

ARSULA 2016 – 06

Marketing and Promotion of E-resources in University of

Sri Jayewardenepura

Nayana Darshani Wijayasundara

Librarian, University of Sri Jayewardenepura

librarian@sjp.ac.lk

Abstract

Presently, UGC has provided access to few electronic databases to almost all the public universities in Sri Lanka and this is channeled through the Consortium of Sri Lankan Academic Libraries (CONSAL). In addition, there are self subscribed e-resources as well in our libraries. A huge amount of money has been spent on acquiring these resources. Therefore it is high time for librarians to emphasize on marketing and promotion of e-resources to reap maximum benefits from them. Marketing of library products and services is about engaging with users, being proactive and demonstrating values. This study attempts to identify the gap between the marketing strategies that other libraries follow worldwide and what we use here in Sri Lanka. Results of a content analysis of 19 published literature in the field of library and information science about the marketing and promotion of electronic resources were used for this purpose. Published literature ranged from 2009- 2016 was considered as time period of this study. Sources of literature were e-databases through CONSAL, Internet and printed journals. Concept content analysis was used and the final result was ended up with finding 48 techniques used for marketing e-resources. According to literature, e-resource marketing strategies can be categorized mainly into four groups; human interaction, physical medium, e-communication and training. At the University of Sri Jayewardenepura (USJP) library, a mixture of above categories is practiced. User training, one-to-one appointments, flyers, posters, emails, web page and word-of-mouth are the most common strategies used by USJP. Certain strategies like native language education, social networks, personal visits, screen savers can be adopted at zero cost to the library. When considering the marketing and promotion strategies used at USJP, it is about 25% of those found as existing in the world. Hence it is important to project out the possible strategies to market and promote e-resources to maximize its usage.

Key words: *e-resources, marketing of information, universities of Sri Lanka*