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Some Questions of Modern Library and Information Marketing

Abstracts

The current stage of librarianship has a number of features that have indicated the need for qualitatively new approaches to the problems of improving the management of domestic libraries. The entry of the world community into the information age, political and economic reforms predetermined a sharp jump in the growth rate of development and the complexity of the external environment of libraries. In this regard, today a greater variety of management systems is required, their potential flexibility, the ability to quickly adapt to both external and internal changes. The formation of market relations in the society had an impact on the work of libraries. The market economy terms “management”, “marketing”, “fundraising”, “public relations”, “image” have become familiar in library vocabulary and practice. The changed political, economic, social conditions have posed the problem of choice for libraries - to exist not only on funds allocated by the state, but also to look for other ways to ensure the functioning of libraries. This caused an

increased interest in marketing, fundraising. An analysis of the processes taking place in libraries allows us to trace the evolution of the introduction of marketing into their activities: from complete denial and heated discussions about the compatibility of the concepts of “market”, “marketing”, “commercialization” and “library”, to full-scale support for the processes of marketing implementation, development of theoretical, methodological, practical issues of using marketing and fundraising in libraries. The relevance of solving this problem in the library sphere is emphasized by the originality and uniqueness of the role of libraries in the public life. In difficult socio-economic conditions, the library is in demand as an organization that respects the principle of public accessibility of its information resources, therefore it is able to act as a significant factor in overcoming the crisis of modern.

Keywords: modern library, information marketing, librarianship, market economy, management, marketing

Müasir Kitabxana və İnformasiya Marketinqinin Bəzi Məsələləri

Öz

Kitabxanaçılıq fəaliyyətinin indiki mərhələsi ölkə kitabxanalarının idarə edilməsinin təkmilləşdirilməsi problemlərinə keyfiyyətə yeni yanaşmaların zəruriliyini göstərən bir sıra xüsusiyyətlərə malikdir. Dünya birliyinin informasiya əsrinə qədəm qoyması, aparılan siyasi və iqtisadi islahatlar inkişaf tempinin kəskin sıçrayışını və kitabxanaların xarici mühitinə mürəkkəbləşməsinə əvvəlcədən müəyyən etdi. Bu baxımdan, bu gün idarəetmə sistemlərinin daha çox çeşidi, onların potensial çevikliyi, həm xarici, həm də daxili dəyişikliklərə tez uyğunlaşma qabiliyyəti tələb olunur. Cəmiyyətdə bazar münasibətlərinin formalaşması kitabxanaların işinə də təsir etməyə bilməzdi. Bazar iqtisadiyyatının “menecment”, “marketinq”, “fandreyzing”, “publika əlaqələri”, “image” terminləri kitabxana lüğəti və praktikasında tanış olmuşdur. Dəyişən siyasi, iqtisadi, sosial şərait kitabxanaların qarşısında seçim problemi - təkə dövlətin ayırdığı vəsait hesabına mövcud olmaq deyil, həm də kitabxanaların fəaliyyətini təmin etmək üçün başqa yollar axtarmaq problemini qoyub. Bu, marketinq, pul yığımına marağın artmasına səbəb oldu. Kitabxanalarda baş verən proseslərin təhlili onların fəaliyyətinə marketinqin tətbiqinin təkamülünü izləməyə imkan verir: “bazar”, “marketinq”, “kommersiyalaşma” və “kommersiyalaşma” anlayışlarının uyğunluğu haqqında tam inkar və qızgın müzakirələrdən. kitabxana”, marketinqin həyata keçirilməsi proseslərinə tam miqyaslı dəstək vermək, kitabxanalarda marketinqdən

istifadənin nəzəri, metodoloji, praktiki məsələlərinin işlənilib hazırlanması və fondların toplanması. Kitabxana sferasında bu problemin həllinin aktuallığı kitabxanaların ictimai həyatdakı rolunun orijinallığı və unikallığı ilə vurğulanır. Çətin sosial-iqtisadi şəraitdə kitabxana öz informasiya ehtiyatlarının ictimai əlçatanlığı prinsipinə hörmət edən bir təşkilat kimi tələbatlıdır, buna görə də dövrümüzün böhranını aradan qaldırmaqda mühüm amil kimi çıxış edə bilər.

Açar sözlər: Müasir Kitabxana, İnformasiya Marketinqi, Kitabxanaçılıq, Bazar İqtisadiyyatı, İdarəetmə, Marketinq

Introduction

Marketing of library and information activities is a specific type of creative management activity based on a comprehensive organizational and economic analysis, forecasting demand and opportunities to meet it, as well as advertising services provided by the library, intellectual products and services. The ultimate goal is to adapt the library and information institution to the changing objective needs of society and the needs of specific categories (groups) of users (i.e. the current market conditions), (Kotler, 1992). targeted stimulation of demand for relevant library and information and related products (services / products).

The term "library and information marketing" is the most complex among other interpretations of marketing in the library. The main goal of profile marketing is to increase the efficiency of the functioning of a library and information institution (i.e., adaptability to perform specified functions in a certain mode) (Pesotskaya, 2000). through a socio-economic justification of the leading areas of work, an objective assessment of one's potentials, combined with current and advanced forecasting of promising requests users.

In its classical form, marketing (from English, "market" - market, sales, demand) involves directed activities to identify the best ways of interaction between suppliers (products, services) and buyers (users). The traditional marketing complex contains four key structural elements: product (product, service); price; methods of distribution (marketing); stimulation (promotion).

It can be stated, on the one hand, the focus of marketing procedures on studying demand and identifying needs, i.e., diagnosing the market, and on the other hand, actively influencing this demand, the market to form appropriate prospective requests (consumer behavior). At the same time, marketing tools provide a reliable demand forecast with simultaneous information about the real current needs of users, their wishes and comments regarding additional services and services, as well as the situational and potential capabilities of a particular business entity.

Based on the original analytical (information) function, the active management function of marketing includes. - planning the range (range) of products and services; cost and price planning; planning and implementation of sales; planning the promotion of products, services; impact on the organization and management of specific activities. Thus, the concept of marketing allows you to implement a systematic approach to management activities: set long-term goals, put forward current tasks, develop and implement the necessary organizational and economic measures. It should be noted that in the library and information sphere it is legitimate to use both conventional commercial and non-commercial marketing.

Commercial marketing is understood as a science-based approach to entrepreneurship, based on integrated methods of studying and stimulating demand, commercial efforts, integration and coordination of the activities of an institution (enterprise) with the expectation of making a profit both due to an increase in the volume of sales of competitive products and services, and as a result of ensure that the relevant needs are met.

Commercial marketing is applicable in the context of the development of non-budgetary initiative economic activities of the library, the formation of library and information and other business structures as part of, with or with the participation of a library institution. Within the framework of additional paid information and library services, economic accounting (without much progression of income) that has already become customary for certain areas of library work is often replaced by so-called commercial accounting with its unconditional orientation to market requirements and the prevailing desire for profitability (profitability). Then the whole set of principles of commercial marketing begins to operate, including the target growth of profits and the concept of intensifying commercial efforts. This applies, first of all, to the management of business libraries, business information centers, offices (departments, halls) of economic, legal, business literature and market information, as well as other autonomous or completely independent problem-oriented divisions of the information and leisure profile, which weightily declare about itself in various regions of Russia. Commercial marketing can be used by the library in the preparation and implementation of certain types of agreements with partners (on mediation, advertising products or services, etc.) (Moiseeva, 2000). At the same time, it is logical for the overwhelming majority of modern libraries in their daily practice to combine the social priorities of the main (free for users) activities with the achievement of optimally balanced own economic

interests. In this regard, the methodology of non-commercial marketing is the most acceptable for library work in general.

Non-commercial marketing is a market management concept that acts as an effective means of achieving public interests in the budgetary sectors of activity, which is a mobile tool for managing relationships with various groups of the population, targeting the perception and acceptance of relevant services and products (demand management), creating a positive image (image) specific institution/organization. The leading principles of non-commercial marketing are the absence of a desire for mandatory financial profit, an integrated approach to studying needs and developing proposals to meet them, constant "feedback" with the consumer (client, user).

The goals, objectives and objects of marketing in non-profit organizations, which include libraries, can be:

- promotion of specific types of services (service marketing);
- promotion of the institution as a whole (marketing of the organization, or self-marketing);
- popularization of leading employees, specific specialists (marketing of individuals);
- propaganda of the location of the object (place marketing);
- dissemination of profile ideas (marketing ideas) (Andreev, 2000).

The main task of the so-called socially responsible non-commercial marketing is to achieve a balance of three factors: the needs of customers (users), public interests, and economic feasibility (expediency) (Kazimi, 2021). At the same time, its significance for social practice is multifaceted:

- accounting for consumer requests;
- taking into account the manufacturer's own needs (products, services);
- taking into account the long-term interests of consumers;
- taking into account the long-term interests of society (Suslova, 2008).

In the library management system, marketing is a kind of market-oriented integrated philosophy of industry management, its well-organized theoretical concept, and should become the basis for the professional thinking of modern library managers.

1-Stages of Marketing Implementation

The concept of "marketing" in many librarians is prejudiced, in everyday speech it is often associated with the idea of aggressive methods of selling (hard-selling) washing powders and similar products, about manufacturers who want, if possible, to sell "their products to anyone, break "buying resistance" in order to make a lot of money and achieve big profits. It is not the product

or service that is offered that is the subject of marketing, but the satisfaction of the desires of the buyer, has obtained satisfied buyers who will be loyal to the seller because he offers what they need, and all this is of high quality.

This idea of marketing as "consumer satisfaction engineering" appeared in the 60s, first in the field of production: then the supply on the market exceeded the demand of buyers. Since not everything that was produced was able to sell, a transition was made to the development of products that really mutilate the needs of buyers. Thus, product orientation has been replaced by market orientation. Already in the late 1960s, the United States came to understand that non-profit organizations and enterprises also have to establish themselves in the market with their offers and services. So-called "non-profit" organizations (Kazimi, 2014). whether they be universities, museums, hospitals, libraries, depend and live on the fact that their goods and services should be needed and used by someone. Libraries are organizations that offer something. And the more intensively consumers use their services, the more accurately libraries define and better satisfy their needs, and finally, the greater the number of satisfied readers, the more likely the attention and support that they will receive from the public and those who maintain them.

The birth of marketing was a completely objective phenomenon, reflecting the search for mechanisms to modernize the library. At that time, the library was in the focus of complex conflicting factors caused by an internal structural crisis, which affected funding, personnel, technical and technological support and, ultimately, the social prestige of the library. Marketing was supposed to provide a survival strategy , but practically everything came down to the search for additional funding by the library, mainly through the introduction of paid services (http://www.gpntb.ru/win/ntb/ntb2001/9/f09_02.htm) (Kazimi, & Guliyeva, 2023). Let us single out the following stages that characterize the processes of the formation of library and information marketing:

The first stage is characterized by indecisive steps to study and generalize foreign experience, primarily American. This period is characterized by discussions on the appropriateness and compatibility of the concept of "library" and "market". The first theoretical substantiations are being developed not yet of "marketing" itself, but of the economic aspects of the economic activity of libraries close to it. Marketing in library theory and practice is primarily associated with the provision of paid services in libraries (Gurbanov & Kazimi, 2022). The second stage is characterized by the widespread introduction of paid services. However, this period cannot yet be

called the period of marketing introduction. At this time, there is a gradual commercialization of libraries, structural divisions are created that are involved in attracting additional funding mainly through the provision of paid services, the benefits of marketing are identified, and the role of paid services in the transition to market relations is determined (Kazimi, 2011). The professional press of this period covered the experience of introducing paid services in various libraries. The third stage is characterized by the study, generalization and development of the theory and practice of marketing. During this period, research on library marketing is activated. The number of publications and seminars on marketing is increasing sharply, this course is being introduced into the curricula of library universities.

The fourth stage is characterized by the introduction and use of marketing in the scientific library. Translated into a managerial category, modern marketing is defined as a system for organizing and managing all aspects of library activities: from the acquisition and formation of a fund that meets the needs of users, subsequent differentiated services, to ensuring the safety of funds. In other words, when making a management decision regarding various aspects of library activities, the main reference point is the actual and potential needs of the population for books, information, and all types of library services (Shtukareva, 2003). The organic unity of the mission of library activity and the orientation of modern marketing to meet the needs creates a fundamental basis for including the powerful potential of serious marketing in solving the strategic problems of the library (Kazimi, 2021). The social significance of marketing is enormous, since the modern library has the opportunity to preserve itself as a democratic socio-cultural institution, which is necessary today for the most diverse segments of the population.

Conclusion

A notable development in the 1990s was the application of marketing principles to librarianship. The evolution of the implementation of marketing shows that for libraries it is becoming a necessary element of their activities. Today, the choice that libraries face is no longer whether to implement marketing or not, but how best to do it. That is why it is important to conduct theoretical and applied research on the use of marketing in libraries and study its impact on the development of libraries (Kazimi, 2021). The main thing in library and information marketing is a two-pronged and complementary approach. On the one hand, this is a thorough and comprehensive study of the needs, requests, interests of readers, orientation towards the provision of services in accordance with these needs, targeting of the provision of services; and on the other hand, an active

influence on the use of services and existing demand, on the formation of needs. This defines the basis of marketing for libraries.

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