

**MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**

**Department of Library and Information Science**

**Ph.D. Course Work Syllabus (2017-18 ONWARDS)**

<b>S.No</b>	<b>Name of the Course</b>
	<b>CORE PAPER</b>
1.	Research Methodology
	<b>ELECTIVE PAPERS (ANY TWO from Group A or B or C )</b>
	<b>Group – A</b>
2	Informetrics and Scientometrics
3	User Studies in Digital Era
4	Information Literacy
	<b>Group – B</b>
5	Electronic Resources Management
6	Library Automation and Digitization
7	Digital Libraries
	<b>Group – C</b>
8	E-Learning and Content Development
9	Public and Academic Library System
10	Marketing of Information Products and Services
	<b>MINI PROJECT</b>
11	Mini Project

## Core Paper

### Title: RESEARCH METHODOLOGY

#### Objectives

1. To understand the role and importance of research in Library and Information Science
2. To introduce different methods and techniques of research
3. To familiarize in the use of statistical tools of research and to develop research report skills.

#### Unit – I

Research: Concept, Characteristics and Types- Pure, Applied, Action and Inter Disciplinary Research – Logic and Scientific method.

#### Unit - II

Research Problem-Identification, Selection and Formulation of a Research Problem; Research design; Literature Search and Review of Literature; Hypothesis-definition, Types and Characteristics.

#### Unit – III

Research Methods- Survey – Historical – Case study – Experimental etc; Sampling – Definition, Types and Relevance -Data Collection: Data Sources – Field data and Secondary data; Data collection Methods – Questionnaire / Schedule, Observation etc.

#### Unit – IV

Data Analysis: Analysis and Interpretation – Statistical Tools and Techniques- Measure of Central Tendency, Frequency Distribution, Regression and Correlation; SPSS.

#### Unit – V

Research Report Writing – Structure and Presentation – Article, Thesis and Dissertation, Project Report – Style Manuals – APA, MLA – Application IT in Research.

#### Reference

Flick,Uwe.(2015). Introducing Research methodology: a beginner’s guide to doing a research project. Sage

Kothari, C.R.(2017). Research Methodology: Methods and Techniques. Reprint.New Age International

Kumar, PSG. (2016). Research and Statistical Techniques, BR Publishing

## **Group-A**

### **Title: INFORMETRICS AND SCIENTOMETRICS**

#### **Objectives**

1. To learn the concept, use, theories, laws and parameters of bibliometrics.
2. To understand citation analysis and operation research
3. To teach the students the application of bibliometrics to study the literature in different subjects.

#### **Unit -I**

Informetrics – Evaluation – Concept, Librametrics, Bibliometrics, Scientometrics, Webometrics.

#### **Unit –II**

Theory and Laws - Zipf's law, Lotka's Law, Bradford's Law. Price Theory.

#### **Unit – III**

Quantitative and Qualitative techniques: Types, Multidimensional scaling, Cluster analysis, Correspondence analysis, Co-word analysis, media and audience analysis.

#### **Unit –IV**

Citation Theory and Analysis; Definition, Theory of citing, different forms of citations, Age of citation – citation counts , Self –citation – Citation Index - Impact Factor – H Index.

#### **Unit – V**

Bibliometrics and Scientometric Analysis using Statistical Software packages

(Hits cite, Bib excel and VoS - Viewer ).

## Reference

Almind, T.C., and Ingwersen, P. (1997). "Informetric analyses on the World Wide Web: methodological approaches to Webometrics. Toward a basic framework for Webometrics." *Journal of the American Society for Information Science and Technology*, 55 (14), 1216-27.

Aslib proceedings. 1, 1949, 102.

Bradford, S.C. (1934). Sources of information on specific subjects. (*Engineering*. Jan 26; 85-6).

Bookstein, A. (1976). Bibliometric distributions. *Library Quarterly*. 46, 4; 416-23.

Brookes, B.C. (1968). The derivation and application of the Bradford-Zipf distribution. *Journal of Documentation*. 24, 4; 247-265.

Brookes, B.C. (1969b). Bradford's law and the bibliography of science. *Nature*. 224; 953-6.

Brookes, B.C. (1970). Obsolescence of special library periodicals: sampling errors and utility contours. *Journal of the American Society for Information Science*. 21; 320-9.

Brookes, B.C. (1990). Biblio-, Scient-, Informetrics??? What are we talking about? In Legghe and R Rousseau (Eds.) *Informetrics 89/90*, 31-43.

Cole, F.J and Eales, N.B. The History of Comparative Anatomy Part-I: A Statistical analysis of Literature. *Science Progress*, 11 April 1917. pp. 578-96.

Dolrov, G.H and Korennoi, A.A. The informational basis of scientometrics: on theoretical problems of informetrics. *F.I.D.435.1969*. pp.165-191.

Egghe, L. (1990). The duality of informetric systems with applications to empirical laws. *Journal of Information Science*, 16, 1; 17-27.

Firthorne, Robert A (1969). Empirical hyperbolic distributions (Bradford-Zipf-Mandelbrot) for bibliometric description and prediction. *Journal of Documentation*, 25,4; 319-43

## **Group-A**

### **Title: USER STUDIES In DIGITAL ERA**

#### **UNIT I**

Information users and their information needs: Categories of information users, Information needs- definition and models, Information seeking behavior.

#### **UNIT II**

Information need - Definitional and conceptual problems. Distinction between needs, - wants, demands and requirements; Levels of information need Taylor's model, Lancaster's four levels, - Cronin's three levels; - Koikela's two levels of information need.

#### **UNIT III**

User studies: Concept of user studies, Importance of user studies, Types of user studies, Methods and techniques of user studies: Questionnaire, interview, observation and diary.

#### **UNIT IV**

Library Surveys Techniques of library and information centres survey, Proforma method, Interview method, Record analysis method.

#### **UNIT V**

Planning a library or user survey, User - Understanding the psychology of information user.

#### **Reference**

Mai, J.E.(2016) .Looking for Information: A Survey of research on information Seeking, needs and behavior. Emerald Publishing.

Osborne,Larry N. and Nakamura, Margaret. System for Librarians and Information Professionals. 2<sup>nd</sup> ed. Engewook: Libraries unlimited, 2014

Devarajan. User Studies. Allied Publishers, New Delhi, 2017

Kumar, PSG. Library and Users: Theory and Practice. BR Publications, New Delhi, 2016

Ravichandra Rao (2016): Quantitative Methods in Library and Information Science. Delhi: Wiley Eastern, 2016.

Sridhar, MS. Library Use and User Research. Concept Publishing Co.,New Delhi;

## **Group- A**

### **Title: INFORMATION LITERACY**

#### **Objective:**

- To know the concept of Information Literacy
- Understand the application of Information Literacy in Library
- To know the trend in Information Literacy

#### **Unit I**

Fundamentals of Information Literacy – Concept ,Need and Objectives – Areas of Information Literacy – standards in Information Literacy – Role of Institution in Information Literacy

#### **Unit II**

Information Literacy programmes – Scope of Information Literacy Programme – National Programmes in Information Literacy – International Programmes in Information Literacy – various information Literacy models – Rubrics, ALA, ACRL, CILs, SCONUL, ICDLs..

#### **Unit III**

Methodology of information Literacy – Information Literacy Products : Library Brochure, Database Brochure, Web-Based Access Instructions, Information Bulletin – Designing of Information Literacy Programme – Implementation of Information Literacy Programmes

#### **Unit IV**

Application of Information Literacy in Library and information centres – Information Literacy for Users – Information Literacy for Professionals – IL for Science and Technology –IL for Social Science – IL for Research and development.

#### **Unit V**

Trends in Information Literacy Web based Information Literacy system – OPAC Information Literacy System – Lifelong learning system

#### **Reference**

Alagaran II, Jose Reuben Q (2015). Explore, Engage, Empower Model: Integrating Media and Information Literacy for Sustainable Development in Communication Education Curriculum; in Media Information Literacy for the Sustainable Development Goals; Jagtar Singh, Alton Grizzle, Sin Joan Yee and Sherri Hope Cuiver edited; MILID Yearbook 2015; International Clearinghouse on Children, Youth and Media; NORDICOM; University of Gothenburg.

Asthana, S. (2008). Innovative Practices of Youth Participation in Media; UNESCO.

Buckingham, D. (2003). Media education: Literacy, learning and contemporary culture. Cambridge, MA: Polity Press.

Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1994). Growing up with television: The cultivation perspective. In J. Bryant & D. Zillmann (Eds.), *Media effects: Advances in theory and research* (pp.17-42). Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.

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Hobbs, R., & Jensen, A., (2009). The past, present, and future of media literacy education. *Journal of Media Literacy Education*, 1(1), 1-11.

Hobbs, Renee; Cohn-Geltner, Henry & Landis, John (2011). Views on the News: Media Literacy Empowerment Competencies in the Elementary Grades; in *New Questions, New Insights, New Approaches*; Cecilia Von Feilitzen, Ulla Carlsson & Catharina Bucht Edited; The International Clearinghouse on Children, Youth and Media; Nordicom; University of Gothenburg.

Horton, Forest Woody, Jr (2007). *Understanding Information Literacy: A Primer*; United Nations Educational, Scientific and Cultural Organization.

Martens, Hans (2010). Evaluating Media Literacy Education: Concepts, Theories and Future Directions; in the *Journal of Media Literacy Education* 2:1 (2010) 1-22; The National Association for Media Literacy Education.

Masternam, L (2001). A Rationale for Media Education, in Kubey, R. (Ed). *Media Literacy in the Information Age: Current Perspectives*. Information and Behaviour, 6, New Brunswick, N J Transaction Publishers.

*Media and Information Literacy; Policy and Strategy Guidelines*; UNESCO; 2013.

*NCERT Position Paper on National Policy on Education for Peace*; NCERT, 2006.

Potter, W J (2004). *Theory of media literacy: A cognitive approach*; Thousand Oaks, CA: Sage.

Tornero, J M Perez & Varis, Tapio (2010). *Media Literacy and New Humanism*; UNESCO Institute for Information Technologies in Education.

**Group –B**  
**Title: Electronic Resources Management**

**Objectives**

- To familiarize with the various Electronic resources available in libraries
- To Know categories of E- resources according to their forms
- To understand the different formats of E- resources and their capacity in terms of memory
- To know the preservation methods of various types of media resources.

**Unit I**

Introduction to Electronic Resources - Types of Electronic Resources - Primary Sources -Online Databases -Reference Sources-Libraries and Subject Gateways - e-books, ejournals,e-databases .

**Unit II**

Building and Management of e-resources - Multimedia basede-resources - Commercial Vendors -Meta Resources -Electronic Books -Advantages of Internet Resources - Evaluation of Internet Resources

**Unit – III**

Role of Internet in Information Transfer - Subject gateways - Commercial database services COMPENDEX, EiTech, SCOPPLTS, Emerald - Database Searchware SCIRUS" Google Scholar, EBSCO.

**Unit IV**

Types of Media Resources -Paper (Print) -Care, Handling and Storage - Film – Filmstrips- Slides -Cinefilm -Microforms -Care, Handling and Storage - Magnetic - Audio Tape - Video Tape - Storage Disks - Care, Handling and Storage - Plastic - Transparent Plastics - Vinyl Discs - Optical Storage Systems - Care, Handling and Storage

**Unit V**

Types of Equipment -Filmstrip Projectors - Slide Projectors - Cine Projectors - Microform Readers - Magnetic Tape Recorders - Overhead Projector - Record Player - CD-Player - Criteria for Selecting Equipment - Maintenance of Equipment - Problems with Equipment

## Reference

- American Library Association. Scholarly communication tool kit.  
(<http://www.ala.org/ala/acrl/acrlissues/scholarlycomm/scholarlycommunicationtoolkit/toolkit.cfm>)
- Armbrust, M., Fox, A., Friffith, R., (et. al.) (2009). Above the clouds: a Berkeley view of cloudcomputing.
- Technical report No. UCB/EECS-2009-28. Available at.  
<http://www.eecs.berkeley.edu/Pubs/TechRpts/2009/EECS-2009-28.html>
- Association of Research Libraries (1995), “Definition and purposes of a digital library”, available at:[www.arl.org/sunsite/definition.html](http://www.arl.org/sunsite/definition.html)
- Budapest Open Access Initiative. Available online at  
<http://www.soros.org/openaccess/read>
- Directory of Open access Repositories. <http://www.openoar.org/>
- Chepesuik, R. (1997). The future is here: America's libraries go digital. *American Libraries*, 2(1), 47-49.
- Chowdhury, G, & Foo, S. (2012). Digital Libraries and Open Access. In Chowdhury, G, & Foo, S. (Eds). *Digital libraries and information access: Research perspectives*, Facet Publishing, UK

## **Group- B**

### **Title: LIBRARY AUTOMATION AND DIGITILIZATION**

#### **Objective**

1. To get familiarized with the various library software.
2. To know the process of Digitalization.

#### **Unit – I**

Library Automation: Historical Perspectives, Need and Purpose, Approaches to Library Automation – Hardware and Software requirements – Commercial Software and Open Source Library automation Software - Automated Housekeeping Operations: Acquisition, Serials Control, Circulation, OPAC and Administration. Management of Library Automation: Planning, Data, Formats and Standards – ISO 2709, MARC21, Z39.50 - Retrospective Conversion, Implementation and Evaluation.

#### **Unit – II**

Computerized Information Services: Alerting Services, Bibliographic Services, Document Delivery Services and Reference Services. ICT Infrastructures – Systems – Configuration. Networks Types Routers Reprography Machine –Barcode Scanner – RFID

#### **Unit – III**

Library / Bibliographic application software, Koha, SOUL, over view of other packages, Boolean Search - Evaluation of Library automation software.

Digitization: Basics - Definition - Need for Digitization, Tools of Digitization: Scanners, Scanning Software, Digital Library Software.

#### **Unit – IV**

Selection of Materials for Digitization: Steps in the Process of Digitization, Scanning, Indexing, Storing and Retrieving. Digitization: Input and Output Options - Scanning as Image Only, Optical Character Recognition (OCR) and Retaining Page Layout, Retaining Page Layout using Acrobat Capture and Re-keying.

#### **Unit – V**

Technology of Digitization : Bit Depth or Dynamic Range, Resolution- Threshold - Image Enhancement -Compression - Lossless Compression - Lossy Compression - Compression Protocols, File Formats and Media Types, Formats and Encoding used for Text. Planning and Implementation: Feasibility - Planning the Project - Purchase of Hardware and Software, Selection of Material for Digitization and ‘Born Digital’- Placement and Training of Manpower - Content Creation and Execution of the Project.

## Reference

Guha, B., A report on feasibility study on Automation and Networking of Library (DLNET).NISSAT, DSIR, New Delhi.

Kimber, Richard T., Automation in Libraries. Oxford Pergamon.1986.

[http://shodhganga.inflibnet.ac.in/bitstream/10603/5661/9/09\\_chapter%204.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/5661/9/09_chapter%204.pdf)

Rao, I K Ravichandra., Automation of Academic Libraries in India: Status, Problems and Future (INFLIBNET Centre, March 8, 1997)

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Lihitkar, R S &Lihitkar, Shalini R., (2011) "Ranking of selected library software packages in India", Library Hi Tech News, Vol. 28 Iss: 4, pp.8 –17

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Kemdarne, Suryakant Balbhim (2012)., A study of library automation and networking in dental collegelibraries affiliated to Rajiv Gandhi University of Health Sciences, Bangalore., Tilak Maharashtra Vidyapeeth

Sompel, Vande H & Beit-Arie, Oren (2001). Open linking in the scholarly information environment using Open URL framework.

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## Group –B

### Title: DIGITAL LIBRARIES

#### Objective

1. To get familiarized with the various digital libraries
2. To know about different types of content and technology
3. To know about the collection development and infrastructure

#### Unit I

Introduction-Traditional Library- Information Retrieval System and Digital Library  
Electronic, Virtual, Hybrid and Digital Libraries Characteristics of Digital Libraries  
World Wide Web (WWW) V/s Digital Library

#### Unit II

Digital Library: Towards a Definition Why Digital Library? Some Important Digital  
Libraries New Zealand Digital Library  
(<http://www.nzld.org/NetworkedComputerScienceTechnicalReferenceLibrary>) (<http://www.ncstrl.org>)  
ArXiv.org(<http://www.arxiv.org/>) ScienceDirect  
(<http://www.sciencedirect.com/>)

#### Unit III

Digital Storage Technology -Magnetic Storage Media -Optical Storage Media -Flash  
Memory Devices or USB Drives -Online Databases and Information Retrieval System  
(IRS) -Computer-based Information Storage and Retrieval System- Digital Imaging  
Technology -Institutional Repositories -Internet Technology and its Services  
Development of Web Browsers -Hyperlinks and Development of World Wide Web -  
Electronic Resources

#### Unit IV

Collections Infrastructure -Digital Knowledge Organization -Access Infrastructure:  
Browse, Search and Navigation Interfaces of Digital Library Search, Browsing and  
Navigational Interfaces-Network and Computing Infrastructure-Intellectual Property  
Rights (IPR) and Digital Rights Management- Intellectual Property Rights (IPR) Digital  
Rights Management and Access Control in Digital Library-User Authentication -User  
Authorization Technology of Access Control and Access Tracking in Digital Library -  
Digital Library Services

#### Unit V

Collection Development -Digital Collection -Identification of Digitization-Benefits of  
Digitization-Selection of Electronic Resources -Selection Criteria and Evaluation of  
Electronic Resources Content -Functionality and Reliability -Technical Support-Vendor  
support-Pricing Model-Print + E Model-Electronic Only-Full-time Equivalent Models -  
Concurrent-Users Model -Perpetual Access V/s Annual Lease-Back-file Access -  
Document Delivery and Pay-Per-View Models-Licensing Consideration -Access Concern  
Copy Right and Fair Use-Flexibility and Enhancement- Legal Issue

## Reference

Arms, William Y. (2000). *Digital Libraries*. The MIT Press: Cambridge, MA.

Arms, W.Y. (1995). Key Concepts in the Architecture of the Digital Library. *D-lib Magazine*.

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Kenney, Anne R. and Stephen Chapman. (1996). *Digital Imaging for Libraries and Archives*. Ithaca: Dept. of Preservation and Conservation, Cornell University Library.

Kessler, Jack. (1996). *Internet Digital Libraries: The International Dimension*. Boston: Artech House Publishers.

Lesk, Michael. (1997). *Practical Digital Libraries: Books, Bytes and Bucks*. San Francisco: Morgan Kaufmann Publishers. NorthEast Document Conservation Center. *NEDCC Handbook for Digital Projects: A Management Tool for Preservation and Access*.

## Group –C

### Title: E-learning and content Development

#### Objective:

- To explain the concepts such as content development and collaborative content development
- To discuss content development tools and the various formats of content
- To explain the different types of content management system
- To highlight the best practices for collaborative content development

#### Unit I

Content:An Overview - Concept - Content Tools (Media-wise) - Content Formats - Introduction to Collaboration - Tools for Collaboration on the Web - Features of Collaboration Tools - Collaborative Content Development - Content Management System: Models and Best Practices - Web Content Management System - E-learning Content Management System - Collaborative Content Development System.

#### Unit II

Digital Research Repository System - Best Practices for Collaborative Content Development - Web Content Life Cycle Framework 12.5.1 Life Cycle Management - Issues and Challenges: Quality, Validity and Authentication - Implications for Libraries

#### Unit III

Web-based Products and Services - Web 2.0: Characteristics - Web 2.0 Tools - Some Popular Web-based Services - Wikis - Blogs - Social Bookmarking - Social Networking - Use of Web-based Services in Libraries - Web-based Library Services - Lib 2.0 or Library 2.0 - Web-based Learning and Education - AnswerTips - Campusbug - Elgg – Moodle

#### Unit IV

World Wide Web - Conceptual Framework of WWW - Communication Architecture - Protocols - Markup Languages - Definition and Need - Types of Markup Languages - Web 2.0 - Definition and Need -Features of Web 2.0 Applications - Web 2.0 Applications - Impact of Web 2.0 Tools Over WWW and Semantic Web

#### Unit V

Distributed Service - Web Directory - Bulletin Board - Mailing List and Discussion Lists - Resource Sharing - Online Document Repositories - Web Portals - Email - Online Storage and Searching - E-publishing - Webcasting - Interactive Distributed Services - Interactive Learning - Interactive Business and Trading - Remote Computing and File Transfer - Interactive Communication - Interactive Search Agent and Document Delivery - Interactive Bookmarking - Interactive Translation Service

## Reference

Beck, S. (1997). Evaluation Criteria: The Good, the Bad and the Ugly: Or Why is it Good Idea to Evaluate Web Sources. Available online (<http://lib.nmsu.edu/instruction/evalcrit.html>).

Cooke, A. (2001). A Guide to Finding Quality Information on the Internet: Selection and Evaluation Strategies, 2nd ed. London: Library Association Publishing.

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Miller, P. Web 2.0: Building the new library. Ariadne, No.45, October 2005.

Miller, P. and Chad, K. Do libraries matter?: The rise of Library 2.0, Talis November 2005.

Miller, P. Library 2.0: The challenge of disruptive innovation. Talis, February 2006.

O'Reilly, Tim. Web 2.0: Compact Definition. Radar blog, 1 October 2005.

([http://radar.oreilly.com/archives/2005/10/web\\_20\\_compact\\_definition.html](http://radar.oreilly.com/archives/2005/10/web_20_compact_definition.html))

O'Reilly, Tim. What Is Web 2.0? O'Reilly.net. Posted September 30, 2005. (<http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>)

## **Group- C**

### **Title: PUBLIC AND ACADEMIC LIBRARY SYSTEM**

#### **Objectives**

1. To define the basic objectives of academic libraries
2. To know the various sources of finance to strengthen the academic library system
3. To encourage students to evaluate the user studies using new techniques

#### **Unit – I**

Public Libraries and their Development: Objectives and Functions- History and Development of Libraries with Special Reference to India - Role of Public Libraries in Society - Agencies and their Role in Promotion and Development of Public Libraries in India. Collection Development and Management: Periodicals, Conference Literature, Grey Literature and Government Publications - Non-Book Materials – Electronic Sources and Online Databases

#### **Unit – II**

Library Organization and Administration: Organizational Structure - Staff Manual, Library Surveys, Statistics and Standards, etc. Information Services: CAS, SDI, Abstracting and Indexing Services - Library Bulletin, Newspaper Clipping Services - Computerized Services - Resource Sharing and Networking

#### **Unit – III**

Financial and Human Resource Management: Determination of Finance, Sources of Finance - Types of Budget - Nature, Size, Selection, Recruitment, Qualification and Training - Responsibilities and Duties - Competency Development.

#### **Unit-IV**

Academic Library: Objectives, Functions and Services – Role of Academic Library in Higher Education – Academic Library Services – Academic Library Management – Role of UGC for Academic Library Development. Resource Development: Physical Resources including ICT infrastructure – Human Resource Development – Financial Resource Development: Sources of Library Finance in University and College Libraries, Library Expenditure, Budget and its Kinds, Financial Estimation.

#### **Unit-V**

Collection Development: Collection Development, Write-off and Weeding out policy – Problems in Collection Development – Role of Library Committee in Collection Development.

## Reference

Agarwal, J. N. "Libraries in Ancient India." *Indian Librarian* 8.4 (1954): 141.

Bhatt, R.K. *Academic Libraries In India: A Historical Study*

Bhatt, R.K. *History and Development of Libraries in India*. Delhi: Mittal, 1995

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UNESCO *Public Library Manifesto, 1994*. Paris: Unesco, 1995

## **Group- C**

### **Title: MARKETING OF INFORMATION PRODUCT AND SERVICES**

#### **Objectives**

1. To familiarize the students about the changing philosophy of Library and Information Services from free to fee based information services.
2. To understand the Economic value of information.
3. To impart knowledge in product planning, product pricing and also to understand the market behaviour

#### **Unit -I**

Information as a commodity and resource – information products – nature and types – tangible and intangible, Information Commons, Information Ecology.

#### **Unit-II**

Marketing of information- concept – need and purpose – marketable products and services – approaches- corporate strategy.

#### **Unit - III**

Market segmentation – Targeting – geographic – Demographic –Behavioral – Psychographical segmentation – user behaviour – adoption, marketing plan – Marketing Strategies.

#### **Unit -IV**

Marketing mix: Designing – communication – product mix strategy – Kotlers Four C's Mccarthy's Four P's – competition analysis – pricing policy and methods.

#### **Unit -V**

Marketing research; definition, functions, types and scope – applications – Technique's – marketing information system – components-functions

## Reference

Bhat, Ishwara. Designing efficient home pages for special libraries. In *Shaping the future of special libraries*, ed by S M Dhawanetal. New Delhi, Ane Books, 208, p 420 –435.

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Kotler, P. (1982). *Marketing for non-profit organizations*. (2nded). Prentice Hall of India, New Delhi, p.6.

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