczynski, 2007). It is also evident that the role of library professionals is very crucial in effective marketing of e-resources and finding a proper strategy that needs timely modifications (Wisniewski & Fichter, 2007). There are numerous ways to analyse the needs of user through e-resource usage data (Brannon, 2007). Some studies focused on how academic libraries can promote and market their electronic information resources (Alford, 2007; Fagan, 2009; Turner et al., 2004).

Web marketing has created some impact in the field of LIS. This study aims to evaluate the effectiveness of web marketing in libraries by collecting the opinions of library professionals regarding the same.

### 3. Objectives

The main objectives of this study are

- a) To determine whether library website is suitable for marketing/promotion of electronic products/services to increase awareness
- b) To ascertain whether library websites facilitate the libraries to communicate/link with users through various social media tools
- c) To determine whether the web marketing is economical compared to other methods
- d) To identify whether web marketing services are capable of satisfying the miscellaneous needs of users
- e) To explore different time saving web based effective information/products delivering/promoting methods.

### 4. Methodology

Structured questionnaires were sent to



460 LIS professionals working in 56 central universities in India. Out of which 373 professionals responded. Therefore, the response rate is 81.09%. The data was collected and analysed through different tables and charts and with the help of the Statistical Package for Social Sciences (SPSS). 13 variables were taken up for the study. The variables were considered keeping in mind the different contents that can be embedded in the library web pages for providing effective library services and giving access to varied information products through web marketing.

### 5. Scope and limitation of the study

The scope and limits of the study were as follows:

Only library and information science experts from India's central universities were included in this study. The study excludes LIS

professionals working in IITs and other research and development companies, as well as other government-run institutions such as education and law.

Central universities in this article include the universities working under the purview of the Department of Higher Education in the Union Ministry of Human Resource Development of India.

### 6. Data analysis

To study the respondent's opinions among the 56 central universities in India on web marketing, 13 variables along with the variable codes were identified keeping in mind the different contents that can be embedded in the library web pages for providing effective library services and give access to varied information products through web marketing.

**Table 1: Web marketing - variable codes**

Sl. No.	Description	Variable Code
1	Library web site is suitable for promoting electronic products /services	WM1
2	Websites facilitate to link/communication of the library with users through various social media tools.	WM2
3	Web marketing aids libraries to get closer to the users.	WM3
4	Website helps to feed user information to the users	WM4
5	Web marketing offers user information to the users	WM5
6	Web marketing enables the libraries to build collaborative networks with the users	WM6
7	Services through web marketing satisfy the varied user requirements	WM7
8	Web-based information delivering methods save the time of the users	WM8
9	It creates a positive image of the library in users' mind	WM9
10	It helps to increase the ability to select and access information timely	WM10
11	Web marketing is economical compared to other methods of marketing	WM11
12	An effective web site marketing can provide professional/user satisfaction to library professionals and users respectively	WM12
13	Libraries can exhibit their new products and services through web marketing	WM13



Table 1 indicates the relevant variables and their codes which have been considered for the study.

**Table 2: Ranking of web marketing**

Sl. No.	Description	Strongly Disagree		Disagree		No Opinion		Agree		Strongly Agree		Mean	Std.	Rank As per Mean Value
1	WM1	2	0.5%	36	9.7%	77	20.6%	117	31.4%	141	37.8%	3.96	1.010	1
2	WM2	4	1.1%	26	7.0%	81	21.7%	183	49.1%	79	21.2%	3.82	.880	2
3	WM3	12	3.2%	29	7.8%	102	27.3%	161	43.2%	69	18.5%	3.66	.972	6
4	WM4	6	1.6%	72	19.3%	105	28.2%	101	27.1%	89	23.9%	3.52	1.101	12
5	WM5	7	1.9%	92	24.7%	42	11.3%	142	38.1%	90	24.1%	3.58	1.156	9
6	WM6	4	1.1%	58	15.5%	83	22.3%	108	29.0%	120	32.2%	3.76	1.098	4
7	WM7	8	2.1%	43	11.5%	79	21.2%	133	35.7%	110	29.5%	3.79	1.058	3
8	WM8	10	2.7%	53	14.2%	93	24.9%	130	34.9%	87	23.3%	3.62	1.073	7
9	WM9	0	.0%	79	21.2%	76	20.4%	148	39.7%	70	18.8%	3.56	1.024	11
10	WM10	4	1.1%	55	14.7%	121	32.4%	104	27.9%	89	23.9%	3.59	1.040	8
11	WM11	7	1.9%	107	28.7%	60	16.1%	129	34.6%	70	18.8%	3.40	1.142	13
12	WM12	7	1.9%	95	25.5%	55	14.7%	112	30.0%	104	27.9%	3.57	1.195	10
13	WM13	15	4.0%	69	18.5%	47	12.6%	130	34.9%	112	30.0%	3.68	1.197	5

As stated in table 2, the respondents' opinions were analysed based on a '5 point scale 'with the options-"strongly agree, agree, no opinion, disagree and strongly disagree".

The mean as well as the standard deviation values were calculated and the ranks were arranged based on their mean values. The outputs are shown in figures 1 and 2.

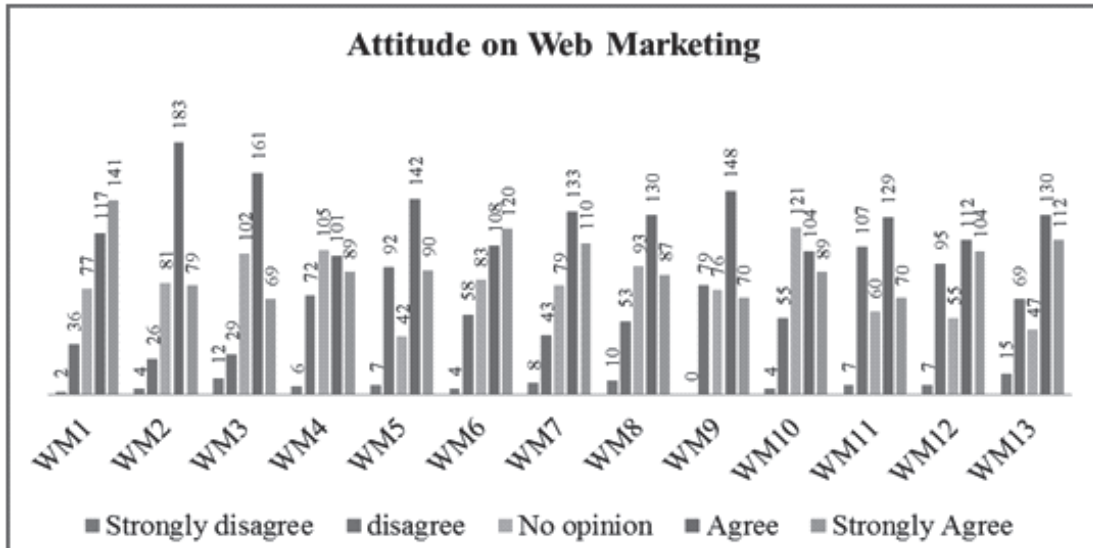


Figure 1: Attitude on web marketing

The figure 1 shows most of the respondents agreed that library can communicate with its users through social media tools. Strongly agreed aspects of web marketing are library website is suitable for promoting electronic products and services.

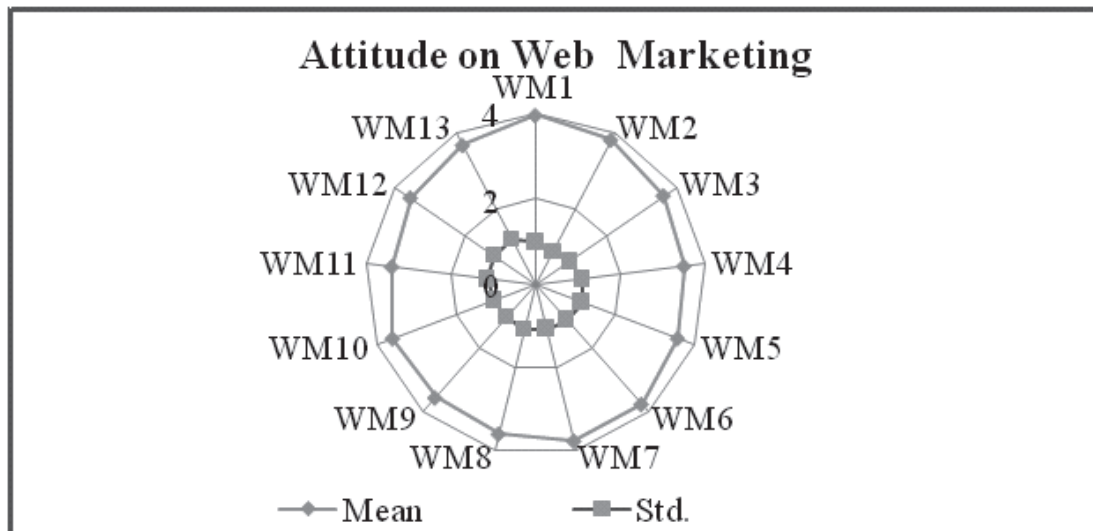
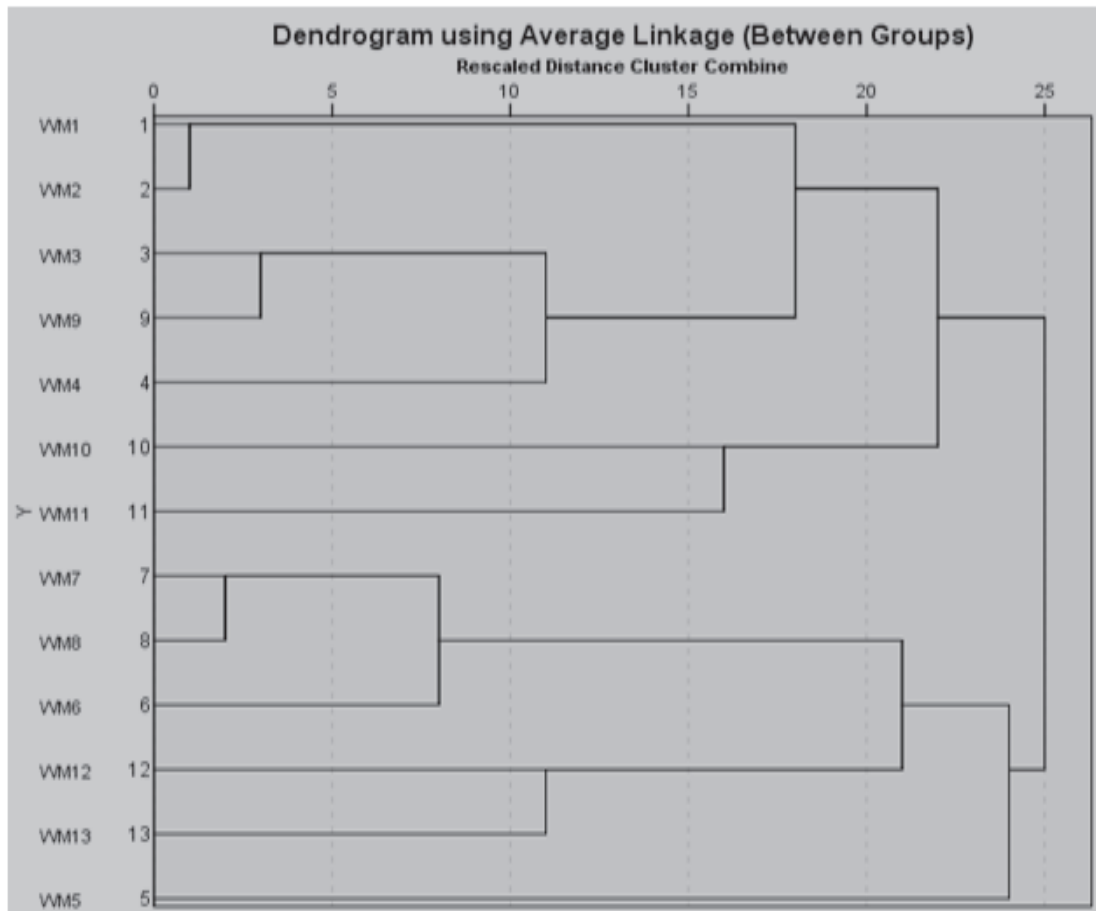


Figure 2: Attitude on web marketing



It is inferred from table 2, figure 1 and figure 2 that the mean value of all the variables stays between 3.40 and 3.96. The standard deviation stays between 0.880 and

1.197. These values indicate that all the variables are agreed by the participants and there is not much deviation among their opinions.



**Figure 3: Web marketing - hierarchical cluster analysis**

Further, the dendrogram has been plotted widely to study the hierarchal cluster analysis for the level of satisfaction on web marketing services.

At 75% level there exist two clusters, cluster 1 comprises of WM1, WM2, WM3,

WM9, WM4, WM10 and WM11. The second cluster comprises of WM7, WM8, WM6, WM12, WM13 and WM5. The first cluster is named as primary web marketing indicators and the second cluster is named as auxiliary web marketing indicators.

**Table 3: Proximity matrix on web marketing**

	WM1	WM2	WM3	WM4	WM5	WM6	WM7	WM8	WM9	WM10	WM11	WM12	WM13
WM1	0												
WM2	316	0											
WM3	429	417	0										
WM4	694	658	389	0									
WM5	817	719	650	595	0								
WM6	723	733	646	793	602	0							
WM7	595	545	562	747	604	352	0						
WM8	680	462	641	842	687	495	329	0					
WM9	670	630	353	530	625	689	529	614	0				
WM10	728	592	535	686	715	729	709	830	566	0			
WM11	777	685	678	671	774	818	754	695	603	547	0		
WM12	904	812	739	824	855	635	631	684	802	804	715	0	
WM13	712	596	593	722	687	657	441	712	780	796	791	456	0

Table 3 shows the proximity between the variables considered for the study on web marketing. There exist two associations such as closest and furthest.

The closest relationships between the variables are T

Closest:

- WM2 and Wm1;
- WM8 and Wm7;
- WM7 and Wm6;
- WM9 and Wm3

The furthest relationships between the variables are:

Furthest:

- WM12 and Wm1;
- WM12 and Wm4;
- WM12 and Wm5;
- WM8 and Wm4

It is inferred from the proximity matrix study that the variables taken up for the study are confirmative in nature. The data reliability analysis has been employed to check whether the variables used are to the same concept or not for which the rotated component matrix study was taken. The method adopted is principal compound matrix and the results are shown in table 4.

**Table 4: Total variance explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.238	32.602	32.602	4.238	32.602	32.602	2.528	19.448	19.448
2	1.686	12.967	45.569	1.686	12.967	45.569	2.201	16.929	36.377
3	1.343	10.332	55.901	1.343	10.332	55.901	1.844	14.183	50.560
4	1.049	8.068	63.969	1.049	8.068	63.969	1.743	13.409	63.969
5	.978	7.521	71.490						
6	.769	5.918	77.408						
7	.696	5.350	82.758						
8	.589	4.527	87.285						
9	.480	3.692	90.977						
10	.415	3.189	94.166						
11	.318	2.449	96.615						
12	.267	2.053	98.668						
13	.173	1.332	100.000						

\* Method of extraction: Principal Component Analysis.

Three components were derived having more than one Eigen value is shown in table 5.

**Table 5: Rotated component matrix**

Sl. No.	Variable code	Description	Tech based perspective	User perspective	Facilitator	Perception
1	WM 7	Services through web marketing satisfy the varied user requirements	.822			
2	WM 6	Web marketing enables the libraries in building collaborative network with the users	.762			
3	WM 8	Web based information delivering methods save the time of the users	.756			
4	WM 5	Web marketing offers user information to the users		.530		
5	WM 9	It creates positive image of the library in users' mind		.748		
6	WM 3	Web marketing aids libraries to get closer to the users.		.675		
7	WM 4	Web site helps to feed user information to the users		.724		





Sl. No.	Variable code	Description	Tech based perspective	User perspective	Facilitator	Perception
8	WM 2	Web sites facilitate to link/communicate the library with users through various social media tools.			.877	
9	WM 1	Library web site is suitable for promoting electronic products /services			.785	
10	WM 13	Libraries are able to exhibit their new products and services through web marketing				.587
11	WM 12	An effective web site marketing can provide professional/user satisfaction to the library professionals and users respectively				.728
12	WM 11	Web marketing is economical compared to other methods of marketing				.644
13	WM 10	It helps to increase the ability to select and access information timely				.560

Method of extraction: principal component analysis.

Method of rotation: varimax with Kaiser normalisation

a. Rotation converged in 8 iterations

The 'rotated component matrix' was employed to find out the users' opinion on web marketing. Based on the analysis shown in table 5 the 13 variables were grouped into four concepts namely tech based perspective,

user perspective, facilitator and perception.

- The tech based perspectives range between 0.756 and 0.822.
- The user perspectives range between 0.530 and 0.748.
- The facilitator ranges between 0.785 and 0.877.
- The perception ranges between 0.560 and 0.728.



**Table 6: Web marketing vs age, gender, region and designation**

Description	M/S	WM 1	WM 2	WM 3	WM 4	WM 5	WM 6	WM 7	WM 8	WM 9	WM 10	WM 11	WM 12	WM 13	Findings
<b>Age</b>															
Below 45 yrs	Mean	3.93	3.81	3.64	3.52	3.57	3.78	3.81	3.63	3.53	3.55	3.37	3.51	3.67	WM1>WM2=WM7>WM6>WM13>WM3>WM8>WM5>WM10>WM9>WM4>WM12>WM11
	Std.	1.024	.893	1.036	1.120	1.156	1.090	1.047	1.062	1.067	1.025	1.123	1.161	1.178	
45 and above yrs	Mean	4.04	3.86	3.70	3.54	3.61	3.69	3.73	3.58	3.64	3.66	3.46	3.70	3.71	WM1>WM2>WM7>WM13>WM3=WM12>WM6>WM10>WM9>WM5>WM8>WM4>WM11
	Std.	.976	.854	.812	1.061	1.161	1.119	1.086	1.100	.917	1.074	1.188	1.267	1.244	
		A>B	A>B	A>B	A>B	A>B	B>A	B>A	B>A	A>B	A>B	A>B	A>B	A>B	
<b>Gender</b>															
Male	Mean	3.95	3.84	3.66	3.56	3.62	3.81	3.82	3.65	3.58	3.60	3.43	3.52	3.67	WM1>WM2>WM7>WM6>WM13>WM3>WM8>WM5>WM10>WM9>WM4>WM12>WM11
	Std.	1.010	.835	.994	1.120	1.160	1.089	1.039	1.062	.999	1.024	1.157	1.220	1.215	
Female	Mean	4.00	3.79	3.67	3.44	3.49	3.63	3.71	3.54	3.52	3.55	3.32	3.66	3.71	WM1>WM2>WM7=WM13>WM3>WM12>WM6>WM10>WM8>WM9>WM5>WM4>WM11
	Std.	1.013	.981	.924	1.055	1.147	1.115	1.102	1.098	1.082	1.081	1.109	1.135	1.158	
		F>M	M>F	F>M	M>F	M>F	M>F	M>F	M>F	M>F	M>F	M>F	F>M	F>M	



**Table 6 (Continued)**

Descript ion	M/S	WM 1	W M 2	WM 3	WM 4	WM 5	W M 6	WM 7	WM 8	WM 9	WM 10	WM 11	WM 12	WM 13	Findings
<b>Region</b>															
Northern	Mean	3.85	3.77	3.69	3.61	3.74	3.82	3.88	3.74	3.63	3.68	3.59	3.68	3.78	WM7>WM1>WM6>WM13>WM2>WM5=WM8>WM3>WM10=WM12>WM9>WM4>WM11
	Std.	1.026	.918	.939	1.114	1.108	1.106	1.048	1.098	1.059	1.066	1.161	1.190	1.152	
Southern	Mean	3.96	3.67	3.53	3.40	3.25	3.64	3.47	3.42	3.13	3.33	3.02	3.27	3.38	WM1>WM2>WM6>WM3>WM7>WM8>WM4>WM13>WM10>WM12>WM5>WM9>WM11
	Std.	.922	.862	.836	1.099	1.205	1.095	1.152	1.066	.862	.944	1.080	1.283	1.394	
Eastern	Mean	4.24	4.16	3.86	3.49	3.43	3.57	3.76	3.51	3.81	3.54	3.32	3.54	3.65	WM1>WM2>WM3>WM9>WM7>WM13>WM6>WM10=WM12>WM8>WM4>WM5>WM11
	Std.	.925	.800	.948	.961	1.144	1.068	1.011	.901	.908	.989	1.132	1.095	1.033	
Western	Mean	3.83	3.67	3.33	3.25	3.00	3.67	3.67	3.33	3.42	3.25	3.25	3.33	3.08	WM1>WM2=WM6=WM7>WM9>WM3=WM8=WM12>WM4=WM10=WM11>WM13>WM5
	Std.	1.115	.778	1.155	1.055	1.128	1.073	1.073	.985	.793	.866	1.055	1.155	1.084	
Central	Mean	4.18	3.82	3.91	3.91	4.00	3.73	3.45	3.55	3.45	3.55	3.73	3.64	3.73	WM1>WM5>WM3=WM4>WM2>WM6=WM11=WM13>WM12>WM8=WM10>WM7=WM9
	Std.	.874	.603	.701	1.136	1.095	.905	.820	1.036	1.128	1.036	1.009	1.120	.786	
North Eastern	Mean	4.11	3.94	3.58	3.38	3.51	3.80	3.89	3.57	3.63	3.63	3.15	3.51	3.77	WM1>WM2>WM7>WM6>WM13>WM9=WM10>WM3>WM8>WM5=WM12>WM4>WM11
	Std.	1.062	.846	1.171	1.141	1.201	1.148	1.033	1.104	1.054	1.084	1.079	1.201	1.272	
		E>C >NE >S N>W	E>NE >C N>S =W	C>E >N NE>S>W	C>N >E S>N E>W	C>N >NE >E S>W	N>NE NE >C W>S>E	NE>N-E N-E >W S>C	N>N E>C >E S>W	E>N =NE >C W>S	N>NE >C>E >S>W	C>N >E W>N E>S	N>C >E NE>W>S	N>NE >C>E >S>W	



**Table 6 (Continued)**

Descript ion	M/S	WM 1	WM 2	WM 3	WM 4	WM 5	WM 6	WM 7	WM 8	WM 9	WM 10	WM 11	WM 12	WM 13	Findings
<b>Designation</b>															
Libraria n	Mean	4.13	3.84	3.78	3.50	3.28	3.91	3.81	3.50	3.47	3.72	3.59	4.00	4.06	WM1>WM13> WM12>WM6> WM2>WM7>W M3>WM10>W M11>WM4=W M8>WM9>WM 5
	Std.	.942	.808	.792	1.016	1.250	.995	1.148	1.047	1.047	1.054	1.214	1.136	1.190	
Dy. Libraria n	Mean	4.09	3.77	3.66	3.54	3.43	4.11	3.83	4.09	3.57	3.43	3.54	3.54	3.46	WM6>WM1=W M8>WM7>WM 2>WM3>WM9> WM4=WM11= WM12>WM13> WM5=WM10
	Std.	.887	.843	.873	1.120	1.008	.932	1.124	.981	.815	1.145	1.172	1.172	1.221	
Asst. Libraria n	Mean	3.95	3.82	3.69	3.57	3.64	3.66	3.81	3.55	3.66	3.61	3.48	3.67	3.73	WM1>WM2>W M7>WM13>W M3>WM12>W M6=WM9>WM 5>WM10>WM4 >WM8>WM11
	Std.	1.102	.904	1.133	1.153	1.072	1.092	1.003	1.072	1.061	1.060	1.073	1.143	1.118	
Others	Mean	3.92	3.83	3.62	3.49	3.62	3.72	3.76	3.59	3.51	3.58	3.28	3.43	3.63	WM1>WM2>W M7>WM6>WM 13>WM3=WM5 >WM8>WM10> WM9>WM4>W M12>WM11
	Std.	.983	.890	.907	1.084	1.215	1.140	1.072	1.080	1.033	1.008	1.164	1.228	1.236	
		L>D L>A L>O	L>O >AL >DL	L>A L>D L>O	AL> DL> L>O	AL> O>D L>L	DL> L>O >AL	DL>L >AL> O	DL>O >AL> L	AL> DL> O>L	L>AL >O>D L	L>D L>A L>O	L>A L>D L>O	L>A L>O >DL	
<b>Overall</b>															
Total	Mean	3.96	3.82	3.66	3.52	3.58	3.76	3.79	3.62	3.56	3.59	3.40	3.57	3.68	WM1>WM2>W M7>WM6>WM 13>WM3>WM8 >WM10>WM5> WM12>WM9> WM4>WM11

Table 6 indicates the study extended to age, gender, region and designation of the respondents concerning web marketing services the ranking order of the variables was shown in table 6 based on mean as well as standard deviation values. The table also shows the findings based on age, gender, region, designation and overall table 6.

The male participants expressed a greater preference compared to the female participants, with both genders prioritising

WMI, WM2, and WM7 the most, while showing the least preference for WM11.

The librarian, assistant librarians, and other library professionals gave WM1 the highest preference, while deputy librarians gave WM6 the highest preference. The librarian gave WM5, deputy librarians preferred WM10, and assistant librarians and other library professionals gave WM11 the least preference.

**Table 7: Overall analysis of responses received about web marketing**

Total Questionnaires received -373 (A)						
CODE	NO OPINION (B)	Opinion received (C= A-B)	Total of agreed among opined (D)	Total agreed among opined percentage (D/C)*100	Total of disagreed among opined (E)	Disagreed% (E/C)*100
WM1	77	296	258	87.16	38	12.84
WM2	81	292	262	89.72	30	10.27
WM3	102	271	230	84.87	41	15.13
WM4	105	268	190	70.90	78	29.10
WM5	42	331	232	70.09	99	29.91
WM6	83	290	228	78.62	62	21.38
WM7	79	294	243	82.65	51	17.35
WM8	93	280	217	77.5	79	28.21
WM9	76	297	218	73.4	79	26.60
WM10	121	252	193	76.59	59	23.41
WM11	60	313	199	63.58	114	36.42
WM12	55	318	216	67.92	102	32.076
WM13	47	326	242	74.23	84	25.77

It is evident from table 7 that as per the information received from the library professionals, web marketing plays a great role in library services. It was tried to find out whether web marketing can help in

- promoting electronic products /services
- communicating with users through various social media tools and getting closer to them
- offering user information to the users and building a collaborative network with the users
- satisfying the varied user requirements along with saving the time of the users
- creating a positive image of the library in users' mind
- increasing the ability to select and access information timely

The result shows web marketing has a very positive effect in providing library

services in case of all the points mentioned above. Overall it is determined that more than 60% of LIS professionals surveyed accepted the role of web marketing in providing library and information services to the users which is a very positive side of the study.

## 7. Conclusion

The study shows web marketing of library services and products is now more crucial than ever. Most of the library professionals of the central university libraries agreed about the positive effects of Web marketing. The university libraries may create the appropriate setup and deliver better services through web marketing. It also ensures proper and timely usage of the library services and online resources. Web marketing services satisfy the diverse requirements of the users and help to feed user information to the users. Web marketing through proper content can create a good image of the library. Professionals working in libraries must be sound enough in technology



applications and capable of giving people access to knowledge and digital content that are valuable to them for their academic as well as day to day living. Through web marketing university libraries can reach their users irrespective of their geographical and time barriers. Additionally, web marketing serves as a tool for better library promotion. Though the study was only limited to the opinion received from the library professionals of the central university libraries only, its positive result shows further study may be taken to analyse the opinion of the user community of the libraries for deeper understanding.

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