

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

11-27-2012

Mapping marketing library services related literature in LIS open access journals

Anna Kaushik

University of Kota, drkaushikanna@gmail.com

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Library and Information Science Commons](#)

Kaushik, Anna, "Mapping marketing library services related literature in LIS open access journals" (2012).
Library Philosophy and Practice (e-journal). 875.
<https://digitalcommons.unl.edu/libphilprac/875>

Mapping marketing library services related literature in LIS open access journals

Anna Kaushik
Deputy Librarian
University of Kota
Kota (India)
drannakaushik@uok.ac.in

Abstract

Open access initiative explores the new way to access scholarly literature free of cost which published in diverse online journals on different subjects. This study aims to identify growth and publication patterns of marketing library and information services related literature published in LIS open access journals by various bibliographic points of view. The results of the study demonstrated that maximum quantity of articles published in marketing library services, most productive year count as 2002 and huge amount of articles focused on library marketing theme. Results further revealed that wide spectrum of articles published in foreign open access LIS journals by single and foreign authors relative to Indian authors and hidden web resources (i.e. Special libraries and Marketing Library services) on LIS Marketing also discovered. This study will be useful to keep track on growth of marketing library services literature publishing in open access journals in library and information science domain.

Keywords: Marketing library services, open sources, electronic journals, free articles

Introduction

Perhaps, open access movement came into existence in 1960s but adequate development was noted in 1990s when new internet and information communication technologies were emerged and several open access initiatives took place. Among different open access initiatives, two initiatives viz. Budapest Open Access Initiatives (BOAI) and Public Library of Science (PLoS) played key role in lifting up huge platforms and networks for open access model. Morrison (2009) described that open access as a one of the most critical open movement for scholarly communication. Wikipedia claimed that first open access journal was published in late 1980s

(2012). Suber (2007) defined open access literature as “digital, online, free of charge, and free of most copyright and licensing restrictions”. Willinsky (2003) identified nine flavors of open access journals. These flavors are: 1) e-print archive (authors self-archive pre- or post-prints), 2) unqualified (immediate and full open access publication of a journal, 3) dual mode (both print subscription and open access versions of a journal are offered), 4) delayed open access (open access is available after a certain period of time), 5) author fee (authors pay a fee to support open access), 6) partial open access (some articles from a journal are available via open access), 7) per-capita (open access is made available to countries based on per-capita income), 8) abstract (open access available to table of contents/abstracts, and 9) co-op (institutional members support open access journals).

However, open access journals can be defined as journals which provide free access to their available literature altogether with facilities to download, print and use without any legal restrictions.

As a consequence, publishers of paid electronic journals started to provide a free copy of their respective online journals and many leading LIS publishing agencies were opened their e-journals on the open access platform for example, especially, in India two leading LIS e-journals namely Annals of Library and Information Studies and DESIDOC Bulletin of Information Technology are now available on open access platform and can be access free of cost which were earlier available in paid mode. Simultaneously, many open access portals, institution repositories and directories have been developed which facilitate users to get free access to various scholar literatures published in different e-journals in library and information science domain according their own respective policies related to open access publishing literature.

On the other hand, LIS marketing concept was emerged in late 19th century and Kotler’s theory towards marketing nonprofit organizations generates new paradigms in marketing . Since then, marketing concepts and its applications are widely used in library and information science context. It has also been proved that marketing play a vital role in promoting library services and resources, building reputation of the library and in connecting and attracting the users in personal way. After that, variant types of marketing concepts and theories are continuously evolved Gupta (2006) provides the scenario of new concepts taken place in LIS marketing these include in 1876-1970- Primitive Marketing concepts, 1970-Not for profit Marketing, 1990-Services Marketing, 2000-Relationship Marketing and 2000 onwards-Internet Marketing. In the present era , many LIS courses have been included the marketing concepts and their applications in their syllabus and similarly various library and information science associations (i.e. IFLA and CLIP) have been developed special sections on marketing of library and information services and LIS professionals also started to submit and publish their own literature in LIS open access journals, portals and institution repositories on marketing of library and information services subject on a global perspectives.

Need for the study

There are diverse types of resources available on internet which may be visible or invisible. Visible resources can be searched through any search engine easily but invisible resources cannot be searched by any search engines or database unless one is made extra efforts using various web searching strategies. This is important to mention that these hidden web resources

contain worthy literature in different core subjects. Nowadays, it has been noticed that many LIS journals are available on open access mode which comprise good amount of LIS literature and also several web portals have been developed which imparting paid scholar LIS literature in open access mode. After examine the literature published on marketing of library services on open access platform, it is found that no study is so far carried out on these hidden and visible open access LIS marketing literature. Therefore, it is necessity to carry out a study which imparting open access literature especially articles reside in open access journals and hidden web.

Literature review

Open access concept mainly become popular by rigorous effort of open access initiatives taken place in 1990s. The open access model come up with diverse characteristics, Nicholas et al. (2005) noted three main characteristics of open access such as it is made available on the internet, there is no financial or legal barriers to access it, and authors use copyright only to maintain the integrity of their work and retain the right of attribution. As a resultant, many electronics journals in various disciplines become open access journals as per their policies and nature. The success of open access movement highly relay on scholars who support the getting open access movement up by submitting and publishing their publications to open access model and make available on internet free access for everyone. Open access journals considered as important resources of scholarly literature in different disciplines therefore various studies conducted on diverse issues related to open access journals and their publication patterns. Way (2010) conducted a study for examining open access availability of full text articles in top 20 library and information Science journals using Google Scholar. A bibliometric study was conducted by Mukherjee (2009) using 17 fully open access electronic journals in the field of library and information published during 2000-2004 which found that average increment of 23.75 articles per year, team research was not very common in LIS OA publishing, male authors were keener than female authors and open access journals covered a wide range of topics in library and information science subjects. Walters and Linvill (2011) examined the characteristics of 663 open access journals in field of biology, medicine, economics, history, computer science and psychology and discovered that more than 2,700 articles published per year and medicine and biology field have large numbers of open access journals in comparison to other four subjects. A review study was exclusively carried out by Gupta (2008) on different kind of open access and non open access bibliographies available in LIS marketing using diverse parameters such as authority, scope, arrangement, methodology, currency, accuracy and subject coverage. Mukherjee (2008) expressed the trends of open access journal publishing in the field of library and information science by language, top-level-domain, country and time through which he identified 124 LIS open access journals which either partially or fully free accessible on the web but out of 124 identifies open access journals, 12 OA journals were found creased their

publication and rest 112 open access journals found presently accessible freely. Results of his study depicted that most of open access journals in the field of library and information science were available in English language and published from either academic or organizational domain and from developing countries such as United States of America (USA) and United Kingdom (UK). Hu (2012) studied about availability of open access journals in humanities and social sciences fields in China on various points of view. Xia (2012) ranked the position of library and information science related open access journals which published during the selected period between 2004 and 2008 by using h-index tool and found that open access journals have gained momentum supporting high-quality research and publication and open access journals have been ranked as high as the best traditional print journals. His study also encourages LIS professionals to be a part of open access movement and publications. Kousha (2009) identified the characteristics of 545 open access citing sources targeting particularly open access research articles in four science and four social science disciplines, including their file format, hyperlinks, internet domain, language and publication year and found that about 60 per cent of the OA citing sources targeting research papers were in PDF format, 30 per cent were from academic domains ending in education (.edu) and academic (.ac), 70 per cent of the citations were not hyperlinked, papers published in eight selected disciplines were in non-English languages. Mukherjee (2009) examined the hyper-linking patterns of references cited web based scholarly electronic articles of 17 open access library and information science journals published during the period of 2000-2004 in terms of language, file format, source and top-level domain. Scholarly impact LIS open access journals with help of Google Scholar was investigated by Mukherjee (2009) using 17 fully open-access journals published during 2000 to 2004 in the subject of library and information science and on the junctures of quantity of articles published, subject distribution of the articles. Yuan and Hua (2011) measured the scholarly impact of 97 LIS open access journals on the basis of citations and links and revealed that LIS open access journals have become a significant component of the scholarly communication system. Liu and Wan (2012) analyzed the publication trends of 227 open access scholarly journal articles retrieved from LIS databases such as Library and Information Science Abstracts, Library Literature, Social Sciences Citation Index and Bailey Jr.'s bibliography from 2000 to 2005 through which general works, library science journals, viewpoint articles, library professionals, and U.S. authors were found maximum in numbers. Trunk (2011) identified the benefits of open access journals in biomedical field in Slovenian setting. Singh and Niadu (2011) explored the benefits of library and information science related electronic open access journals. Ghosh's (2011) study expressed that open access (OA) programs adopted by libraries in various institutions and provided a list of relevant literature and resources in the library advocacy setting, with regard to the ongoing needs of OA repositories in India and his study further discovered that a proactive approach in information handling and collaboration with information technology staff and academics are essential for building open access model. Gupta (2007) investigated growth and patterns of LIS marketing literature published in two well known databases namely Library and Information Science Abstract (LISA) and Library and Information Science and Technology Abstract (LISTA) during

the selected period from 1970 to 2005. Lyons and Booth (2011) evaluated the status of open journals articles published in early 2009 in the subject of business and management which available on a wide variety of websites, including repositories, author profile pages, open access journals, and so on. Hemantha Kumar et al. (2012) assessed contribution of agriculture and food sciences subjects towards open access journals in India perspective and found that in respect of number of open access journals and revealed that India has 5th and 11th position in the Directory of Open Access Journals (DOAJ) and in Directory of Open Access Repositories (Open DOAR) respectively. Hawkins (2001) investigated characteristics of 28 electronic journals in field of information science and found majority of authors belong to United States of America and United Kingdom countries, only 26 articles have authors from more than one country, about 2/3 of the articles connected to academic institutions and among seven online databases, only Information science Abstract covers all 28 selected journals. Though, Gupta and Jain (2009) mapped the growth of LIS marketing periodical literature in terms of articles published in India through Indian authors either in Indian or foreign publications and by foreign authors on India during the period of 1980-2008 year-wise, prominent author-wise and productive journals-wise and discovered that total 125 items were published, maximum 14 articles published in 1998, author self came out as most prominent author with 10 articles and DESIDOC Bulletin of Information Technology considered as most productive journal which contained 20 articles during the above said period but their study mainly includes paid LIS journals and only two open access journals such as Annals of Library and Information Studies and DESIDOC Bulletin of Information Technology. However, this study was not purely focused on open access electronic journals in library and information science subject. As such there is no study conducted solely on growth of literature especially on articles published in marketing of library services subject only in LIS open access journals.

Objectivities of the study

The study consists following objectivities:

- To identify the open access journals which contain literature on marketing library services.
- To examine publication patterns of literature available in the identified open access journals.
- To investigate themes and file formats connected within identified literature on marketing library services.

Scope of the study

The study is confined to only free articles on marketing of library and information services that are published and available in different open access journals, open access magazines and open access portals in only English language. The reviews, short communication, brief commentary and other formats were not included in the study.

Methodology

The search begun with help of Google search engine (www.google.com) by using two search terms “Marketing library services ” and “open access journals in LIS” in order to find out open access journals in library and information science subject. Further, directories such as Directory of Open Access Journals (DOAJ) (Lund University Library), (<http://www.doaj.org/ljbs?cpid=129>) and Directory of Journals, Newsletters and Electronic Discussion Archives (ACQWEBS) (<http://www.acqweb.org/journals.html>), LIS associations’ websites and open access web portals accessed and searched. Through this endeavour, various important websites had been discovered which include International Federation of Library Association and Institution (IFLA), Special Library Association (SLA), Marketing library services, Marketing Our Libraries and Find Article(www.findarticle.com) which contain open access electronic journals in library and information science field in English language as well as imparting worth literature on marketing of library and information services. It is important to mention that Special Library Association (SLA) containing valuable literature freely from 1910 to 1996, under the banner of Special Libraries journal. Further, every issue of identified open access e-journals thoroughly checked for discovering the open access articles published on marketing of library services area. Many open access journals were excluded from this study owing to not providing their publications in English language, not containing any articles on marketing of library and information area, not accessible and not provide their all publications in full-text mode. Moreover, the identified open access LIS journals and web resources which consist literature under the heading such as ‘Editorial materials’, ‘PowerPoint Slides of Conferences’, ‘Book Reviews’, ‘Columns’, ‘Reports’, ‘e-Dissertations’, ‘News items’ were not incorporated in this study. Finally, 85 open access electronic journals in library and information science field available in English language, were discovered and out of 85 OA LIS journals, 35 open access journals included for this study that comprise articles on marketing library services area. This study was carried out during certain period from February 10, 2012 to May 30, 2012. Besides this, a database was developed in Micro Soft Excel which consists different fields like title, author, journal name, publication year, keyword etc., in order to analysis of growth and publication patterns of literature on marketing library services subject available in LIS open access electronic journals by using different corpus such as publication patterns, authorship patterns and related bibliographical phenomena.

Results

Articles availability in open access journals

As on May 2012, total 294 articles were published in 35 open access LIS journals on marketing of library services area. After analyzing articles published in different identified open access

journals, It is found through analysis that a journal namely “marketing of library services” which published by Info Today Inc (www.infoday.com) on the theme of marketing of library services

Table no.(1)- Articles in open access LIS journals			
Name of Journals	Foreign Journals	Indian Journals	Total Articles
Annals of Library and Information Studies		6	6
Ariadne	2		2
Australian Academic and Research Libraries	1		1
Australian Library Journal	5		5
Bulletin of the American Society for Information Science and Technology	5		5
Bulletin of the Medical Library Association	8		8
Chinese Librarianship: an International Electronic Journal	2		2
College and Research Libraries	4		4
DESIDOC Journal of Library & Information Technology		17	17
D-Lib Magazine	1		1
E-JASL: the Electronic Journal of Academic and Special Librarianship	2		2
Evidence Based Library and Information Practice	4		4
First Monday	1		1
IFLA Journal	4		4
Information Outlook	35		35
International Journal of Information Dissemination and Technology		1	1
Issues in Informing Science and Information Technology	2		2
Issues in Science and Technology Librarianship	2		2
Journal of Digital Information	1		1
Journal of Electronic Publishing	1		1
Journal of Medical Internet Research	2		2
Library Philosophy and Practice	5		5
Library Student Journal	2		2
Library Trends	14		14
Marketing library services	87		87
Pakistan Journal Library and Information Science	3		3
Partnership: the Canadian Journal of Library and Information Practice and Research	2		2
School Library Media Research	2		2
South African Journal of Information Management	5		5
Special libraries	57		57
Sprouts : Working Papers on Information Systems	2		2
Teacher Librarian	1		1
The Bonefolder: an e-journal for the bookbinder and book artist	1		1
Virginia Libraries	5		5
Webology	2		2

Grand Total	270	24	294
--------------------	------------	-----------	------------

and contains vast literature only on marketing of library services and its related aspects. Table no.(1) shows that a majority (29.5 percent) of articles published in marketing of library services followed by Special libraries (19.3 %), Information Outlook (11.9 percent), DESIDOC Journal of Library & Information Technology (DJLIT) (5.7 percent), Library Trends (4.7 %), Bulletin of the Medical Library Association (2.7 percent) and Annals of Library and Information Studies (2 %) respectively. In relation to few journals publication on marketing of library services area, 5 journals namely Australian Library Journal, Bulletin of the American Society for Information Science and Technology , Library Philosophy and Practice, South African Journal of Information Management and Virginia Libraries each contain five articles whereas three OA journals each consist 4 articles, one OA journal has 3 articles, 11 open access LIS journals each comprise 2 articles and rest 8 open access journals each having only I article respectively. It is interesting to observed from table no.(1) that huge volume of articles 91.8 percent published in the foreign (other than India countries) open access journals in contrast to articles available on marketing of library services area in the Indian open access LIS journals. Among identified open access LIS journals with regard to LIS marketing literature, open access journal namely Marketing of Library Services received first rank, Special Library got second rank, Information Out look occupied third rank, Library Trends listed on forth rank, and Bulletin of the Medical Library Association got fifth rank, if we look the ranking of top five open access LIS journals on the basis of article available on LIS marketing literatue. During an analysis of articles published in different LIS open access journals, it is perceived that few open access journals entitled DESIDOC Journal of Library & Information Technology (DJLIT) (1998 and 2002), Special libraries (1922) solely published special issues on marketing library services and its related theme.

Year wise distribution

Table no. (2) presents year-wise growth of articles that published in various open access LIS journals. It is interesting to note that first articles in LIS open access journals on marketing of library services area was published by special libraries journals in 1922 which was a publication of well known LIS association namely “Special Library Association”

Table no.(2)- Year-wise distribution of articles					
Years	No. of Articles	Years	No. of Articles	Years	No. of Articles
1922	1	1964	6	1998	16
1925	1	1965	2	1999	11
1927	4	1969	1	2000	10
1936	1	1980	2	2001	12
1938	1	1982	4	2002	20
1939	1	1983	1	2003	9
1940	1	1984	1	2004	17

1941	1	1985	1	2005	11
1942	2	1986	1	2006	18
1943	1	1988	2	2007	13
1945	4	1990	2	2008	18
1947	1	1991	13	2009	17
1949	2	1993	1	2010	12
1952	5	1994	1	2011	14
1953	1	1995	17	2012	5
1954	1	1996	3		
1955	1	1997	4		
Total	29	Total	62	Total	203
Grand Total				=	294

After then, slow growth in open access articles have been observed till 1990 in which (51) articles were appeared in the raging from 0.3 % to 2% . The table no.(2) also revealed that in 2002, maximum number 20 (6.8 percent)of articles on the selected area were published due to reasons of special issues published in DESIDOC Journal of Library & Information Technology (DJLIT) on marketing of library services theme in 2002, followed by 18 (6.1 percent) articles, 17 (5.7 percent) articles, 16 (5.4 %) articles, 14 (4.7 percent) articles and 13 (4.4 percent) articles in two years (2006 and 2008), 3 three years (1995, 2004 and 2009), one year(1998), one year(2011) and two years (1991 and 2007) respectively. While minimum numbers of articles (0.3%) were investigated in different nineteen years during 1922 to 2012. It is needless to mention that only almost half part of 2012 was covered in the study for analyzing articles availability in open access journals. Therefore, it is clearly indicates that 2002 year count as most productive year in terms of articles published in LIS open access journals marketing of library services setting.

Topics covered

Though, there are many articles published on marketing of library services area in open access journals which covered several topics but for analyzing the topics covered by open access journals, nine broad categories of topics on the subject were framed these include (i)Marketing concept covers marketing definition, need, advantage and selling, (ii)Marketing material consists marketing philosophy and marketing studies (iii)Marketing techniques contains tools, methods, techniques, promotion, outreach services, advertising, gaming and publicity, (iv)Marketing literature analysis contains literature review, survey, bibliometric studies and other marketing library services related literature (v)Marketing education includes courses , tutorials,

instructions, curriculum, syllabus, guidelines and interviews, (vi)Library marketing comprises marketing library products and services and implementation marketing with in libraries, (vii)Technology connected marketing consists marketing through web based tools and techniques such as websites, e- mails, blogs, social networking sites and library 2.0

Table no.(3)- Themes of articles	
Themes covered	No. of Articles
Branding	7
Customer analysis	13
E-marketing	1
Information marketing	3
Library marketing	53
Marketing analysis	3
Marketing and advocacy	7
Marketing and TQM	1
Marketing audit	3
Marketing concept	33
Marketing education	13
Marketing literature analysis	10
Marketing material	3
Marketing mix	2
Marketing research	14
Marketing strategies	11
Marketing techniques	50
Marketing theories	1
Pricing	3
Public relations	16
Service quality	6
Technology connected marketing	39
Viral marketing	2
Grand Total	294

(viii)Marketing strategies: strategies and plan, (ix) Customer analysis consists customer focused studies viz. behaviors, needs, attitude and satisfaction. Besides this, the already established specific terms like, branding, electronic marketing (e-marketing), total quality management (TQM), advocacy, marketing audit, pricing, service quality, marketing mix and viral marketing were also used in the study.

Table no.(3) revealed the different topics were covered by the articles published in various open access LIS journals , in which, a largest accountability of articles eighteen percent fall under the category of library marketing terms and slightly decreased quantity 17 % occupied by marketing

techniques terms as various studies were conducted on issues such as marketing library services and products . While lowest number of articles (0.3) percent published on e-marketing, total quality management and marketing theories. After that, slight increment was noted on marketing mix and viral marketing topics. However, it can be seen from table no.(3) that maximum articles were focused on library marketing and marketing techniques themes in comparison to other identified themes.

Authorship patterns

Article published in different identified open access journals by single and joint author as well as authors belong to India and foreign (other than India) countries depicted through table no. (4).

Table no.(4)- Authorship patterns			
Nature of Authorship	No. of Articles	Author Geography	No. of Articles
Joint	68	Foreign	267
Single	226	Indian	27
Grand Total	294	Grand Total	294

It is investigated that more quantity 76.8 percent of authors published articles as a single author and very less quality noted from joint authors (23.1) percent, among above two mentioned categories, 226 articles published by only one author, 51 articles published by each two authors, 14 articles published by each three authors and 3 articles published by more than three authors. The table no. (4) further demonstrates that a majority of authors 90.8 percent belong to foreign countries (other than India) and only 9.1 percent authors were related to India country who published articles on marketing of library services in different open access LIS journals. This is necessary to include that among four Indian authors who wrote articles in foreign LIS open access journals, highest contribution was credited to an Indian author namely Gupta, Dinesh Kumar, an eminent scholar in LIS marketing area who contributed 2 article in foreign open access LIS journals such as Information Outlook and marketing library services as a first author. However, single and foreign are found dominate with regards to LIS marketing literature published in open access LIS journals.

File formats

On the internet, information in the form of resources can be found in variety of file formats. Table no.(5) shows availability of articles in various file formats in identified open access LIS journals on marketing of library services subject.

Table no.(5) – File formats of articles	
File formats	No. of Articles
HTML	168
PDF	126
Grand Total	294

It is found that two file formats were attached with articles published on LIS marketing from 1922 to 2012 in 35 open access journals, in which highest number of articles (57.1 percent) found in Hypertext Markup Language (HTML) format whilst lowest quantity of articles almost 42.8 % identified as Portable Documentation Format (PDF) format. It is interesting to note that on the one hand, few LIS open access journals such as library and philosophy provide both options HTML and PDF to access its publications but on the other hand, journal namely Journal of Medical Internet Research has also both provision to download the articles in HTML and PDF formats but its HTML file format available in open access mode and PDF file formats available in paid mode for same articles published therein.

Discussions

Although, there are 35 open access LIS journals found that contain articles on marketing of library services area but it is discovered that few OA journals consist adequate number of articles, thus, there is wide scope available for Indian open access journals towards increasing number of articles on the subject. This study further investigated that an open access journal entitled as “Special libraries” that published by Special Library Association (SLA), still not covered by any LIS database, open access portal, subject gateway but comprises large number of articles in marketing library services setting from 1910 to 1996 free of cost. In addition, study found that Marketing Library Services journal published solely on marketing library services area and its related aspects. It is however suggested that the prime duty of LIS practicenors to identify the such as hidden resources and dig out the valuable literature available on the marketing library services area in a open access platform. This is apparently viewed by table no. (1) that less spectrum is covered by Indian open access LIS journals when we compare the spectrum of articles taken place in foreign journals (other than India countries). It is therefore clearly indicated that there is wide opportunities available for Indian LIS journals publishing agencies to think seriously about be a part of open access initiative and also to bring out special thematic issues on marketing of library services as well as to encourage Indian LIS professionals to submit and publish articles in open access journals on LIS marketing.

It is discovered through table no.(2) that the publication of articles on marketing of library services area started from 1922 but there was not enough movement took place till 1990. It is interesting to note that an exponential growth was perceived after 1998. Hence, it is suggested to authors of library and information science field to submit and publish adequate number of articles on the subject on the open access journals in relation to gaining movement of literature in real situations.

Although, many topics were covered by articles available on marketing of library services discipline in open access journals but there is urgent need to produce and submit more articles on lowest discovered topics viz. e-marketing, marketing theories and total quality management as well as new emerging topics in open access journals connected to library and information science domain.

It is easily seen from table no. (4) that maximum articles were published by single and foreign authors on marketing of library services. The causes behind the said matter may be personal interest of authors to highlight own self in the mentioned area and delay in adopting marketing library services concept in India country. There is big gap found in joint authorship in contrast to single authorship. Hence, there is wide scope and platform available for Indian LIS professional to publish articles in Indian as well as foreign open access journals. Similarly much space found for those authors who would like to publish articles in open access journals with collaboration.

Perhaps, literature available in open access mode published in a variety of file formats on marketing library services area but identified articles on the subjects found only in two file formats such as Hyper Markup Language (HTML) and Portable Documentation Format (PDF). Thus, it is suggested to produce open access articles on other popular file formats along with earlier attached file formats so that one can have variety of options to select compatible one according to their systems' and personal needs as well as ease of accessibility.

Conclusion

The study provides a picture towards articles published in different open access LIS journals on marketing of library services using different resources including hidden web resources that can not be covered by any search engine and by any LIS database. The results of this study revealed that only few open access journals having articles on the selected subject, maximum articles published by single and foreign authors and large number of articles available in HTML file format. This means that foreign authors dominate in LIS marketing literature more than Indian authors and open access journals from foreign countries (other than India) are exploring much

open access LIS marketing literature. From this study, it is found that marketing library services, special libraries and information outlook produced good numbers of articles and year 2002 come up as a most productive year as far as articles published in open access LIS journals on marketing library services area, is concern. Further, wide scope has been discovered for Indian LIS professionals and open access journals to publish more LIS marketing related literature. This study also suggests and encourages LIS professionals and online journal publishing agencies to participate actively in open access initiative and to produce more articles and journals exclusively on marketing of library services on open access platform.

The scopes for future research find out after conducted this study are given below:

- Bibliometric study of LIS marketing literature available in open access LIS journals by using various points of view.
- Study related to open access LIS marketing literature available in diverse formats, portals, and databases and search engines.
- An analysis study that based on causes enforcing to publishing agencies for adopting open access models for their products.
- A study for identifying reasons to low productivity of LIS marketing literature on open access journals and comparison with LIS paid or commercial journals in different terms.
- Study towards investigating causes for low level productivity especially form Indian journals and authors.
- Study of attitude and satisfaction of LIS professionals' towards submitting and publishing their own intellectual creations to open access journals.

References

1. Morrison, H.(2009). Open access. *In Scholarly Communication for Librarians*. Oxford: Chandos Publishing : 103-134.
2. Open-access journal available at http://en.wikipedia.org/wiki/Open-access_journal (accessed on May 20, 2012)
3. Suber, P. (2007). Open access overview: focusing on open access to peer-reviewed research articles and their preprints, 2007.: available at <http://www.earlham.edu/~peters/fos/overview.htm> (accessed on May 14, 2012)

4. Willinsky, J (2003). The Nine Flavours of Open Access Scholarly Publishing. : *Journal of Postgraduate Medicine*. 49 (3): 263-267
5. Gupta, D. K. (2006). Broadening the concept of LIS marketing. In Dinesh K. Gupta et al, eds. *Marketing Library and Information Services: International Perspectives*. Munchen: K. G. Saur: 5- 20.
6. Nicholas, D, Paul, H, and Ian, R. (2005). Open access journal publishing: the views of some of the World's senior authors. : *Journal of Documentation*. 61(4): 497-519
7. Way, D(2010). The Open Access Availability of Library and Information Science Literature.: *College and Research Libraries*. 71(4): 302- 308
8. Mukherjee, B (2009). Scholarly research in LIS open access electronic journals: a bibliometric study. : *Scientometrics*. 80 (1): 169–196.
9. Walters (W H) and Linvill, A. C.(2011). Characteristics of open access journals in six subject areas. : *College and Research Libraries*. 72(4): 372-392
10. Gupta, D.K.(2008). Bibliographical literature on LIS marketing: a review. : *Annals of Library and Information Studies*. 55 (4): 308-316
11. Mukherjee, B(2008). Open access scholarly publishing in library and information science. : *Annals of Library and Information Studies*. 55 (3): 212-223
12. Hu, D.(2012).The availability of open access journals in the humanities and social sciences in China. : *Journal of Information Science*. 38 (1): 64-75
13. Xia, J.(2012). Positioning open access journals in a LIS journal ranking. : *College and Research Libraries*. 73 (2): 134-145.
14. Kousha, K(2009) . Characteristics of open access scholarly publishing: a multidisciplinary study. : *Aslib Proceedings*. 61(4): 394 – 406.
15. Mukherjee, B(2009).The hyper linking pattern of open-access journals in library and information science: a cited citing reference study. : *Library and Information Science Research*.31(2): 113–125
16. Mukherjee, B. (2009), Do open-access journals in library and information science have any scholarly impact? : a bibliometric study of selected open-access journals using Google Scholar. : *Journal of the American Society for Information Science and Technology*. 60(3) : 581–594.
17. Yuan, S and Hua, W.(2011). Scholarly impact measurements of LIS open access journals: based on citations and links. : *The Electronic Library*. 29(5): 682 – 697
18. Liu (Z) and Wan (G). Scholarly journal articles on open access in LIS Literature: a content analysis. : *Chinese Librarianship: an International Electronic Journal*. 232007. URL: <http://www.iclc.us/cliej/cl23LiuWan.htm> (accessed on mMay25, 2012)
19. Turk, N(2011) .Do open access biomedical journals benefit smaller countries? : the Slovenian experience. : *Health Information and Libraries Journal*. 28 (2): 143–147
20. Singh, RP and Naidu, GHS(2011) .Open access to e-journals in library and information science. : *SRELS Journal of Information Management*. 48(2): 165- 180
21. Ghosh, M.(2011). Advocacy for open access: a selected review of the literature and resource list: *Library Hi Tech News*. 28 (2): 19 – 23
22. Gupta, D. K(2007). Literature on LIS marketing: growth and pattern. : *Annals of Library and Information Studies*. 54 (1): 32-36
23. Lyons, C and Booth, H A (2011) .An overview of open access in the fields of business and management. : *Journal of Business and Finance Librarianship*. 16(2): 108-124

24. Hemantha Kumar, G. H, Srinivas, V, Bhaskara, R M and Chandra, B.T (2012). India's contribution to agriculture and food sciences through open access literature. : *DESIDOC Journal of Library and Information Technology*. 32(1): 53-58
25. Hawkins, D. T (2001). Bibliometrics of electronic journals in information science. *Information Research*, 7 (1) available at <http://informationr.net/ir/7-1/paper120.html> (accessed on May 30, 2012).
26. Gupta, D. K. and Jain, A. K.(2009). Marketing of library and information services: a study of periodical literature. : *Annals of Library and Information Studies*. 56 (4) : 217-226