

# **Library Marketing in India: A Scientometrics study (A Case study of I-Scholar Database)**

**Bhavanishankar Naik B.**

Assistant Librarian, University Library, Rani Channamma University,  
Belagavi-591156, India<sup>1</sup>

## **ABSTRACT**

*In this article, A Scientometric analysis of the I-Scholar Database for the period of 2000 – 2016 has been conducted about Library Marketing in India. The study reveals the various aspects of the database like scattering of Library marketing and year wise scattering of articles.*

**KEYWORDS:** Library, Marketing, Scientometrics, Users, Database.

## **INTRODUCTION**

Library marketing is essential to keeping our users and potential users educated and taught with regards to the sources and services that match their requirements and interests. Library Marketing is the connection between the library client's requirements and its resources and services.

Library marketing is essential to keeping our users and potential users educated and instructed with regards to the sources and services that match their necessities and interests. Powerful advertising abilities are expected to build attention to the library's worth and to grow its client base. With these abilities close by as you enter the library profession; you are holding the keys to your new profession.

Marketing is the connection between the library user's requirements and its sources and services; will assist with associating the library to its users, who realize that they can get data numerous alternate ways without coming to the library constructing or communicating with a curator. With consistent rivalry from other data suppliers, custodians need to discuss to their users that they can address their issues better compared to different suppliers. As curators, we realize that libraries are far beyond conventional print books and shushing book keepers; we simply need to change that generalization. Library advertising reminds users that their library is as yet an extraordinary decision for meeting their data needs in this day and age.

## 1. OBJECTIVES OF THE STUDY

The objectives of the study are as follows;

- To know the growth of the literature in Indian Journal on “Library marketing”.
- To know the number of articles in marketing and related areas in the journals which have indexed the term “Library marketing”.
- To know the subject scattering in the database –I-Scholar.
- To explore through various indicators on growth of literature on Library marketing.

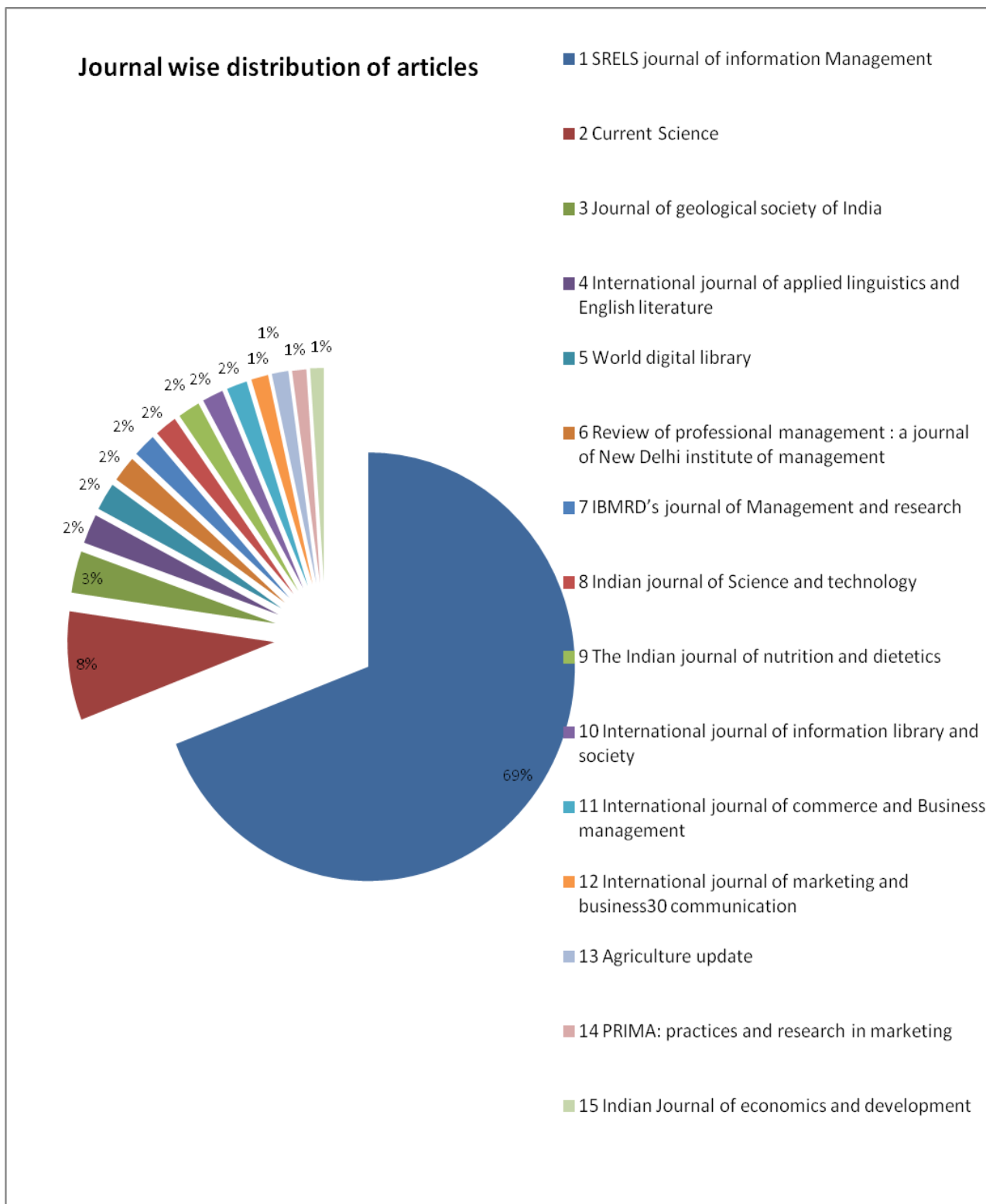
## 2. JOURNAL WISE SCATTERING OF LIBRARY MARKETING

**Table No: 1:** Shows Journal wise Scattering of articles in the area of Library marketing in I Scholar

Sl. No.	Journal wise scattering of Library Marketing	Number of Articles
1	SRELS journal of information Management	1556
2	Current Science	184
3	Journal of geological society of India	71
4	International journal of applied linguistics and English literature	50
5	World digital library	47
6	Review of professional management : a journal of New Delhi institute of management	44
7	IBMRD’s journal of Management and research	40
8	Indian journal of Science and technology	39
9	The Indian journal of nutrition and dietetics	39
10	International journal of information library and society	37
11	International journal of commerce and Business management	36
12	International journal of marketing and business communication	30
13	Agriculture update	29
14	PRIMA: practices and research in marketing	25
15	Indian Journal of economics and development	24

### 2.1 Percentage wise scattering of Subjects in journals

Below chart shows percentage wise scattering of subjects in journals in the area of Agriculture marketing in I-Scholar



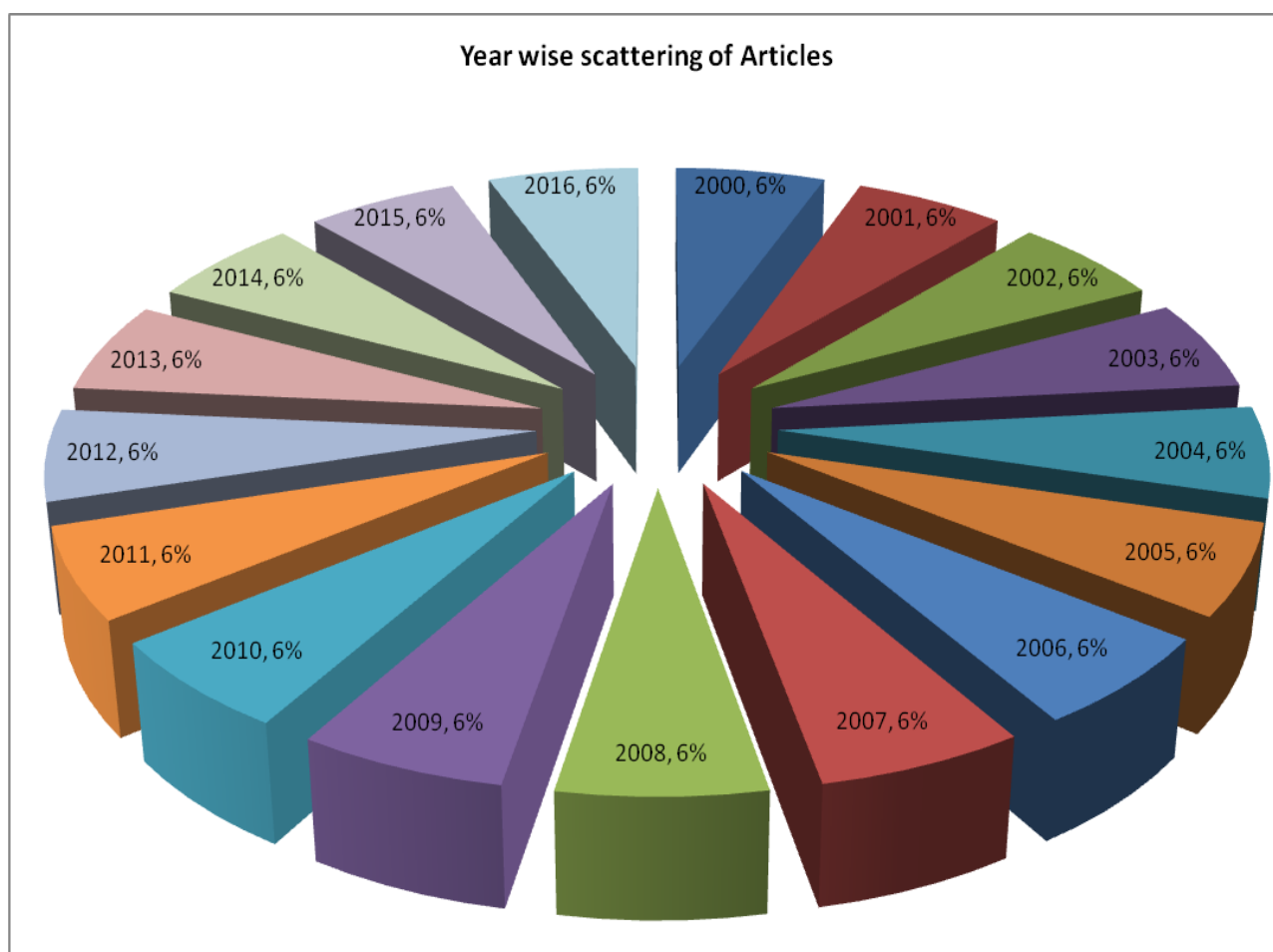
**Table No: 2:** Shows Journal wise Scattering of Subjects In the area of Agriculture marketing in i-Scholar

Sl. No.	Year wise scattering of Articles	Number
1	2000	31
2	2001	35
3	2002	58

4	2003	28
5	2004	1
6	2005	44
7	2006	45
8	2007	25
9	2008	64
10	2009	13
11	2010	87
12	2011	91
13	2012	148
14	2013	211
15	2014	303
16	2015	330
17	2016	146

**2.2 Year wise scattering of Subjects in journals**

Following chart shows percentage wise scattering of subjects in journals in the area of Library marketing in I-Scholar Database.



The case study of the *i*-scholar database is used to know the development and research of Library marketing. The various indicators are represented to show journals wise scattering of the article.

## **CONCLUSION**

The publishing trend is today depends on the authors interest towards journal. Plenty of articles are published in different journals on Library marketing in the i-Scholar Database.

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