IMPLEMENTATION OF INFORMATION TECHNOLOGY SERVICES IN LIBRARY MANAGEMENT

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ABSTRACT

This paper examines the distinctive element of the ICTs. It gives a consciousness of technology in library and why there is a need to comprehend the utilization of ICT in the library for delivering improved library services and information to clients. The current review features the regions where ICT can be applied. Essentially, the paper clarifies various advances and their utilization in the library activity. How library services are incited with the utilization of technology like RemoteXs, RFID Technology, QR Code, and so forth have talked in the review. The current review talks about different library activities utilizing library robotization. In this paper, the advantages of institutional vaults have been examined for chronicling the library assets. The actual reason for this review is to communicate the value of the diverse ICT for speediest and agreeable information dispersal. The investigation of information technology has significant ramifications for marketing in the recognizable proof of a library's serious position. This paper exhibits that compelling utilization of Information Technology (IT) will improve the current tasks of university library and help the library clients to do their different exercises in the library.The prime target of this paper is to analyze the likely effect of Information technology on library management to showcase University library and library services. The exploration study centers around investigation of impression of 485 clients of University of Ilorin library. The aftereffect of the examination uncovers that the basic achievement factors for University libraries in the strategic time period will be a kind of technology management that requires a serious level of joining inside the spaces of client situated services (marketing) and work force competence.The paper infers that Information technology and marketing are generally new strategic weapons for libraries. The outcomes show that information technology will help university library strategically for upper hand, functional proficiency and assist clients with adapting to the mechanical changes.

Keywords: Information Communication Technology (ICT); Housekeeping Operation; Library Service

INTRODUCTION

The imperative exercises of libraries involve assortment advancement, reference services management, archive conveyance service, admittance to coordinated assortments held by the library and help clients in information search and recovery. There is the fundamental vitality of information technology to deal with the tremendous assortment of library. It is fundamental to utilize present day technology to make library services quicker. Libraries are confronting another age of online clients who are mechanically keen and coordinate information access and use in all circles of their lives to an exceptional degree. Progressively, age is changing with the time and the current age's library clients are excessively energetic with the technology. It is notable that all the achievement relies on the fulfillment of the library clients. Along these lines, in the current situation the speediest library service is more receptive through the world-wide web and web. To give information to the 'right clients' whenever', 'from 'anyplace' in the 'right way' is conceivable utilizing online mechanical settings.

Enormous improvement has been found in the field of Library and Information Science because of the quicker development in technology. In beyond couple of many years, with the utilization of web and technology, the library work has become extremely quick. To fulfill the requirements of library clients, speed and precision is the most two significant measurement. Fundamentally, Information and Communication Technology (ICT) improves the work process of the library which helps diminishing manual work, with this, it multiplies the library services. One of the most conspicuous benefits of ICT is to give ICT-based information services to satisfy the clients' needs. Arising ICTs have changed customary libraries into information focuses and administrators work more like counseling information designers or information directors. The advanced technology has conveyed pivotal changes in various parts of library management. From housekeeping activity to clients management, have been generally accomplished through the uses of web and library programming. Fundamentally, ICT is utilized in libraries, endeavors to offer different types of assistance, for example, - admittance to OPAC, library data sets, mechanized dissemination of library materials, and so on Thus, ICT services have extraordinarily affected on every circle of scholarly library movement just as offering a chance to offer some benefit added information services and admittance to a wide assortment of advanced based information assets to its clients. Presently a-days, information technology (IT) is generally utilized in various areas; it is likewise widely taken on in the field of library and information services to diminish costs, upgrade functional effectiveness, and above all to further develop service quality and client experience.

The viability of management of library information is cultivated by a mix of fundamental management capacities, jobs and expertise. The key underlying change brought about by information advances influences the specialized services of libraries as well as shapes the library services that are being presented to people in general. Libraries are potentially confronted with a substantially more hazardous sort of rivalry than the one standard among direct contenders: the replacement contest brought about by new information advancements.

Information technology (IT) is a strategic asset that works with significant changes in serious conduct, marketing and client assistance. Fundamentally, IT empowers a firm to accomplish upper hands. Information technology is an asset that interfaces the "marketing direction" and "technology double-dealing" of an association, which plainly must be bridled and overseen effectively. Management abilities

are required when managing a wide range of coordinated exercises and a wide range of association for sure, dealing with a library requires comparative management abilities to dealing with a football crew or a huge nearby government authority. Each association is generally laid out up with explicit objectives and destinations. It subsequently turns into the essential obligation of those accused of the execution of those objectives and targets to guarantee not just that the objectives and destinations are conceivable yet additionally that the objectives are accomplished. As indicated by Martell (1989) the appearance of information technology energizes further developed dispersal of marketing skill, through further developing marketing investigation, enquiry taking care of, item arranging, and so forth

One of the critical supporters of future library achievement, for state possessed polytechnics and university libraries will be its double-dealing, which will work with the utilization and management of information. Using IT, libraries are as of now re-designing the manner by which they complete their exercises. Marketing capacities (for instance, stock dealing with, deals requesting and coordinations, statistical surveying and item arranging) loan themselves effectively to mechanization and information technology. Many marketing capacities require an association to continually screen information from the business and the conditions where it takes part. Such information permits the organization to change its contribution to coordinate with the client needs, at a benefit. Since IT is likewise about information, information technology can and ought to work with marketing management and client support. Generally, information technology can go about as an incredible impetus for improving and propelling client support . As expressed by Barnes, effective marketing practice should handle the double difficulties of marketing information and client assistance. Advertisers should put their accentuation on getting exact and convenient information about clients and markets and on giving definitively the sort and level of service that clients need.

The point of management in any association is to tackle issues, and along these lines guaranteeing that the mission and destinations of the associations are cultivated. Notwithstanding, even in non-benefit associations, management rehearses are vital, since without them the objectives of such associations probably won't be accomplished. Immaterial products like instruction, social services, public assurance, and entertainment are frequently the essential point of not-revenue driven associations. Albeit these and comparable associations, for example, university library might not need to be beneficial to draw in financial backers, they should in any case utilize sound management rehearses in case they are to endure and run after their objectives.

Libraries are social establishments, made to moderate information; safeguard the social legacy; give information and support training and research; and to fill in as wellsprings of amusement. As of late, libraries are considered not as documents or perusing rooms, but rather as "the anteroom of living thoughts that penetrate and vivify all parts of public life.

Hence from the previous, the great target of this paper is to look at the likely effect of Information technology on library management to advertise library services.

PROMOTING LIBRARY MARKETING IN A UNIVERSITY

Library marketing endeavors seemed to perceptibly affect the dissemination of library materials. There is need for marketing of library guidance in this university and advancement of library guidance through the personnel and university's bulletin. During the most recent 50 years premium in marketing hypothesis and practice has been consistently expanding. This premium has developed on account of the promotion of the expression "marketing" and more noteworthy extension and complexity in its down to earth use. Buyers' decisions have turned into a significant worry for business associations and addressing buyers' necessities is currently viewed as the fundamental goal of ventures. The acknowledgment of the significance of purchasers' dictates has facilitated the way towards the marketing idea and market direction.

Substantial proof of the advantages to be accumulated by marketing a university library stands by further and maybe more nitty gritty review. Nonetheless, it very well may be contended that it is the numerous theoretical advantages of library advancement that will have a bigger and all the more long haul positive effect. At the point when university executives comprehend and esteem the mission of the university library, the job of the library will all the more frequently show up as a fundamental component inside the plans, objectives and destinations of the university. At the point when the job of the library is viewed as a fundamental one by university overseers - monetary help is more probable. As university is made more mindful of the maximum capacity of their library - their educational plans and examination are advanced. University executive must outfitted library with library assets and services and furthermore upholds library drives and urges their understudies to utilize the library. As understudies exploit library services and assets, their viewpoints are expanded and their enthusiasm for libraries overall is reinforced - hence potentially guaranteeing long haul support for libraries when these understudies later expect dynamic jobs.

A powerful marketing program requires the dedication of vigorous organizers and members. Critical representative work hours should be centered around the turn of events and execution of each new marketing drive. Exertion is the value that should be paid for effective library advancement.

On the off chance that a university library is fruitful in promoting its assets and services, those assets and services will get more use. This isn't risky for specific assets, for example, limitless utilize online data sets where the library is generally unaffected by expanded interest. Be that as it may, for services gave straight by custodians like reference, course, guidance, distance training support, and between library advance, expanded interest can have a critical effect. As custodian interceded services are advanced, assumptions nearby may bring about requests for expanded hours and quicker, more proficient service. The advancement and arrangement of new assets like web-based diaries, digital books, full-text information bases, and workstations may likewise build assumptions for yet a greater amount of these assets. As a non-benefit foundation the university library can't understand expanded income because of expanded interest. Without extra

assets, expanded assumption might go neglected. However it very well might be feasible to meet new assumptions through subsidizing from award giving offices and from the actual university, requests for expanded assets and services could well surpass the limit of the library to convey. A university library should pick its marketing fights cautiously. The library ought to advance those assets that can oblige expanded use. The library ought to advance services just when the library is ready to help requests for expanded services or when the interest for a service is unmistakably lessening.

The changing role of marketing in university library

Libraries are restricted in their capacity to play out their conventional job viably, because of gear with inadequate information technology. Numerous libraries think about technology as a course for service quality improvement, while others think about it as a financially savvy extension methodology. Whatever the basic system, no one inquiries the significance of understanding the examples of technology reception by university libraries.

The management way to deal with the investigation of marketing can be followed to such ideas as the marketing idea, marketing blend, item life cycle and market division. As per Moller (1994) this management approach can be described as attempting to take care of the issue of "how to foster an ideal marketing blend comprising of Product, Place, Price and Promotion answers for the contending inclinations of a picked target portion of shoppers, families or authoritative purchasers". The idea of the marketing blend centers around the requirement for marketing directors to see the marketing task as the most common way of blending or coordinating a few unique capacities all the while. This management approach advanced during the 1950s and 1960s, when marketing management turned into a broadly acknowledged business work, outgrowing the more customary deals management approach. Marketing is liable for more than deals - it is the management work answerable for ensuring that each part of the business is centered around conveying better worth than clients in the cutthroat commercial center.

During the 1990s the marketing management work and the more conventional, regulatory, various leveled associations will be supplemented by new, more adaptable, hierarchical structures like strategic organizations and organizations. This implies that the advertiser should oversee three arrangements of connections - with clients, with providers and with affiliates. The business is progressively liable to be an organization of strategic associations and the business degree will be basically characterized by its clients. In network associations, particularly, the marketing undertaking will remember liability regarding being master for client connections and keeping the remainder of the organization informed with regards to them. The marketing faculty will require abilities and information in relationship management and these abilities will become significant business resources, Thorelli (1986).

Marketing needs to "oversee intricacy instead of limit it, to oversee advancement as opposed to routinize it and to accept change instead of stay away from it" (Applegate, 1994). There are cutoff points to what IT can manage without the advantage of good marketing. Information Technology based systems can't work marvels. They won't balance a misguided or clumsy marketing procedure. IT on its own won't convey

benefits, what is required is a change in marketing exercises to bridle the chances from IT. Eventually with IT "the insight of its utilization, relies upon the insight of the client".

Marketing and management information systems and strategic plans

The best spot to dispatch a less unpleasant marketing effort would be from inside the library strategic arrangement. The objectives of a marketing plan would mirror the objectives of the library through arrangement with the library strategic arrangement. One method for decreasing the weight of expanded marketing may be to zero in just on those spaces of most elevated need. Accordingly a library marketing board of trustees or group would be all the bound to get the help of their directors and associates (to the extent that the strategic objectives of the library are upheld by the faculty of the library). A marketing plan could zero in first on those objectives and goals that arrangement with library picture, with upgrading library services and assets, or with expanding the utilization of the library by a specific fragment of the library local area. How then, at that point, may these objectives be shown up at and how should the arrangement - set in motion to accomplish those objectives - best be assessed? Through criticism!

To make and dispatch a fruitful strategic arrangement or marketing plan, the needs and needs of both the library workforce and the library local area ought to be unmistakably perceived. A marketing group will evoke the best exertion and backing for their exercises by considering the interests, assumptions, needs, and fears of the people who should assist with executing these plans (De Stricker, 1998). A marketing plan will be best if the marketing group has a reasonable comprehension of the interests, assumptions, needs, and fears of those for whom the arrangement is planned. Criticism from all around planned marketing studies of the library staff and the university local area is expected to expand the viability of a marketing plan and to guarantee interior help for its execution.

Impact of IT

Information Technology (IT) has influenced and affected the library services in numerous ways. In the more extensive sense, it has come about in:

A. Automation of house-keeping functions

Obtaining

Indexing

Course

Sequential control

B. Library services

Current Awareness Service

Particular Dissemination of Information

Review look

Reference service

Interlibrary credit service

Archive Delivery Service

C. Networking of library services

OBJECTIVE

1. To the review execution of information technology services in library management.

2. To the review changing job of marketing in university library.

3. To the review Marketing and management information systems and strategic plans.

METHODOLOGY

This current review tries to inspect the association of the marketing capacity in a university library, University libraries in late time have encountered significant change over because of technology and a more complex and requesting perusers.

An aggregate of 485 sociologies and non-sociologies understudies at university of Ilorin little grounds library took part in the finishing of the polls. The polls were controlled to library clients in the University of Ilorin library during Harmattan semester assessment 2012/2013 scholastic meeting which occurred in June/July 2013. The library clients were delineated into male and female with the end goal of the investigation.

A channel question estimated their degree of perusing in the library (the conduct plan part of mentality). No demeanor contrasts were found between the understudies at different levels and Departments, so all surveys were held for examination.

EMPIRICAL ANALYSIS AND DISCUSSIONS

Marketing is presently working in a changed and changing climate with a dependence on IT to work on marketing. A significant part of the IT exploration to date comes up short on a marketing center. One might say that there are similitudes with IT's utilization in different capacities, however marketing requires a somewhat alternate point of view because of its between useful accentuation. Numerous scholastic investigations center around breaking down one IT independently with the conspicuous absence of between comparability. There has been a call for more all encompassing multidisciplinary investigations of IT in business and furthermore calls for more accentuation on what advertisers really do practically speaking. This review endeavors to overcome this issue and assess the general effect and advantages from IT in marketing, in university library.

Marketing activities, alongside information innovations, were characterized by the majority of the respondents as the best basic achievement potential in library management. There is wasteful information on client inclinations. This flimsy part is predictable with the evaluation of the troubles in satisfying the basic achievement factor being talked about. Subsequently we can see here a conspicuous strategic need to build the degree of information technology in university library to set up client inclinations.

University library services are isolated into regular and electronically upheld inventories, information supply through external data sets, providing of books, straightforward admittance to lists of different libraries and passing on of information. The review uncovers that in university of Ilorin library most inventory information are as yet conventional card inventories which were done playing a strategic part. It is about time the university change from customary card indexes to machine clear lists.

The motivation behind the field study is to test the hypothetical establishments of information technology, distinguishing the various measurements, which make up the client's obligation to the relationship with the library. Qualified people met an aggregate of 485 library clients exclusively. Every one of them were mentioned to distinguish the recurrence of utilizing the library offices, solidly in finishing task and home work and to put together their replies with respect to it. 61% of the example is male and 39 percent female. Seven age bunches were characterized based on the similitudes and contrasts fair and square of utilization. 67.5 percent of the example populace is inside of 21 and 30; 12.3 percent somewhere in the range of 31 and 35; 10.5 percent somewhere in the range of 36 and 40; 10.7 percent the rest. The example was for the most part taught: 53.6 percent of respondents are 300 level and 400 level understudies. The middle age of the respondents is 24 years. 52.8 percent of the example populace has contact with the library three times each week and 23.7 respondents visited the library two times each week.

In reacting to who are the understudies' solicitations for help as respects to the home work. 40.3% of the respondents said that they generally asked their schoolmate and 24.7% of the library clients said that they look for help from the teachers. 19.2% of the library clients said that they don't ask anyone. 15.8% of the library clients said that they approach the administrator for help and direction when they are given tasks. This hence implies that there is firmly need to enough market the university library among the clients about its employments. This will help the understudies to have better comprehension on the heading to head when they need to utilize the library or any offices in the library.

Our examination additionally uncovered that the present status of information technology in the University of Ilorin library should be propped up. A normal of 73.5% of the library clients firmly concurred that there is need for development of the University library web offices. The situation of the library clients is that the current web offices in the library are inadmissibly. The library should be exceptional with the web prepared PC which will empower the clients to get to information and connection up with different colleges library through the net. This will fill in as one more method for marketing the University of Ilorin library.

Most of respondents say that information technology will help University of Ilorin library in marketing for strategic advantages. Hence, Departmental and Faculties diaries and distributions of different academicians in the University of Ilorin can be put on the net which can be gotten to by others in different colleges all through the world.

Our exploration shows that current clients feel Information technology is the acceptable channel for certain collaborations with the library (see table I). In case it is all around coordinated into the general framework, the Information technology can empower library to offer more altered support, and more grounded customized connections. Subsequently, clients don't appear to consider the To be technology as a channel to supplant customary connections, but instead as a way of enhancing and upgrade the connections.

Table I: The means and standard deviation for the summated variables

Variables	Mean	Standard Deviation
Study in the library	8.56	3.67
Check out a book in the library	12.54	3.22
Read a book to complete assignment in the library	10.87	3.86
Work on a group project in the library	11.37	4.45
Use Library computer for e-mail	12.45	4.32
Ask questions from librarians	8.23	2.56
Use a library computer to complete assignments	5.30	1.10
More facilities like internet service should be provided	16.73	5.94

Source: Author's calculation

CONCLUSION

Albeit the new advancements in information technology are testing, in any event, overpowering, the genuine difficulties that we face are not specialized in nature. Rather it is the need to envision and carry out change that will make an interpretation of conventional qualities into the arranged and electronic information in future. IT cuts across all areas of the spending plan and it should mirror the common necessities and long haul consumptions needed to stay up with the latest. Any other way equipment will become obsolete, programming out of date, networking access restricted, the framework obsolete and faculty insufficient. The significant target of the administrators here is to hold the picture of the library by utilizing imaginative information technology shrewdly and cautiously. Custodians can't turn out to be so moved by information advances that they are a long ways in front of their clients. That is one more acceptable way of losing clients. Bookkeepers should recollect the impact that changing ages will have on library services.

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