A Study for University Library Marketing Indicators Model in Digital Age

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Abstract

At present, university libraries are confronted with fierce competitions from other schools, readers' high dependence on digital resources, and limited intra-school resource distributions. It is essential for university libraries in the digital age to monitor factors such as information technology progress, the internet environment, and readers' rapidly changing use habits. As a result, university libraries are compelled to rely on collecting, organizing, and preserving the traditional data. As a matter of fact, the ultimate target should be toward providing services that meet readers' actual needs in the digital age.

For a library, "marketing" is non-profit unlike other enterprises. Instead, it organizes activities that allow it to find out readers' needs for information, and enhance the overall customer satisfaction level. In this context, the present marketing and management concepts applied in management areas are introduced. Through 4P marketing (Product, Price, Place, Promotion) and 3P service industry (People, Procedure, Physical facility) and 4C internet marketing (Customer experience, Customer relationship, Communication, Community), discussions are conducted on knowledge, skill, and activities feasible for "library marketing" at university libraries in the digital age

The literatures cited are taken from literatures on library marketing, and are used to setup initial evaluation indicators in this context. Delphi Method is then applied. Expert opinions are subsequently compiled to complete the university library marketing indicators framework in the digital age. With the three dimensions as basis, AHP; Analytic Hierarchy Process is used to present problems. The two are combined to setup the indicator hierarchy framework in this study. The weighting between hierarchical indicators is first computed before calculating the overall

hierarchy weighting. Finally, the university library Marketing Indicators Model in the digital age in this context is completed and confirmed. Thus, a set of important references is expected to be setup, which will serve as the direction for improvement for school libraries, and future marketing related operations at university libraries in the digital age. We earnestly hope that this model will serve as an important reference for both libraries and schools in their quest for better marketing performance!