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# Review of Manuscripts on “*Library Marketing*” Published in *Library Philosophy and Practice* (e-journal)

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## ABSTRACT

**Objective:** The assessment of scholarly communication on the particular area of knowledge has been used frequently by the subject specialists. The current study aimed to observe the coverage of articles on the subject area of “*Library Marketing*” in one of the library and information science journals, *Library Philosophy and Practice* (e-journal).

**Methods:** Data search was performed on the Elsevier’s Scopus database on October 10, 2021. The name of the journal was written in the main search box after selecting the “*source title*” option and in the second search box, “*library marketing*” was written to refine the search result. The bibliographic records of the retrieved dataset were downloaded for the quantitative analysis. Microsoft Excel and VOS viewer software were used.

**Results:** A total of 78 records on “*library marketing*” were found in the *Library Philosophy and Practice* (e-journal), published between 2002 to October 10, 2021. The majority of the articles (62%) were published during the last three years (2019-2021). All the selected articles gained 139 citations, and 7 articles achieved the h-index scale. One hundred and sixty-five authors affiliated with 99 organizations of the 15 countries contributed to these articles. One-third of the articles were contributed by Nigerian researchers. “*Marketing*” and “*Library Services*” were found to be the prominent keywords.

**Conclusion:** The study identified the literature on library marketing published in *Library Philosophy and Practice* (e-journal) and create awareness among the potential researchers as well as library and information science professionals in understanding the subject coverage and its scope.

**Keywords;** Bibliometric, Library Marketing, Library Philosophy and Practice

## **INTRODUCTION**

Marketing is a business-oriented term and conventionally, it is known, as a channel of buying, selling and promoting the products to gain monetary profit as well as to fulfill the objectives of the organization (Gupta et al., 2019). Modern marketing started in the 1950s and become an integral part of the strategic management process that evolved around the needs of customers/market. This process is comprised of the theoretical context as well as a practicable set of techniques (Koontz et al., 2006). York (1984) opined that the term of marketing is more associated with a corporate model, where every organization is striving hard to acquire or produce those resources/products which match the demand of the market/customers. The successful marketing plan in the organization has been supportive to develop quality products and services, but before the execution of the plan, an organization needs to know the customer's needs and market's demand (Blackstead & Shoaf, 2002). Organizations used different tools to assess the needs and requirements of the customers and responded proactively to modify their products as well as services, accordingly (Blocker et al, 2011).

With the passage of time, the horizon of marketing expanded. The concept of marketing in the non-profit organizations was introduced by Kotler and Levy in 1969. Earlier, the promotion and public relations activities were organized to market the library resources and services. Now non-profitable organizations, like community services, healthcare setup, postal systems, social services, and libraries are applying different marketing tactics to accomplish the goals of their respective organizations (Gupta et al., 2019). Walter (2004) stated the four steps of marketing, a. market research, b. scrutinizing the programs and services, c. formulating goals and objective, d. applying persuasive communication.

Society has been rapidly changing, similarly, the scope of marketing is also expanding its wings. The economic sector has also moved explicitly from industrial to socio-economic and further to information-based (Clemons et al., 2017). As the value of information has been enhanced, so the boundaries of marketing extended to the LIS field. Nowadays, the demand for timely provision of accurate information in every field of life has been considered as the key of success. Policy-makers made their decisions based on available information (Frank et al., 2001). In the contemporary world, information is a financial commodity that contributes to the national economy in one way or the other. The hi-tech and innovative information commination technology brought a revolution in the information industry, and very supportive in creating, storing, retrieving, and broadcasting the information, as well as marketing the information products. As the value of information is increasing day by day, equally, the status of information resource centers (libraries) and information professionals (librarians) have also been demanding (Haq & Ahmad, 2012). The paradigm shifts from Web 1.0 to Web 2.0 and even Web 3.0 in different formats of social media also brought a positive influence on library marketing. Khan and Bhatti (2012) examined the use of social media in library marketing among the LIS professionals working in two universities of Southern Punjab, Pakistan. Respondents showed their positive attitude in using social media in the library but they suggested proper training to get adequate results. Islam and Habiba (2015) also reported positive feedback from the LIS community of 46 libraries of Bangladesh, on the use of social media for library marketing.

The users' satisfaction is an utmost task for library managers, so to achieve a higher level of satisfaction, proactive library teams, plan, organize, and disseminate the users-oriented marketing strategies (Cheng et al., 2020). It has been assessed in many studies that although the libraries are well-equipped with up-to-date learning resources due to lack of marketing, most of the resources

are under-utilized and libraries gained poor scoring in the survey of information needs of users (Chegwe & Anaehobi, 2015; Kennedy et al., 2008).

Journals are the popular mediums to disseminate the scholarly communication to the rest of the world. The articles published in journals deal the contemporary issues and provide practicable solutions to the findings shared by the subject specialists (Tanveer et al., 2020). *Library Philosophy and Practice (e-journal) (LPP)* is the popular, open accessed, and Scopus indexed journal in the field of library and information science, published by the University of Nebraska – Lincoln, United States since 1988. The paper aims to review the articles on “Library Marketing” published in LPP and indexed in the Scopus database.

## **LITERATURE OF REVIEW**

Bibliometric analysis has been established as a scholarly activity and a vital component to evaluate the research performance. It offers a valuable quantitative overview of the written works, varies from one specific area of knowledge, institution, region, to global level (Ellegaard & Wallin, 2015). LIS professionals are very dynamic in conducting bibliometric studies and actively participating in the research evaluation process (Keller, 2015; Haq et al., 2021).

Anwar and Zhiwei (2021) assessed the status of marketing in academic libraries of Balochistan, Pakistan. The majority of the respondents kept sufficient resources and services to market and were well-aware of the benefits of marketing but the “lack of authority support” was found to be the big hurdle in the implementation of a marketing plan.

Klaib (2014) measured the application of marketing in the university libraries of Jordan. The study revealed that “support service policy” was found to be the commonly applied feature of marketing and it was recommended to conduct more research on users’ needs.

Jha and Pandey (2021) stated the one of the main objectives of marketing in business is competition, while in the library setup, it means cooperation. They discussed the application of 7Ps (product, price, place, promotion, participants, physical evidence, and process) concerning the marketing strategic plan in libraries.

The number of bibliometric studies were conducted on the LPP which highlighted the different characteristics of the publications (Thanuskodi 2010; Swain 2011; Idress and Anwar 2013; Verma et al., 2015; Saberi et al., 2019). Haq et al., (2021a) studied the 100 most-cited articles of LPP. These articles were published from 2001 to 2018 and gained 1,678 citations with an average of 16.78 citations per article. The authors affiliated to Nigeria contributed the highest number of papers, while Khalid Mahmood emerged as the most productive author in highly cited papers. Kartinia (2021) analyzed the authorship patterns of 2008 papers published in LPP from 2001 to 2020. There is minor difference between papers written by single author (n=753; 37.5%) and two author pattern (n=793; 39.5%). Saini and Verma (2018) assessed the contribution of Pakistani and Indian authors in LPP and reported that Indian authors contributed an average of 36 articles while the share of Pakistani authors was just nine articles per year. Haq (2018) and Anwar (2018) elaborated the contribution of Pakistani authors in LPP. Anwar & Zhiwei (2020) calculated the share of Nigeria, Pakistan and India in LPP from 2008 to 2013. Nigerian authors contributed the highest number of articles (n=226) followed by India (n=193) and Pakistan (n=67). The ratio of multi-author articles has been recorded higher in Pakistan as compared to Nigeria and India.

Koontz et al., (2006) conducted the first-ever study to review the growth of literature on library marketing during the past three decades. In the following year, Gupta (2007) examined the 346 documents on library marketing. Gupta et al., (2019) scrutinized 520 Scopus indexed publications on library marketing published from 2006 to 2017. These publications gained 1,981 citations with an average of 3.81 citations per publication. The highest number of publications were generated by the authors of the United States, followed by the United Kingdom, Japan and Canada. Kyushu University, Japan and T. Mianami, a researcher affiliated with this university were found to be the most productive institution and author with 18, and 17 papers, respectively. The maximum number of papers (n=23) were published in “Library Management”, while nine papers published in LPP were also included in the total.

Gupta et al., (2013) assessed the IFLA’s publications on marketing library and information services. IFLA established the Management and Marketing section in 1997, since then 204 papers on library marketing were contributed by the authors of 42 countries. The highest number of papers (n=86; 43%) consisted of opinion-based points of view of different authors, followed by 64 case studies and 40 surveys. More than half (n=116; 57%) of papers were contributed by librarians whereas one-third (n=66; 33%) of the papers were written by teachers and the remaining papers were produced by other stakeholders.

Thaha and Purnamasari (2021) reviewed the trends and patterns of library marketing from 1977 to mid of 2021. The study yielded 287 documents. The publications on social media marketing were found to be highly cited, while digital marketing was found the recent trend in the domain of library marketing. The majority of research was produced by the authors of the United States, followed by India and the United Kingdom. In the analysis of source publications, 40 articles were published in LPP. As Gupta et al., (2013) assess the fraction of IFLA’s publication on library marketing, similarly, this paper intended to review the papers published on library marketing in LPP.

## **METHODOLOGY**

The bibliometric research technique was used on retrieved articles on “Library Marketing” published in *Library Philosophy and Practice (e-journal)* (LPP) on November 10<sup>th</sup>, 2021. The Scopus database of Elsevier’s publisher was used to pick the required dataset for analysis. This database offers inclusive coverage of comprehensive knowledge published in more than 42,000 journals.

In the initial search, the Scopus provided the dataset of 5,050 documents, indexed under the source title of *Library Philosophy and Practice* on the date of data collection. In order to refine the search result, we used “Documents” search and wrote the name of the journal “Library Philosophy and Practice” and selected the option of “source title” used the Boolean operator “AND”, and then clicked the second search box, it was marked by default, “Article title, Abstract, Keywords, we kept the same. We wrote “Library Marketing” against this second search box and executed the command. We did not apply language, geographical or date filters. The search yielded a total of 78 documents. Duplication has been checked, no duplicate record was found so all these documents were used for analysis. The accuracy of the data was ensured by repeating the process, twice. These selected records were exported into MS Excel format. The Data analysis was performed by using MS Excel (v16.0), and VOS viewer.

**Limitation(s):** The data is limited to the articles on the subject of Library Marketing published in LPP and indexed in the Scopus database. It might be a chance that the entry of some article(s) has/have been missed or overlooked by the database.

## OBJECTIVES

This study aimed to evaluate the publication's growth on the distinct subject area of library marketing that was exclusively published in one LIS journal named, LPP and indexed in the Elsevier's Scopus database with the following objectives.

1. To review the periodic growth on the library marketing papers in LPP
2. To identify the productive authors, institutions and countries in terms of number of papers on library marketing in LPP
3. To assess the co-occurrence of frequently used keywords

## RESULTS

Figure-1 demonstrated the growth of articles on Library Marketing in LPP by year. The first article "Marketing of information products and services for libraries in India" was published in 2002, and then after the gap of five years, four articles were published in 2008. A total of 25 articles were published in the next ten years from 2009 to 2018. The dramatic growth of articles was found in 2019, this year marked the maximum number of articles on Library Marketing in LPP. More than half (n=48; 62%) of the articles were published during the last three years from 2019 to October 10, 2021.

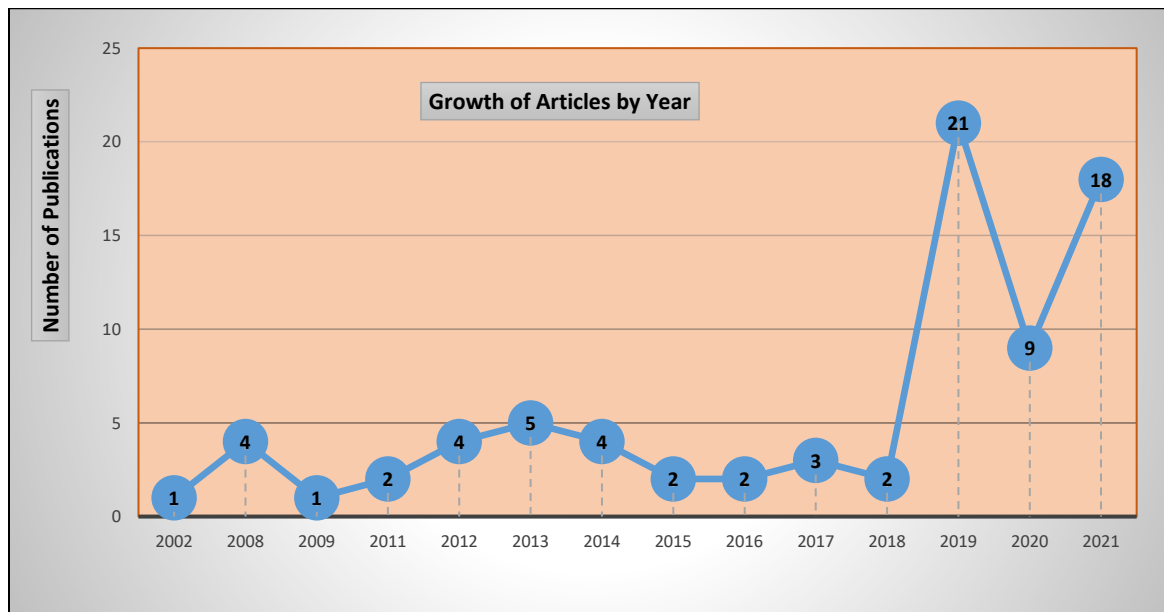


Figure 1. Growth of articles on Library Marketing in LPP by year

A total of 165 authors shared their scholarly knowledge on library marketing in LPP during the last two decades. Eleven authors, who contributed two articles each mentioned in Table-1, four authors belonged to Nigeria, three each from Iran and India and one from Jordan. Ninety-three percent (154) of the authors contributed in one article each.

*Table 1. List of productive authors*

Author's Name	Affiliation	Publications
Akerele, J.A.	Adeyemi College of Education, Nigeria	2
Bhatt, R.K.	University of Delhi, India	2
Egunjobi, R.A.	Adeyemi College of Education, Nigeria	2
Inaloo, E.A.	Islamic Azad University, Hamedan Branch, Iran	2
Klaib, F.J.	Zarqa University, Jordan	2
Kumar, A.	Mizoram University, Aizawl, India	2
Ogunniyi, S.O.	Adeyemi College of Education, Nigeria	2
Saikia, A.	Mizoram University, Aizawl, India	2
Tofi, S.T.	Benue State School of Nursing, Makurdi, Nigeria	2
Zarei, A.	Islamic Azad University, Hamedan Branch, Iran	2
Zeinolabedini, M.H.	Islamic Azad University, Hamedan Branch, Iran	2

Table-2 presented the list of the top 18 productive institutions. The authors affiliated with these institutions contributed more than one paper each. University of Nigeria and University of Delhi stood on the top with three papers each. Maximum institutions are geographically located in Nigeria (n=8) followed by India (n=4), Pakistan (n=2) and Iran (n=2), whereas one institution each from Jordan and Ghana also produced 2 papers each, respectively.

*Table 2. List of top-18 institutions with number of publications*

Serial #	Name of institution and country	Publications
1.	University of Nigeria, Nigeria	3
2.	University of Delhi, India	3
3.	Adeyemi College of Education, India	2
4.	Delta State University Nigeria, Nigeria	2
5.	University of Ghana, Ghana	2
6.	University of Uyo, Nigeria	2
7.	University of Kerala, India	2
8.	Shahid Beheshti University, Iran	2
9.	The Islamia University of Bahawalpur, Pakistan	2
10.	Zarqa University, Jordan	2
11.	University of the Punjab, Pakistan	2
12.	Covenant University, Nigeria	2
13.	The Federal Polytechnic Ede, Nigeria	2
14.	Mizoram University, India	2
15.	National Open University of Nigeria, Nigeria	2
16.	Islamic Azad University, Hamedan Branch, Iran	2
17.	Afe Babalola University, Nigeria	2
18.	Benue State University, Nigeria	2

The researchers belonged to 15 countries contributed their scholarly publications on the knowledge area of library marketing in LPP. Table-3 presents the detail of the top 7 countries that contributed two or more than two documents each. The highest number of papers (n=23; 30%) were contributed by the authors of Nigeria, followed by India (n=17; 22%), Iran (n=5; 6.41%) and Pakistan (n=4; 5.12%). The authors of Ghana, and the United States contributed three papers each, while Jordan occupied the 7<sup>th</sup> rank with two papers. In the analysis of link strength, Nigeria has been on the top, followed by India and Ghana. The highest citation impact was gained by papers contributed by Ghana, Pakistan and the United States.

Table 3. List of top-7 countries with their contribution

Serial #	Country	Publications	Citations & Cite/Doc	Link Strength
1.	Nigeria	23	32 (1.39)	47
2.	India	17	50 (2.94)	35
3.	Iran	5	6 (1.2)	11
4.	Ghana	3	9 (3.0)	21
5.	Pakistan	4	12 (3.0)	3
6.	United States	3	12 (3.0)	2
7.	Jordan	2	1 (0.5)	6

VOSviewer generated the co-occurrence network of countries. Eleven items (papers) were contained in five clusters (Figure 2). The first and second clusters consisted of 3 papers each, the first cluster consisted of the papers contributed by the authors of Bangladesh, India, & United Kingdom, while the second cluster comprised of Pakistan, Iran & United States. The third cluster consisted of 2 items of Ghana and Jordan, fourth cluster consisted of 2 items of Nigeria & Philippines and the last cluster was consisted of 2 items contributed by China & South Africa.

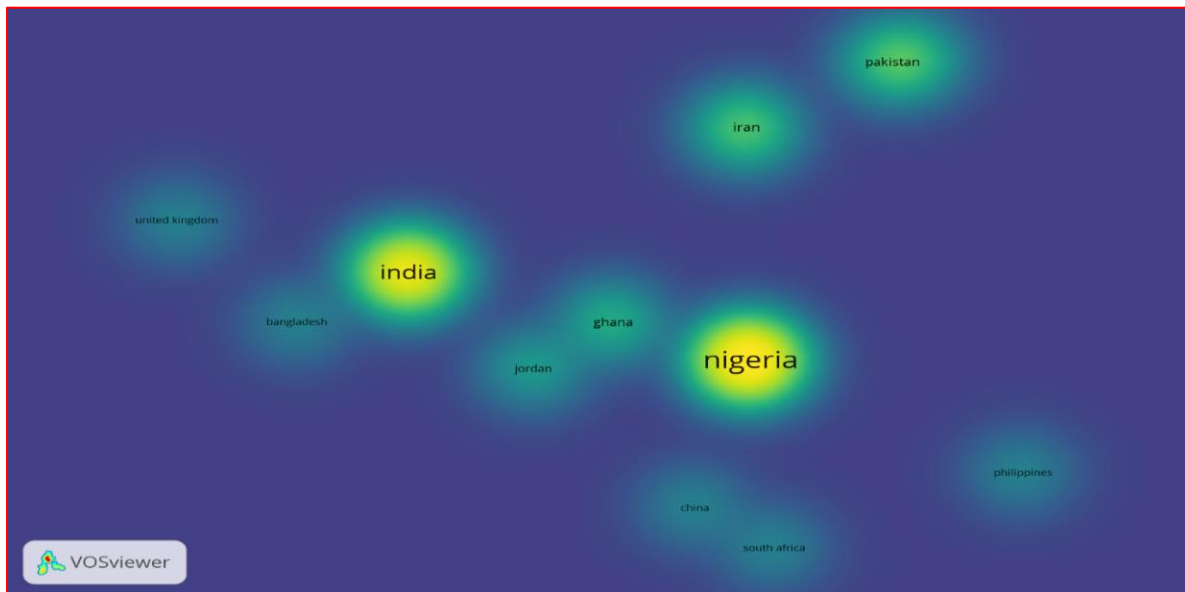


Figure 2. Co-Occurrence network of countries



A total of 224 keywords were used in 78 articles, 12 keywords were used more than two times. Marketing, Library Services and Marketing Strategies were found to be the three most occurred keywords, followed by Social Media, Marketing Mix and Information Marketing, four times each. These keywords helped to understand the subthemes of library marketing covered in LPP. Figure 3 presented the breakdown of articles by keywords. Figure 4 described the co-occurrence network of keywords generated by VOS viewers software. The keyword “marketing” has gained the central place and other keywords evolved around it.

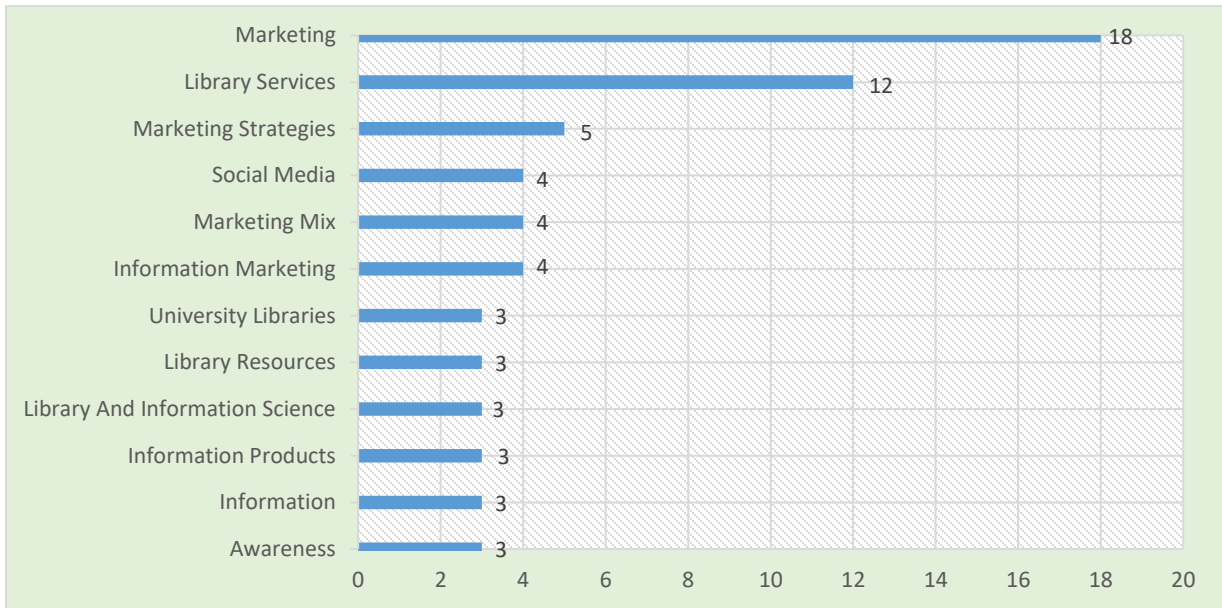


Figure 3. Distribution of articles on Library Marketing by keywords



Figure 4. Co-Occurrence network of keywords

## **DISCUSSION**

The association of libraries being a non-profit organizations with marketing was introduced in 1969. Although, libraries had been doing promotional and public relations activities to market their resources and services for a long but something was missing, the clientele-oriented approach. The application of customer-based modern marketing in the library has helped to improve the users' satisfaction and promote the library services in a befitting manner. Marketing plays a role of a bridge between the library and its customers (users). Nooshinfard and Ziaei (2011) emphasized the importance of library websites for the promotion of library services. They also reported that the level of users' satisfaction has not been up to the mark in academic libraries and most users are unaware of the library resources and services. Another study identified that academic libraries spent a huge amount on the subscription of the scholarly database but most of the digital resources were underutilized, due to lack of marketing (Williams, 2006). Librarians should conduct users' satisfaction surveys regarding the library resources and services, periodically. Based on findings, they could prepare the action plan to improve the existing resource and services. They can utilize the websites, social media applications, conduct seminars and workshops to market their product. Marketing is equally important even in a non-profit organization like libraries, here the appreciation and acknowledgment from the community, are the real profit for the whole organization.

The purpose of the current study is to evaluate the coverage of library marketing research in one of the library science journals, named LPP. A total of 5,050 documents were identified that were indexed in the Scopus database and published in LPP until 10<sup>th</sup> October, 2021. Out of these, although, small but valuable number of the documents (n=78; 1.54%) were published on the subject of library marketing. Thirty-eight percent (n=30) of the articles were published from 2002 to 2018, while 62% (n=48) of the articles were published during the last three years. It is found that the interest of the LIS researchers towards library marketing has been increased after 2018 as reflected in LPP. Gupta et al., (2019) exposed in thier analysis that the majority of research on library marketing was done by the authors of the United States. The present study conducted one journal (LPP) that is published from the United States but the majority of articles on library marketing was contributed by the Nigerian authors, followed by India.

In the analysis of productive authors, eleven authors were found with two articles each and the majority of them belonged to Nigeria. Nigeria also stood at the top in the analysis of contributing countries. Saberi et al., (2019) revealed that a total of 1,397 papers were published in LPP from 1998 to 2018 and 549 (39%) papers were contributed by Nigerian authors and University of Ibadan, Nigeria has emerged most contributing institution. In the current study, out of the 18 most contributing institutions, eight belonged to Nigeria.

LPP has been publishing articles on the different aspects of the library, information/management sciences. It has to gain more popularity and arrested the attention of LIS research around the world. The processing period of paper in LPP is faster as compared to other Scopus indexed journals. LPP published articles without taking any publication charges and the submission process is also very easy and fast. These characteristics attracted the attention of low-income countries, like Nigeria, India, and Pakistan. In the last three years, the ratio of published articles has been increased manifold. Another good thing about the LPP is that, after the acceptance of the articles, it is readily available online within few days. So almost new articles are being published on daily basis.

Future LIS researchers can dig out more studies on different aspects of LIS from the galaxy of papers published in LPP. The analysis of published papers on a particular subject helps to

understand the gradual development of the particular subject. The subject of marketing in libraries has been constantly changing, as various tools of academic networking sites and social media applications are increasing and developing. The challenge of survival for the LIS community in a digital environment lies in adopting the successful marketing management strategies of their resources and services to gain the level best satisfaction of their users.

There is a need to conduct workshops and seminars in developing countries in collaboration with library schools and associations of the developed world to train the working librarians in the art of library marketing. The administration of the organization should encourage, support and appreciate the librarians when he/they started an innovative marketing strategy. There is a dire need to share the professional knowledge and managerial tactics of marketing, to promote and increase the treasure of scientific, technical and scholarly knowledge.

## CONCLUSION

LPP is a prestigious journal in the LIS field, and continuously publishing valuable research that is accessible to everyone, from everywhere. A sufficient number of papers on library marketing were published especially during the last three years of study. Library marketing is growing into a distinct subject and started to being taught as a course in the Library and Information/Management Sciences' curriculum. There is a need to conduct more research on marketing to improve the library services and acquired the required resources according to the need of users'.

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