

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

6-2021

Marketing Of Special Library Services In Ghana: The Case Of Ghana Atomic Energy Commission

Eunice Adomaa

Ghana Atomic Energy Commission, e.adomaa@gaecgh.org

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



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

Adomaa, Eunice, "Marketing Of Special Library Services In Ghana: The Case Of Ghana Atomic Energy Commission" (2021). *Library Philosophy and Practice (e-journal)*. 5911.

<https://digitalcommons.unl.edu/libphilprac/5911>

MARKETING OF SPECIAL LIBRARY SERVICES IN GHANA: THE CASE OF GHANA ATOMIC ENERGY COMMISSION

EUNICE ADOMAA

GHANA ATOMIC ENERGY COMMISSION LIBRARY

e.adomaa@gaecgh.org

ABSTRACT

Marketing concepts are explored in the paper with much focus on strategies that can be employed in Special Library Services. Emphasis on understanding the user's information needs and offering customer satisfaction is stipulated. The need for marketing, developing appropriate library services and products and some marketing concepts in libraries are explored. The case study approach was used for the study and Ghana Atomic Energy Commission was used as the case. It defined the various marketing concepts such as the 7ps of the marketing mix and how libraries can do marketing of their services and resources. The results showed that due to the outdated nature of collections, users were not satisfied with using the library and 71% said they could not retrieve any information needed as a result of irrelevancy of materials. It was recommended that Management should allocate funds for collection development and effective marketing strategies such as the use of social media and relationship marketing could be adopted to market the library's services by librarians.

KEYWORDS: SPECIAL LIBRARY, MARKETING, LIBRARY MANAGEMENT, MARKETING STRATEGY, SOCIAL MEDIA, LIBRARY RESOURCES, COLLECTION DEVELOPMENT, NEEDS ASSESSMENT

INTRODUCTION

The main objectives of libraries today are to obtain self-sufficiency in their resources and to provide an optimum level of services to reach more potential users and encourage the use of library resources and facilities (Alemna, 2001). This naturally requires a shift from the traditional notion of the librarian waiting for patrons to approach him/her for a service to a more proactive service and need orientation. Thus, the librarian must be proactive by designing library outreach programmes to reach out more to the library users.

A Special library is a library that provides specialized information resources on a particular subject, serves a specialized and limited clientele, and delivers specialized services to that clientele. Special libraries include corporate libraries, government libraries, law libraries, medical libraries, museum libraries, news libraries, and non-profit libraries. Special libraries also exist within academic institutions, including law school libraries and medical school libraries. These libraries are included as special libraries because Special libraries often have a more specific clientele than libraries in traditional educational or public settings, and deal with more specialized kinds of information. They are developed to support the mission of their sponsoring organization and their collections and services are more targeted and specific to the needs of their clientele. Special libraries may or may not be open to the general public.

Specific examples of Special libraries in Ghana include; institutional libraries such as University of Ghana law school library, Medical school library, Animal Research Library, Ghana Atomic Energy Commission Library.

Marketing can be defined as “the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return” (Kotler and Armstrong, 2012). The main purpose of marketing is customer satisfaction. Singh (2009) postulated that, “library professional’s positive attitude towards marketing is a prerequisite of a successful plan and execution to market library products and services”. (Kavulya, 2004)

Different marketing concepts provide libraries with the tools for collecting and analysing useful data about information needs of customers which assist in designing, developing and delivering appropriate services. (Kaur and Rani, 2009). Anafo (2014) argues that “needs assessment is central to any program of product development and essential to establish the targets for any marketing process” irrespective of the library, the need to develop customer centred and strategic market planning has now become part of effective library management.

THE COMMISSION’S LIBRARY

The Ghana Atomic Energy Commission is also responsible for advising government on nuclear science and related technologies. The commission is made up of six technical Institutes, a Graduate School and the Central Administration. Some of the areas of operation are Agriculture, health, Education, Environment, Energy, Industry as well as Nuclear Safety and Security.

The Ghana Atomic Energy Commission Library has been in existence since the inception of the Commission. It is a special library that exists to provide information related to nuclear sciences and technology to satisfy the information and research needs of Research Scientists, Technologists and Technicians in the Commission.

It is responsible for the processing of all Nuclear Science and related technologies publications and articles to the International Nuclear Information System (INIS) of the International Atomic Energy Agency (IAEA) and provides resources such as E-journals, newsletters, technical and annual reports, books, conference proceedings and theses.

Identifying the user’s needs is the prime responsibility of the special librarian. One of the best methods to assess the users’ needs is to conduct users surveys as it can provide information for choosing between optimal designs of marketing services and information about how to customize the delivery and promotion of your services” (Kumar, 2015; Kotler,

1996). This the library can do only if it relies on systematic information collection procedures and policies and adjusts its products, services and organisational policies to the demands of users.

PUPOSE OF THE STUDY

The purpose of the study is to determine the Institute's library and information service and some marketing strategies that can be adopted by special libraries in Ghana to market their products and service.

OBJECTIVES

1. To determine the need to market the services of Special libraries.
2. To determine some marketing concepts that are employed by special libraries.
3. To determine some prerequisite knowledge of librarians for marketing of Special library services.
4. To determine some barriers to marketing library resources
5. Finally make recommendations.

PROBLEM STATEMENT

There is underutilization of library resources which can be attributed to factors such as lack of knowledge of available resources, lack of training and knowledge of marketing tools and techniques, luck of support to librarians in information provision (Singh, 2009; Lamptey, 2016).

SCOPE

The research will cover the information marketing activities of the Ghana Atomic Energy Commission Library.

.SIGNIFICANCE OF THE STUDY

There has not been any research with regards to marketing services of the GAEC library. Many library managers will like to see the maximum utilization of their library resources. This study will look at the cause of low patronage of the library resources and how this can be dealt with.

At the end of this study, some most effective strategies can be determined and it would also add to the body of knowledge on marketing of libraries in general and Ghana in particular.

Marketing library services change perception that marketing is an activity or tool for commercial entities or the private sector and not applicable to the library setting, and also negative attitudes of library staff in accepting the concept of marketing

METHODOLOGY

The case study research design was employed for this study. The case study is an approach to research that facilitates exploration of a phenomenon within its context using a variety of data sources. The case study was used because it is designed to investigate the experiences of a group of subjects in relation to related phenomena within an organization.

SAMPLING AND DATA COLLECTION

Random sampling method was used for the data collection for this work. The random sampling technique, which allows you to select your sample without bias. The sample selected can therefore be said to be representative of the whole population. The sample size of 85 staff constituted 1% of the population of Eight Hundred and fifty (850)

LITERATURE REVIEW

In Asia, Jestin and Parameswari (2001) opined that Libraries and Information Centres have begun to realize that marketing of information products and services is an integral part of administration, especially as a means for improving user satisfaction and promoting the use of services by current and potential users. They further stated three main factors, namely the information explosion, the technology revolution, and escalating library costs are responsible for encouraging the library profession to develop a marketing approach in its operations and services. They encouraged marketing strategies such as marketing profiling, product planning, pricing, promotion and distribution as relevant for a successful marketing. Therefore, emphasised successful marketing includes the art of deciding which techniques to use in different situations.

Khali Klab (1994) conducted a survey of Libraries and Information Centres in Jordan to examine the application of the marketing concepts to the products and services of library centres and to investigate user's preference over paid and free services. The results indicated

that 60.7% of the respondents agree to pay fees for services and 55.7% for developing information products.

Ganguly and Kar (2002) conducted a case study of Tata Energy and Research Institute (TERI), New Delhi and stated that TERI's library experience of marketing was very encouraging. Its wide range of products and services were marketed and disseminated to the end user through an effective marketing strategy. Most of the services and products were priced- based.

In Africa, Busari, Ayankola & Lapido (2015), of Nigeria, critically shared the views that the adoption of marketing techniques is a necessity to enhance the efficiency and effectiveness of Academic Library services by offering products which would be wanted and valued by users so as to attract more and more users. With this, the public image of the Academic Library as an intellectual centre is likely to be boosted. All the attendant benefits of marketing in library operation especially on cost recovery and revenue generation for Academic Libraries are explored. Components of Marketing with relevant library products and services that can be marketed are elaborated.

Segun-Adenira, Olawoyin and Lawal-Solarin (2019) of Nigeria in their paper highlighted the importance of marketing as a core tool for achieving the overall objective/purpose of establishment of libraries which is to satisfy the varying information needs of its clientele. The total enumeration sampling technique was adopted for collecting data from the two private university libraries (Covenant University Library and Redeemers' University Library).

The study revealed that a large population (78.2%) of librarians and library personnel carry out marketing of library services very often while the major strategies used for marketing these unique services were user orientation and display of new resources (61.8%) while the least used marketing strategy was the use of liaison librarians to the various departments and

colleges. The study however showed that the major challenges experienced during marketing of library services are lack of adequate funding and time constraint. The paper also elaborated some strategies applied in the process of marketing Library and information products and services and possible challenges that may be encountered in the process of marketing these products in Academic libraries in Nigeria. Some of the strategies include advertising of library services on the institution's (university) website, regular organisation of current awareness services, user orientation programmes.

Anafo (2004) in his study in Ghana opined that provision of efficient library and information services in the Institute of Chartered Accountants (ICA-Ghana) has been affected by some problems which included: lack of marketing strategies by staff, lack of information networking infrastructure and ability to convince management to support the idea. 84% of respondents indicated that they visit the library occasionally whilst 8% said they rarely visit the library. Members of the Institute seldom visit the library and that, they stop using the library as soon as they qualify as professional Accountants.

THE NEED FOR MARKETING

Library services have long been perceived as 'free'. However, in today's modern economy, nothing comes for free. Raina (1998) says, "The old age concept of certain social services like health, education, justice etc. being free has become irrelevant as the time goes by". This is true with library and information services also. The need for libraries to be self-sufficient has been a challenge to most libraries.

Libraries, especially special libraries are facing major problems, their funding are shrinking, and costs of resources like journals are increasing and reading habits among people are declining due to the availability of easy sources of information. Today, we live in an era of competition. Library's competitors include internet, television, FM radios, exhibitions and fairs, leisure services, computer games, sports events etc. The ability of libraries especially

special libraries to promote their services to make potential users aware of their product through marketing can mean success and extinction. (Kotler, 1997; Vaishnav, 1997).

Snoj and Petermanec (2001) gave the following reasons for the library to adopt marketing strategies.

- i. To improve their organisation's status and image:** libraries need to market their services in order to improve the image of their organisation and increase their visibility (Kawatra, 2008; Taiwo, Ayandare & Olusola, 2015). There are competition among beneficiaries of donors. With information overload, it is therefore up the library to also market their services to prove themselves efficient and valuable to continue receiving support from donors and their organisations.
- ii. Libraries engage in marketing to develop new services/ change existing ones to satisfy their user's needs:** Information centres identify their library clientele needs, provide or improve an existing service to satisfy their information needs. This can only be achieved by first identifying the information needs of users and providing services and resources geared towards achieving this aim. (Germano, 2010 ; Spalding and Wang, 2006)

Other important reasons for marketing information services include;

Information centres need to market their services in order to ensure client satisfaction. It is essential in library management since it enhances the use of library materials and services by both present and future patrons.

Again, to create a better image in the minds of users. The wrong perception of the passive and lackadaisical attitude of librarians can be changed through vigorous marketing practices and services to users. As a result, librarians must equip themselves to provide adequate marketing services.

Also, marketing enhances the visibility of librarians in an Institution. Employers or people who are mandated to employ librarians have little or no knowledge of the profession hence are not aware of the value of libraries and librarians. Librarians therefore must be active in marketing their services in order to attract prospective patrons and win the hearts of employers in the organisation.

According to Mitra and Zahra (2019), creating a true picture of the role of the library and informing users about library services are among the most appropriate reasons for marketing library services in the media. For the library to express their relevance and maintain their users, adopting to marketing of their services through social media such as E-mails, Telegram, Facebook and WhatsApp is crucial.

There is a clear indication that, when libraries are marketed well, it results in increased library funds, increase in the patronage of library services, increase in user education and alter perception.

SOME MARKETING CONCEPTS IN LIBRARIES

Marketing mix according Kotler (1998), “it is the setup of controllable variables and their levels that an organisation or institution uses to influence the target market”. The marketing mix propounded by Jerome E. McCarthy in the 1960s is a combination of four “Ps” which includes Promotion, Price, Products and place. The marketing mix has been applicable to products and the need for a more detailed concepts for services rather than products was necessary. This led to the development of 3 more “Ps” totalling the marketing concepts to 7. Jose and Bhat (2007) presents the 3ps as Process, People and Physical evidence. Institutions and Organisations practically use these concepts for the benefits of the growth of the organisation. In libraries and other information centres, these marketing concepts can be of great benefit for the patronage of their services.

The main variables of the marketing mix include: Product, People, Process, Price, place, promotion and Physical evidence.

1. PRODUCT

Product is the item that is built to satisfy the needs of library users or clientele. In special libraries, users' needs differ from all the other types of libraries. Users of special libraries have special or peculiar information needs. For instance, the Korle-Bu Teaching Hospital Training College library is a special library because it exist to provide the information needs of doctors and nurses, hence health information on children, adults and the aged will be relevant for Doctors and Nurses and hence their collections will be health materials. The Supreme Court of Ghana exist to provide useful information to Judges, Lawyers and Judiciary arm of Government. The products offered in special libraries are intangible and it's offered as service to users. In the marketing process, it is essential to pay attention to the type of product or service that is in demand in order to win the market. Generally, the marketer must do an extensive research on the life cycle of the product that they are creating in order not to engage in a useless venture. In special libraries, products are materials produced by libraries that satisfy the information needs of users. Materials/collections acquired that do not satisfy the interest/ needs of users may tend to be a useless venture, hence the need to consider the interest of users. For example, the Ghana Atomic Energy Commission library which is a special library provides relevant collections on the peaceful uses of nuclear sciences and technology for sustainable development. Other services include inter-library loan services, reference services, and user orientation services.

2. PRICE

The price of the product is basically the amount that a customer pays for to enjoy a product or service. This is an important component of the marketing mix because it determines the

organisation's success and failures. Pricing helps to shape the image of your product in the consumer's eyes as they like to compare prices with competitors and make a decision.

In the library setting specifically special libraries, the pricing refers to the cost of the use of the library, time and efforts the user spends travelling to access the library and to utilize the information needed. Prices may take the form of charges derived from photocopying services, borrowing and overdue fines, printing and scanning of documents.

3. PROCESS

Process means procedures, mechanisms and flow of activities by which a service is acquired. Process decisions radically affects how a service is delivered to customers. In library and information centres, advanced technology can be employed to ensure an effective way of offering services. The use of computers with its efficient software can make work highly efficient by providing accurate information at the right time and at the right place. High quality staff may be recruited to assist in the provision of better services. Staff should put up good attitude and qualities that would not put the image of the information centre at stake. Unprofessional attitude displayed by staff to the users would stop/ discourage the users from utilizing the information centre.

4. PEOPLE

The library's staff are important in marketing special library services because they portray the image of the library. Special library services are crucial to every organisation and must therefore be properly managed. Staff must be approachable and highly professional in delivering their services to users in order not to create any discomfort to users. Any hostile attitude put up against users will go a long way to intimidate users and scare them away, hence creating a negative image about the library in the minds of users. It is of great importance therefore, to employ professionals in the library to enhance the efficiency in the provision of

information to users. Staff who are well equipped most times assist users in locating the relevant information at the right time at the right place without wasting the time of the user.

5. PROMOTION

Traditionally, libraries promote its services through the display of new books, posters, exhibitions, bulletins, user orientation program, brochures to target groups, publicity and contact programs and library outreach programs (Kaur and Rani, 2008; Bhatt and Gupta, 2018). Promotion is a very important component of marketing as it can boost brand recognition and patronage of services. Promotion comprises various elements such as sales organization, public relations, advertising and sales promotion.

Advertising typically covers communication methods that are paid for like television advertisements, radio commercials, print media, and internet advertisements. In this technological advanced world, promotion of special library services can be done on the internet probably through the website of the library and the Organisation/Institution as a whole, the use of social media such as Facebook, Twitter, E-mails, WhatsApp and others. It also involves effective communication with staff or patrons so that they can appreciate the available products or services and be able to share/ utilize them for their maximum benefit. It may be in the form of speeches, seminars, annual reports, charitable donations, publications, lobbying company/ organization magazine and events.

6. PLACE

Place refers to activities that make the product available to target consumers. It is about how and where services are provided to satisfy the needs of Users. In Special libraries, services such as mobile library services, reference services and borrowing and lending services are provided for the users. Services provided should not always be in the physical premises of the library but services can be offered in a virtual mode and electronic information resources.

Information centres can also decide to establish other branches and electronic services or personal assistance to users to create convenience in the use of library services.

7. PHYSICAL EVIDENCE

Physical Evidence refers to the impressions created by the physical environment in which services are provided. This depends on the specific facilities/ virtual library environment characteristics. It includes the neatness of the environment and available quality facilities, building architecture, decoration, lighting, air conditioning, quietness, technological equipment/ accessibility, usability, operation, easy search and navigation performance.

The physical appearance and arrangement of materials have to be attractive and easy to identify and locate materials. The library building and its internal arrangement have to be user friendly and attractive. There should be clear and easy movements for patrons including designing special access paths for disabled patrons. There is a need for proper signage for library users which would serve as a directional aid to enable them identify various sections and divisions of the library.

With the advancement in Information Communication Technology (ICT), the concept of space is becoming irrelevant as patrons can stay away from the library and access all the information they need. Some information centres have interactive library portals which enable patrons to communicate directly with the librarian such as Ask-A-Librarian service, face-to-face orientation, and E-mail service improves the overall reputation of the library and its personnel.

DATA ANALYSIS

GENDER

GENDER	FREQUENCY	PERCENTAGE
FEMALE	30	35%
MALE	55	65%
TOTAL	85	100%

Table.1.

The Researcher distributed 90 questionnaires and retrieved 85 responses representing 94%.

A total of 30 respondents representing 35% were Females and 55 were Males representing 65%.

POSITION

POSITION	QUALIFICATION	FREQUENCY	PERCENTAGE
RESEARCH SCIENTIST	Ph.D.	60	70%
TECHNOLOGIST	B.A	20	24%
TECHNICIAN	HND	5	6%

Table.2.

The majority of respondents were Research Scientists representing 70% of total respondents, 24% being Technologists and 6% were Technicians. Most Research Scientists were Ph.D holders, Technologists were Masters and Bachelor's Degree, Higher National Diploma (HND) were Technicians.

AREA OF SPECIALISATION

Among respondents were the Scientists with specialisation in Biotechnology comprising of 35%. 20 of respondents representing 24% had Radiation Technology skills, Crop Scientists were 25 representing 29% and Animal Scientists were 11%.

Table.3.

SPECIALISATION AREA	FREQUENCY	PERCENTAGE
BIOTECHNOLOGY	30	35%
RADIATION TECHNOLOGY	20	24%
CROP SCIENCE	25	29%
ANIMAL SCIENCE	10	11%

ABILITY TO RETRIEVE MATERIALS OF RELEVANCE TO THEIR NEEDS.

Users who patronage library's services expressed their opinion about their ability or unable to retrieve materials that were relevant to their information needs. 71% of respondents said they were unable to retrieve materials that met their needs with only 29% respondents saying they could find some materials they wanted.

Table.4.

	ABILITY TO RETRIEVE MATERIALS.		RELEVANCY OF MATERIALS	
	FREQUENCY	PERCENTAGE	FREQUENCY	PERCENTAGE
YES	25	29%	17	20%
NO	60	71%	68	80%

CURRENCY OF LIBRARY MATERIALS

Table.5.

CURRENCY	FREQUENCY	PERCENTAGE
BOOKS	10	12%
NEWSPAPERS	30	35%
JOURNALS & SERIALS	45	53%

12 % of respondents found books which were current when they came to the library. 35% were of the view that they found Newspapers only to be current and 53 responded Journals and Serials to be most recent.

FAMILIARITY AND USAGE OF FREE DATABASES

Table.6.

DATA-BASE	FREQUENCY OF USAGE			AWARENESS & FAMILIARITY		
	USAGE(WEEK)	FREQ.	PERCENT.	AWARE	FREQ.	PERCENTAGE
INIS	Less than twice	50	59%	YES	47	55%
	More than twice	35	41%	NO	36	44%
Research4	Less than twice	60	71%	YES	50	59%
Life Database	More than twice	25	29%	NO	35	41%

International Nuclear Information System (INIS) is an information reference source for all information related to the Nuclear Sciences and Technology (INIS website). This is done by collecting information from its member states and co-operating international organisations and hosted by the IAEA. It can be accessed freely by member States. From the research, 55% and 59% said they were familiar and used the database less than twice a week respectively. Only 41% used it more than twice in a week with 44% not familiar and didn't use it at all.

Research4Life provides institutions in low-and middle-income countries with online access to academic and professional peer-reviewed content. The aim is to improve teaching, research and policymaking in health, agriculture, the environment and other life, physical and social sciences (www.research4life.org). There are five programs through which users can access content: Research for Health (HINARI), Research in Agriculture (AGORA), Research in the Environment (OARE), Research for Development and Innovation (ARDI) and Research for Global Justice (GOALI).

71% of respondents used the database less than twice a week with 59% showing awareness and familiarity. 29% agreed using it more than twice in a week and 41% not aware and familiar, hence they were not using it.

SUMMARY, RECOMMENDATION & CONCLUSION

- i. The GAEC library should conduct a SWOT analysis which evaluates the organisation's overall Strengths, Weaknesses, Opportunities and Threats to enable them embark on an effective marketing strategy.

- ii. Management should assist the library to acquire more current collections that will meet the needs of the research community by allocating budget every year to the library.
- iii. Librarians can engage the research community through surveys to determine their information needs and work towards providing such needs.
- iv. Lobbying for funds from management and labour associations for support in acquiring computers, scanners and other electronic resources will go a long way to uplift the image of the library and attract library users.
- v. Librarians can make available resources and services made known to the research community through continuous orientation and training seminars to staff. No cost strategies such as relationship marketing, word of mouth marketing and social media can be used to market library resources.

SOME GENERAL MARKETING STRATEGIES THAT CAN BE USED BY SPECIAL LIBRARIES.

i. RELATIONSHIP MARKETING

Schmidt (2007, p. 1) argued that “Relationship marketing, in particular, reflecting the mutual interests of the libraries and the clients they serve is being seen as a concept for libraries to embrace”. Besant and Sharp (2000) recommended that traditional marketing methods should be abandoned and that relationship marketing should be used instead, as a concept concentrated on a more trustful and long term relationship between libraries and their users. Broady-Preston et al. (2006, p. 442) analysed the results of two surveys that had been conducted at the University of Malta Library in 2003-2004 and at the University of Coventry Library in 2005-2006, to explore the relationships between library staff and users, where a customer relationship management (CRM) framework had been implemented. The aim of using CRM was “to maintain quality and to demonstrate worth”. Moreover, they noted that

“librarians need to embrace positively the challenges of creating and sustaining relationships based on an active partnership with their customers”. In addition, Rowley (2003, p. 16) agreed that “if organisations do not create and hold customers, clients, users, or members, they undermine the reason for their existence”.

ii. WORD OF MOUTH MARKETING

Word of mouth marketing is also considered as a powerful tool which depends on the Sharing of real, honest and genuine opinions about something between people that know each other (Balabanidou et al., 2009, p. 60). Orava (1997, p. 1) pointed that it is inexpensive, easy to use and “takes care of the marketing to a great extent”. Alire (2007), more recently, provided a remarkable example of an effective word of mouth marketing technique application at the University of New Mexico University Libraries. She reported that its use changed very quickly their information and research services excellence reputation, as well as their collection excellence within the community. However, as Schmidt (2006, pp. 8-9) noted Librarians have to be extremely cautious as long as “word of mouth is just as effective for spreading the word about good service as it is for bad”. She also mentioned that “good service frequently goes unremarked”.

iii. PROMOTION

Forty (1990) states, “Promotion is how we go about informing and educating users about the library. It is what we do to remind users that library services are there. It is all the methods we use to persuade non-users to use library. It is how we inform our regular users where and when services are available”. According to Edinger (1980), promotion has been considered the most important element in the marketing mix, because it increases both library visibility within the organization and management commitment to library resources. Lim-Ng (1985) argues that it is of no use to develop superior user-oriented information services, if users are not made aware of their availability. We need to encourage the users to think more positively of the nature of information and its importance to their work and to view the library as an

indispensable service department, which is an asset to the organization. In the information profession, promotion entails the publicity, advertising and public relation. Tools such as posters, newsletters, flyers, exhibitions and announcement on press and local media are useful for promotion.

iv. ADVERTISING

According to Edinger (1980), “Advertising refers to the effort to stimulate demand for a product or service by conveying significant information to the community through various means”. Advertising can also be defined as any paid form of non-personal promotion. It reaches communities and individuals beyond those with whom the organization already has a relationship where there are other factors which make a direct contact difficult or expensive (Coote and Batchelor, 2018). Coote and Batchelor (1997) states that the purpose of an advertisement is to persuade people to act, by contacting you to talk about how you can help them. If an advertising campaign is carefully planned, targeted, designed, carried out over the right time span and properly resourced, it can, for example: create awareness of the LICs (Library and Information Centre) name, its offerings and expertise; help to cement the LIS’s (Library and Information Services) place in its intended market place; offer a relatively inexpensive way of reaching lots of customers; and act as a reminder that the LIS exists. According to Dalton (1989), “advertising, used advantageously, should create a favourable attitude and positive image towards the library and information profession. Two possible avenues of advertising which the librarian could exploit include direct mail advertising and yellow-pages directory”.

v. SOCIAL NETWORKING

With the advancement of technology, web2.0 technologies enables an interactive service to enhance communication between users and Information Professional. Web 2.0 fosters greater collaboration between library users and librarians. It is an internet version that allows users to interactively communicate with librarians simultaneously. Originally, data was posted on

websites and users simply viewed and downloaded the contents. Websites were static and did not allow interactive communication channels. With the current nature of web 2.0, it allows social networking, community based input, interaction, content sharing. Through web 2.0, social media networks such as Facebook, Twitter, Instagram, Wecha, Viber and video sharing site like YouTube etc. are easily accessible.

KNOWLEDGE REQUIREMENTS FOR LIBRARY PROFESSIONALS FOR MARKETING

Library personnel require the following professional knowledge and skills for marketing information and library services

- Perception of user needs and ability to obtain feedback from users: the special librarian must have adequate knowledge of the needs of the users through the use of surveys or questionnaires and not just assume their needs. This will enable management to create services geared towards the interest of patrons.
- Technical knowledge, such as ability to use the Internet: a special librarian needs adequate skills in the use of the internet to enable help patron's research needs. Adequate knowledge of searching skills and strategies are necessary for effective and efficient searching.
- Knowledge of various marketing strategies for promoting information skills: adequate marketing skills and strategies are required for efficient and effective marketing of the library services. The use of promotion, advertising and public relations are required marketing strategies of the special librarian.

BARRIERS TO MARKETING OF LIBRARY AND INFORMATION SERVICES

- i. The relatively low level of knowledge and lack of agreement of user requirements, wants, and needs.

- ii. The virtual impossibility of estimating the value contributed by information products and services to the efficiency and conduct of research and development and the advancement of scholarly pursuits
- iii. Lack of business expertise among Librarians and Information scientists.
- iv. Casual approach in supplying information to the potential users.
- v. Lack of perception of how much information services and products can contribute to boost research and development activity.

CONCLUSION

In conclusion, marketing of special library services and products in this information age is crucial for the survival of the library in the organisation. Therefore, training and retraining of Information Professionals in ICT for the identification, understanding, processing and dissemination of information to meet the needs of the library clientele is necessary. Management of organisations in which Special libraries are established must also support marketing orientation and initiatives of the library professional to uplift the image of the library. The use of social networking, promotion and advertisement are some strategies Special libraries can employ to enhance patronage of services.

REFERENCES

- Alemna, A. A. (2001). The need for marketing and total quality management strategies in libraries in Ghana. *INSPEL* 35(4), 265-269.
- Alire, C. A. (2007). Word-of-mouth marketing: Abandoning the academic library ivory tower. *New Library World* 108(11): 545-551.
- Anafo, P. (2014). Marketing Strategies for Information Services: a Case Study of the Institute of Chartered Accountants (Ghana) Library and Information Services. *Library Philosophy and Practice (e-journal)*
- Balabanidou, K., Zafeiriou, G., Siatiri, R., Garoufallou, E (2009). Marketing library and information services. Proceedings of the 2nd Biennial International Conference on Services Marketing in Thessaloniki, Greece, pp.4-6.
- Besant, L. X. and Sharp, D. (2000). Upsize This! Libraries Need Relationship Marketing. *Information outlook*, 4(3): 17-18.
- Bhatt, R. K. & Gupta, D. (2018). Essentials of Marketing Management in LIS. *Library Philosophy and Practice (e-journal)*
- Busari, I. T., Ayankola, I. A. & Ladipo, S. O. (2015). Analytical approach to effective marketing of Library and Information products and services in Academic Libraries. *Journal of Library and Information Sciences*, 3(2), 133-145.
- Broady-Preston, J., Felice, J. and Marshall, S. (2006). Building better customer relationships: case studies from Malta and the UK. *Library Management* 27(6), 430-445.
- Chandratre, S.V & Chandratre, M.S. (2015). Marketing of library and information services. *Journal of Commerce and Management Thought*, 6(1), 162-175.
- Coote H & Batchelor (1997). How to market your library services effectively. Ed. 2. London: Aslib, pp.19.
- Dalton, G. M. E (1989). Marketing communication: a means to achieve a positive professional image. *South African Journal of Library & Information Science* 57(2): 184-190.
- Edinger, J. A (1980). Marketing library services: strategy for survival. *College & Research*
- Forty, L. M. (1990). Marketing library services. *Journal of the Hong Kong Library Association* 14(1): 86-87.
- Ganguly. S. & Kar, D. C. (2002). Marketing--A critical policy for today's information Centre. *DESIDOC Journal of Library & Information Technology*, 22(3).
- Hall: Pearson Education, Inc., pp. 10-25
- Germano, M.A. (2010). Narrative-based library marketing: Selling your library's value during tough economic times. *The Bottom Line* 23 (1): 5-17.
- Jose, A. & Bhat, I. (2007). Marketing of library and information services: a strategic perspective. *Journal of Business perspectives* 11(2): 23-28.
- Joseph Jestin, K.J. & Parameswari, B. (2002). Marketing of Information Products and Services for Libraries in India. *Library Philosophy and Practice* 5(1).

- Kaur, A. & Rani, S. (2008). Marketing of information services and products in university libraries of Punjab and Chandigarh (India). *Library Management* 29(6/7): 5 15-537
- Kavulya, J. M. (2004). Marketing of library services: A case study of selected university libraries in Kenya. *Library Management* 25(3): 118- 126
- Khali Klab, F. J. A (1994). *Marketing of information products and services by libraries and information centres in Jordan* (Doctoral dissertation, Ph.D. Theses. Jiwaji University Gwalior).
- Kotler, P. & Armstrong G (2012) *Principles of Marketing (15th Ed.)*. New Jersey: Prentice
- Kotler, P. (1997a). Marketing management: Analysis, planning, implementation and control.
- Kotler, P. (1997b). *Marketing Management (9th Ed.)* New Delhi: Pearson Education
- Kotler, P., Makens, J. & Bowens, J. (1996). Marketing for Hospitality and Tourism. New Jersey: Prentice Hall. *Libraries* 41(4): 328-332.
- Kawatra, P. S. (2008). Textbook of Information Science. New Delhi: A.P.H
- Lamptey, W.O (2016). *Marketing library services in selected private universities in Ghana*. (Unpublished M.Phil. thesis). University of Ghana, Legon.
- Marketing works inc. (n.d.). Library marketing. Five tools that work. Retrieved from <http://www.marketingworks.com/library-marketing-five-tools-that-work>
- Orava, H. (2000). Marketing is an attitude of mind. Libraries and Information for Human Development, Proceedings of the 63rd IFLA General Conference in Copenhagen, Denmark, 31 August-5 September, IFLANET, available at: . <http://archive.ifla.org/IV/ifla63/63orah.htm> IFLA PUBLICATIONS, 89, pp.84-89. (accessed 20 December, 2017)
- Pandey, S. (2016). Marketing of Information Products and Services in Library and Information Centers. *Library Waves-A Biannual Peer Reviewed Journal*, 2(1), 60-67.
- International Atomic Energy Agency (2020). *International Nuclear Information System*. Retrieved from www.inis.iaea.org
- Raina, R. (1998). Marketing in the library & information context. *DESIDOC Journal of Library & Information Technology* 18(3).
- Segun-A., C. D., Olawoyin, O., and Lawal-Solarin, E. (2019). Marketing of Library and Information Services in a digital age: application of the marketing mix: a case study of two private Universities in Ogun and Osun State. *Library Philosophy and Practice (e-journal)*
- Singh, R. (2009). Does your library have a marketing culture? Implications for service providers. *Library Management* 30(3): 117-137.
- Spalding, H.H. and Wang, J. (2006), "The challenges and opportunities of marketing academic libraries in the USA: Experiences of US academic libraries with global application", *Library Management* 27(6/7): 494-504.

- Snoj B and Petermanec Z (2001). *Let users judge the quality of faculty library services*. *New library world* 102(9): 314-324.
- Stigler, G. J (1961). *The economics of information*. *Journal of political economy* 69(3): 213-225.
- Taiwo, B. I, Ayandare, A. I. & Olusola, L. S. (2015). Analytical approach to effective marketing of Library and Information products and services in Academic Libraries. *Journal of Library and Information Science*, 3(2): 133-145.
- Vaishnav A A (1997). Marketing university libraries: A case study. *International Library Movement* 19(1-4): 53-65.

- ▶ The Ghana Atomic Energy Commission is also responsible for advising government on matters of nuclear and related technologies. The commission is made up of six technical Institutes, a Graduate School and the Central Administration. Some of the areas of operation are Agriculture, health, Education, Environment, Energy, Industry as well as Nuclear Safety and Security.
- ▶ The Ghana Atomic Energy Commission Library has been in existence since the inception of the Commission. It is a special library that exists to provide information related to nuclear sciences and technology to satisfy the information and research needs of Research Scientists, Technologists and Technicians in the Commission.
- ▶ It is responsible for the processing of all Nuclear Science and related technologies publications and articles to the International Nuclear Information System (INIS) of the International Atomic Energy Agency (IAEA) and provides resources such as E-journals, newsletters, technical and annual reports, books, conference proceedings and theses.